

The Art of Inviting Participation

A selection of projects that
Centrum för Publikt
Entreprenörskap supports



**Centrum för Publikt Entreprenörskap
Grönegatan 11 a
211 27 Malmö**

**www.publiktentreprenorskap.se
info@publiktentreprenorskap.se**

Text:

Elin Dagerbo & Hannah Ohm

Design & layout:

Rasmus Alkestrand / Shapefunk Design Studio

Photographs:

Andreas Ragnarsson, unless otherwise stated



Ivar Scotte Volunteers Manager	Nils Phillips Project Manager	Elin Dagerbo Communicator	Ingemar Holm Project Manager	Philip Sandberg Business Intelli- gence Professional & Communicator
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Centrum för Publikt Entreprenörskap is a resource centre for people and organisations who have ideas for social development. We support social entrepreneurship initiatives throughout Skåne by offering mentorship programmes and advice & guidance with regard to funding, organisation, project management, communication and access to our multi-sectoral networks.

No matter whether you are a lone enthusiast, an association or organisation, a privately owned company, a politician or a civil servant. What is important is that you have an idea that creates added value for other people and that you involve them when realizing your project. All our services are free of charge. The Centre is a non-governmental sector initiative partly funded by the European Regional Development Fund. Folkuniversitetet is the principal of this project, which is managed in close cooperation with Glokala Folkhögskolan. Additional funding is provided by Skåne Regional Council, the City of Malmö, The Knowledge Foundation, Kommunförbundet Skåne (Scania's Association of Local Authorities), Malmö University, Lund Municipality, Landskrona Municipality.

Table of Contents

- 6 The Art of Inviting Participation**
Foreword by Ingemar Holm
- 10 Adopt a Bee**
Get honey for free
- 15 FIFH Future**
Obstacles as a business concept
- 20 WinWin**
Furniture in exchange for conference facilities creates mutual gain
- 24 Speakers Corner**
Your story - more important than any type of advertising
- 28 The Letter from Australia**
- 32 Meeting Place Maggan**
Multi-sectoral cooperation promoting local development
- 38 Aktivitetshuset - Activity Centre**
New opportunities for people and furniture
- 42 EEC**
Empowerment - together
- 46 Brightful**
Only when you receive acknowledgement do you dare to dream
- 50 GPS Nya vägar - New Paths**
Navigating the future
- 54 Följeforskarna - Monitoring & Research**
Entrepreneurship focusing on civic values

The Art of Inviting Participation

Interest in social entrepreneurship as an instrument for solving problems and promoting development in society has shown a dramatic increase in recent years. The debate on the role this new social entrepreneurship plays covers every topic from defending the jointly funded Swedish welfare model to the search for new platforms offering greater participation in social development, both locally as well as on a global scale.



Ingemar Holm, project manager

We have been able to follow and support this development closely through Centrum för Publikt Entreprenörskap (CPE) - a regional development project offering support to people and organisations with ideas for social development. Whichever term we use - social entrepreneurship, social innovation or public entrepreneurship - it is all about commitment, with special emphasis on participation, both at the starting point, as well as during the implementation and utilization phases.

Issues such as big city problems, the development of rural areas, the quality of schools, healthcare, voluntary activities, new social innovations, exclusion, the inability to utilize and canalize young people's commitment and engagement, youth unemployment, the difficulties for immigrants to enter into the labour market, etc. have prompted this development.

The involvement of the private business sector and its relationship with actors within society is increasing and Corporate Social Responsibility (CSR) has provided a platform for this. Increased cooperation between higher education and local society, including the development of knowledge on social entrepreneurship and social innovation is also a key issue. The search for more sustainable development or growth acts as a bond between all these organisations and developments and demands new methods.

Our overall objective has been to support projects that encourage this type of participation in both local as well as regional development. CPE has, for the past three years, supported approximately 120 projects that have generated a lot of local commitment, development potential and cooperation between associations, enterprise and municipalities throughout Skåne. Additionally, these projects have created some forty new job opportunities. We have also, in cooperation with universities, institutions for higher education and folk high schools run various knowledge building activities resulting in new educational opportunities, books and publications on the role that social entrepreneurship plays with regard to local development potential.

The Centre has been run with financial support from the European Social Development Fund, Skåne Regional Council, the City of Malmö, Lund Municipality, Kommunförbundet Skåne (Scania's Association of Local Authorities), The Knowledge Foundation, Malmö University, Glokala Folkhögskolan with Folkuniversitet as the project owner.

What experiences have we gained and what are the results since Centrum för Publikt Entreprenörskap was initiated?

A clear pattern has emerged with regard to requests for project support. Usually they come from individuals or smaller groups with a passion for realizing their idea but who lack the necessary networks or resources to continue pursuing their idea. Organisations wishing to start up cooperative projects across sector boundaries to solve problems in local society, in these cases the actors are often non-governmental organisations, enterprise and the public sector.

The most successful projects in Skåne have grown and developed where there has been a strong local sense of commitment. The conclusion drawn from this is that it is necessary to become established and operate locally in order to intercept and meet real local needs. It is also vital to establish new local support structures to fill this function within the municipalities in Skåne.

The second conclusion is that it is expensive and demanding of resources to construct new local support structures, which is why one must encourage actors with existing infrastructure in Skåne to step into the role as local development centres. Study associations, folk high schools, village communities, organisations linked to enterprise with existing local infrastructure and operations, would be suitable and potential actors for this assignment.

The third conclusion is that if we are to attain a more sustainable society where local and global development harmonize better with each other we must also emphasize values and keep an open mind to new perspectives with regard to uncomfortable issues. Such as:

- **Participation** – How do we create a social climate where everyone feels needed and has the opportunity to contribute with themselves, their ideas and their passion?
- **Cooperation** – How do we create fruitful cooperation between sectors on a more equal level?
- **Innovation** – How do we best support social entrepreneurs and new social innovations?
- **Knowledge & Skills** – Who takes responsibility for adult education that will lead us towards a more sustainable society?
- **Power** – Who pushes issues on social entrepreneurship today and why, what are the driving forces?
Do we have set roles in the public sector, enterprise, the world of academia, the non-governmental sector?
- **The Future** – Welfare in the future - who is responsible?

Centrum för Publikt Entreprenörskap has emerged in Skåne not by chance but a result from building multi-sectoral networks with a long term perspective in the region on the subject of social entrepreneurship and civic society issues. Organisations that label themselves "organisations for development" within the non-governmental sector, enterprise, universities and other higher education institutions are simultaneously interested in new forms of cooperation in the search for more sustainable solutions with regard to emerging issues in the future. This has resulted in new arenas for dialogue between the public sector and other sectors.

In this inspirational booklet you will meet some of the social entrepreneurs we have cooperated with and who, through their civic engagement, contribute towards a somewhat better and more decent place to live.

Ingemar Holm



Adopt a Bee - get honey for free

One of Sweden's environmental goals is to become self-supporting with regard to renewable fuel such as rapeseed oil. But in order to be able to grow the amount of rapeseed required we must double the number of bees. Stine Lindén and Sofi Holmgren are trying to distribute beehives around Skåne through their project 'Adopt a Bee'.

It all started in the canteen at the Hässleholm Upper Secondary School, where Sofi and Stina are long term employees. Stina told Sofi about her newfound interest in beekeeping. As she herself lives in an apartment and does not have too much space, she had just been given permission to place her first beehive in a garden belonging to one of her colleagues. Sofi, who for once was not occupied with a project of her own, immediately wanted to be part of it. Would it be possible for her to "buy in" to the beehive? And, incidentally, if she was willing to do this, maybe others might also be interested in doing the same?

Then and there the idea was born to get people to adopt bees.

Since September 2011, they have been busy placing beehives in gardens all around Hässleholm. The garden owners do not have to pay for having the beehives. Adopt a Bee is the owner and takes care of all the bees and hives. As Sofi and Stina have been given access to these gardens they go and care for the bees every ten days. Other people can also adopt bees. Each beehive has eight shares for sale and at the end of the summer every shareholder receives honey from their own hive. Three quarters of the shares have already been sold.

"We hope that the garden owners will eventually want to take care of the bees themselves and actually purchase the hive. Then Adopt a Bee can invest in a new hive and this way we will have increased the number of bees in the area", says Sofi.

Just when the bees were waking up after the winter the project started getting up to speed. Ten beehives have now been placed in various gardens and the goal of distributing more beehives around Skåne does not seem too distant; the waiting list of garden owners interested in hosting one or several hives has become quite long.

"If we are able to convey that it is not so difficult and that the starting up costs are reasonable then we can convince more people to become beekeepers without our own project having to expand too much" says Stina.

Legally an individual may only own a maximum of fifteen beehives per person and, in any case, they would not be able to manage many more than that as long as this continues as a hobby, separate from their teaching careers.

The beehives have been named after Sofi's and Stina's great grandmothers Elsa and Maggie – as there is also a feminist side to this project. "Traditionally men have been beekeepers, so it is high time to change this" says Sofi. The older style names also remind us of past times and ways of life.



Sofi Holmgren with an Adopt a Bee share certificate in a honey jar

"I like the connection with my great grandmother who lived far out in the countryside in the north-west part of Skåne taking care of ten children. To me she represents the agricultural society we have left behind but that we also wish to keep hold of in some way. This is our way of bringing nature into the city" says Stina.

Utilizing Sofi's experience in project management and Stina's interest in bees they seem to have found a good combination of solid structure and passion. The idea is well thought through and planned for a sustainable future. And despite both of them working entirely on a non-profit basis they have signed a work contract between themselves specifying ten hours of work a week. Luckily the height of the season takes place around midsummer when their pupils are on their summer holidays and the two teachers have time for this project. However, there is no doubt that the project takes up a lot of time.

"My entire living room is full of beehives at the moment. I paint them outside on the balcony and then I have to take them inside when it rains" Stina laughs.

"What is special about Adopt a Bee is the idea's ripple effect. Not only will the number of bees steadily increase; but the frequent contact with the adoptive parents creates a 'ripple': the project spreads engagement as well acting as inspiration to other people." Adopt a Bee clearly shows how we can take on global challenges at a local level and it is an innovative way of sustaining a traditional craft which will meet with great challenges in the future."

Ingemar Holm, CPE



FIFH Future

Obstacles as a business concept

"Disabled people must improve their self sufficiency and not rely on society. Companies, on the other hand, would become more competitive and reach a broader target audience if they invested in increased accessibility for the disabled" says Peter Nilsson at FIFH.



Photo: Gabriel Flores Jair

Peter Nilsson, aged 36, is a driving force in developing the association FIFH - Sweden's largest association for sportsmen and women with disabilities - and works to promote the inclusion of disabled people in the labour market. The objective is to create a social company with disabled consultants who, among other things, work with providing advice and guidance on accessibility.

"We must highlight people as being resources. When disabled people live off welfare instead of being tax payers this unnecessarily leads to illness and poor health" he says.

The FIFH philosophy is that all human beings need to actively participate in three areas in order to feel good about themselves and to stay healthy. The first area is 'family and home', the second is 'education, work and occupation' and the third is 'leisure & hobbies, sense of community, and being involved in sports or other kinds of associations'.

"The problems of our target group often surface in the second area. If you have no form of occupation aside from sports you will not feel good. Which is why my special passion is to create pathways for our target group to enter into the labour market" says Peter Nilsson.

He speaks from his own experience. After having graduated with a degree in economics from a British university he applied for over two hundred jobs between 2004 and 2005 without reaching his goal of employment.

"Yes, times were bad, but in part I believe it was easier to select someone who belonged to the norm."

FIFH became Peter Nilsson's salvation - he himself expresses it this way. He came to the club as a thirteen year old and started playing table tennis. In 2005 he gained employment as a project manager for one of FIFH's EU projects. He believes he was lucky, as he was given a break through sports. Now he wants to provide better opportunities for others.

"Many disabled people are not used to taking their own initiatives. They have no experience or network of contacts and suddenly they have graduated from upper secondary school and have to compete with every else on the free market. This is really tough. Which is why it is important to become self sufficient as early as you can and sports can be very helpful in this respect. "

At FIFH, young people meet role models who are self sufficient and have their own job, car and employment. This is important as inspiration and motivation.

Exclusion from society often takes place due to lack of knowledge, it is a bigger problem than the actual disabilities, Peter Nilsson believes. You have to think in the long term and not wait for other people to come up with the solutions.

"We at FIFH welcome tougher requirements. We always ask "What have you done (by) yourself?" Disabled people must solve their own problems instead of waiting for non-disabled people to solve them for us."

The vision of what FIFH could become within the near future is crystal clear. The operational part involving sports will continue as an association, while the other part will be established as a social company promoting occupational and work issues for the target group. They want to train accessibility advisers who could, for instance, work with adapting web sites and developing speech synthesizers and TTS systems for blind people. They also want to further develop their events-

and team building activities. Another area where Peter Nilsson believes that disabled people have special skills is caring for the elderly.

“We have a lot of experience with regard to technical equipment, we could adapt old people’s homes towards greater accessibility and help to test items such as shower chairs and wheelchairs.”

For Peter it is important to view accessibility looking at both rights as well as obligations. Working with accessibility issues as a business owner does not only lead to more competitive clout as an organisation and improving one’s social responsibility - but also in reaching a wider target audience.

FIFH – Föreningen Idrott för Handikappade

- The association has approx. 700 members between ages 2 and 98.
- Arranges the annual Malmö Open, the World’s second largest sports event for disabled people.
- Malmö Open has 2,500 participants in 14-15 different sports from 25 different countries.
- In August 2011 FIFH arranged, for the first time, the Team World Handigolf Championship.

“FIFH is a great example of entrepreneurship sprung from problem solving. Because FIFH’s members have both made visible, as well as risen to the challenge of, the problems of non-accessibility they have managed to acquire skills and knowledge much sought after in society that are necessary to disseminate! The accessibility consultants within FIFH change their own lives and the lives of others!”

Ingemar Holm, CPE



WinWin

Furniture in exchange for conference facilities creates mutual gain

“Immanuel Church receives furniture for our transitional accommodation for homeless people in return for letting the company 4Cycle use our excellent conference facilities. This creates a win-win situation and marks the start of a good cooperative effort” hopes pastor Johan Pernryd who participated in Sweden’s first Win Win event at Malmö City Hall in April.

The concept, based on a German model, is a sort of evening mingle event where associations and companies meet and make contacts. But the meeting should not just end with the exchange of business cards. The basic concept of Win Win is for the event to lead to real deals - agreements that are signed by both parties and witnessed by a panel of experts. This is one way of getting the private sector and the non-governmental sector to meet and create mutual benefits.

“The unique thing about this event is that everyone is meeting on the same level, no matter whether you are a business owner or an association. There are many types of forums for businesses to create business opportunities but no similar platforms exist where the non-governmental sector and enterprise can meet” says Helena Kurki, project manager of Win Win.

When a gong is struck to symbolically mark the start of the evening the target oriented hunt for a potential “agreement” partner begins. Many have come prepared by meticulously reading up on who will be attending and what their needs are. Others trust in spontaneous luck. So that discussions will not grind to a halt guides wearing orange t-shirts run around the tables “cross-pollinating” to keep the conversations alive. “Did you just ask for a projector? I heard someone saying the same thing over there in the far corner, maybe you should get together?”

Agreements could be about anything and everything, the most important thing is that money is not involved - not in sponsorship, nor in selling. Instead, other resources are to be used. It does not take long before the first agreement is shown on a large screen: KFUM KIOSK offers self-defence training and a team building activity to Vianor’s check-out staff. In return, Vianor will accept people from KFUM KIOSK’s activities in need of job training and young people in need of work practice. Everyone is in good spirits and crowds soon form in front of the little table where the agreements are signed and witnessed by the experts.

Jila Moradi of the Herrgården Women’s Association signs an agreement with Attendo Individ och Familj’s Lise Aragaw on cultural information and a class on oriental cooking for their unaccompanied minors and staff. After an hour and a half more than thirty agreements have been signed, the intense buzz begins to subside, and the gong ends the mingling part of the event and starts off the buffet that will round off the evening.

"This is a highly important opportunity for us to create new networks. It strengthens the self-confidence of women in our association that their knowledge and skills can contribute something to society. In the long run we hope that this could signify a new source of income for our cooperative" says Jila from the Herrgården Women's Association.



One of the volunteers, student Angie Barron Pelinder, has taken notes on the evening for a paper on social innovation and social entrepreneurship, using Win Win as a case study.

"It has become very clear to me that social entrepreneurs cannot work alone, you need to constantly meet with other actors in society. Often though, there is no way to know which cooperative effort will be a winner. Which makes this a very good way to meet!"

Facts:

The City of Malmö, local enterprise through Malmö Företagsgrupper, and local associations through umbrella organisations MIP (Malmö Non-Profit Organisation) and MISO (the Council of Sport Clubs in Malmö) are the initiators and principals behind Win Win.

The aim is for Win Win to become an annually recurring event and that the concept will spread to other parts of Skåne.

After the summer Win Win will follow up on the agreements that were made and present the results of these meetings.

"We have been searching for tools for a long time that will make it easier for local companies to work with social responsibility (CSR). Traditionally this is an area that would mostly interest large corporations on a global level within production. We view Win Win as an interesting way for many smaller companies to engage in local development."

Ingemar Holm, CPE



Speaker's Corner

Your story
- more important than any type of advertising

Imagine you are arranging a support party for your new recycling project and you want lots of people to attend. Or you would like to propose to your loved one in a most spectacular way. Or maybe you would like to arrange a protest march or show your art? Today the market has a monopoly on being seen and heard in the city's public spaces, something that David Borg wants to change with speakerscorner.com.

For years David has carried around the idea that everyone ought to be able to participate and be seen in public spaces. Inspired by the phenomenon Speaker's Corner, an area inside Hyde Park, where anyone can stand up on a box and speak about any subject, David has created www.speakerscorner.com.

With his own web site and programme David has translated the well-known speaker's corner in Hyde Park into the digital world. Here everyone can paint or write a message that is immediately projected onto a public space, for instance onto a large wall at Anna Lindh's Plats in Malmö.

"Although the internet has opened our eyes to a whole new world of opinions, thinking, and sharing, everything takes place within a rather limited framework - because who is actually the audience and how much does it actually affect the world around you?" says David Borg.

In fact, generations exist who are not continuously updating their Facebook and Twitter accounts. But according to David the lack of information flow between different groups is bigger than that.

"Small micro-clouds of specialist clubs exist on the internet and even though everything is disseminated very fast you rarely get to hear something completely different, new or totally unexpected. With Speaker's Corner we can mix large and small, high and low, image and text, and at the same time be seen in a space that belongs to us all. This is also a way to begin interacting with each other in real life too."



David Borg, Founder of Speaker's Corner

The basic idea of Speaker's Corner is democracy - that anyone may make themselves heard and that everyone shall have the same opportunity to utilize our public spaces.

"The idea is definitely not for companies to use Speakers Corner to project advertising and so on in attractive locations, nor should it cost a lot to get your text shown" says David.

But this is where it also starts becoming problematic. Because who, if not companies, would be willing to finance this kind of social innovation? For several years David has been spending his own resources, i.e. his own time, effort and money on this idea.

Now for the next step - to actually get a permit and a location for the projection. And above all, get the City of Malmö to discover just how good his idea is. Soon our messages and images would be able to fill the screens that have already been placed in the squares. Or perhaps be an integral part of the Malmö Festival. David looks hopefully towards the future.

"Despite the surprisingly long start-up it is highly satisfying that so many people appreciate the concept. I will not rest until Speaker's Corner exists in several countries... However, the most fun of all would be for Speaker's Corner to have its 'world premiere' here in our home town and contribute towards portraying a better image of Malmö to the world" says David.

"By offering a suggestion on how we could improve our interactions and communication with each other Speaker's Corner addresses an important and current issue that needs to be responded to in many different ways, over and over again. The difficulty in actually implementing the project shows the current lack of ability in capturing or embracing social innovations, especially if they come from someone non-commercial. Speaker's Corner shows, therefore, both with regard to idea and implementation, the challenges that public entrepreneurship faces today.

Ingemar Holm, CPE

the letter from australia

For a long time I have harboured the thought that people have too much stuff. When I say stuff I mean everything we own but do not actually use. And despite not being used is deemed too valuable to be thrown away.

Imagine a wardrobe that is so full that there is no just no more room, an attic so cluttered that you cannot find what you are looking for, or, in my case, a garage that never had room for a car.



What use is a garage, I asked, if you do not park your car there? Well it is where you collect all the tools you have bought throughout the years, and all the tool accessories that you also felt you had to purchase. Without writing a long and detailed list of what a garage actually houses these days, it is safe to say that many of these items never get used - they have become 'just stuff'. Some things are brought out maybe once or twice a year, other things periodically, and whatever is used often is of course at the front and blocking everything else.

As I have been a student of Global Studies, focusing on critique of the economic system, I decided to attempt to change people's consumer habits, or at least provide an alternative. Somehow I wanted to link my studies with the insights I had gained with regard to my father's garage. It is about utilizing our resources which is not an easy issue to take on. After a product has been in use for some time it will break or simply become dated.

My solution is to give tools a second lease of life by creating a "tool library".

Perhaps not an entirely original idea, things like vintage clothing stores and second-hand bookshops already exist, extending the life of such items, but with tools it is slightly different. Tape and thread are cheap aids for mending books and clothes, while tools are more complicated. I know from experience how difficult it is when trying to borrow a tool from someone as there is always the risk the tool might break. Especially the more expensive tools.

At this stage I chose to contact Centrum för Publikt Entreprenörskap as this project was much harder to actually take on than it was in theory. We discussed lots of different ways to go about it. The best and most logical solution was to start small but I was unsure whether the demographics would allow this as I envisioned the project being dependent on a certain type of people, a target group that might not contain enough people in one single location. But was this fact or was it something I was using as a defence mechanism in order not to deviate too far from my basic idea?

I had to undertake some market research - so I carried out a market survey, then one more, then even more surveys. What was the demand for various tools, what types of people would be interested, what requirements regarding facilities, staff and materials were there? How much money would be needed, what would the project plan look like? Who would help me? How would I convince them of my idea and concept?

I quickly realised that my sociology education was inadequate, I needed to either attract more partners, or learn about finance and project management myself. As I am stubborn I chose the second option - it was my idea, my concept, and I wanted to make sure it was implemented with the right intentions and with social entrepreneurship at its core.

My decision was to take the long and winding path (around the problem), letting the whole process mature, while I attained the necessary information and inspiration myself. So - I have temporarily relocated to Australia.

I have heard that some people are more or less born to be entrepreneurs and I believe this to be true to some extent. You need lots of self-confidence, tenacity and a lot of patience. You have to believe one hundred per cent in what you are doing and not give up when you meet with obstacles and receive support when you start feeling despondent. If one wants to be mean, one might call them narcissists either born with a silver spoon in their mouths or with an energy drink in their mother's milk.

I am not one of them, I still have a long way to go before I can call myself an entrepreneurial person. But I do have one talent which will get me there - the ability to 'think outside the box', to create and see things that do not exist, to see solutions instead of focusing on the problems.

No matter what people around me think, especially older people, I owe it to myself to "become all that I can be". Of course I could sit myself down at a desk and spend the rest of my life there, but I believe that most young people today do not consider this an option.

For me, living life 'the entrepreneurial way' means that you believe you can and want to change the world you live in. I do not want to be pushed about by various outside influences, telling me when/where/how to live my life, I am a bit childishly stubborn that way. However, I have not in any way given up on my idea on a tool library just because I have moved to Australia, I have just advanced in a different direction.

Regards, Johan

"Johan has his own story as well as the drive to create other options for current consumer behaviour. Being able to utilize the commitment and engagement of individuals is one of the most important assignments we have, individuals are needed to break the ice and establish new types of cooperation. One big step is to make things real and transform ideas from words and turn them into actions. If you are an individual going it alone you must sometimes try out the idea on a small scale in order to learn, create relationships and show that the idea works 'in the field' and that it can be developed - both for your own sake as well as the people you cooperate with."

Nils Phillips,
CPE

A stack of three white ceramic mugs is shown on the left side of the image. The mugs are stacked vertically, with the top mug being the most prominent. The background is dark, making the white mugs stand out. The lighting is soft, highlighting the smooth texture of the ceramic.

Meeting Place Maggan

Multi-sectorial cooperation promoting local development

"Being an active participant within your local residential area is taking a step into society. Our hope is that Meeting Place Maggan will provide our tenants with increased understanding on how society functions and how to participate more actively in its development" Says Sonja Lastre at LKF, Lunds Kommuns Fastighets AB.



Meeting Place Maggan was inaugurated on March 1, 2012, at Magistratsvägen in Lund with singing, dancing and music. It is a meeting place by and for, the people living in Norra Fäläden in cooperation with actors from local associations, property companies, the municipality, the Swedish Public Employment Service and local enterprise organisations.

Two months on, and the project shows that the schedule is being adhered to, and the facilities are filling up with different activities. You can join in mock job interviews, women's groups, language cafés, receive homework help, as well as receive civic information if you wish to start up your own company.

Word is starting to spread about this new meeting place around the area and is sparking some interest. Today, Wednesday, the women's group is meeting in the morning to cook together. Children run around the premises and the leftovers from the lasagne lie on the table, the atmosphere is calm and relaxed.

"Meeting is important but it is equally important to learn something new. This place offers a great combination!" says Mojgan Mortazavi who is here for the first time.

She found the place because she was interested in taking part in the bicycle course. Instead, today lasagne was on the schedule.

"It works just the same" she says and smiles.

Welfare dependency, unemployment and segregation are part of daily life at Norra Fäläden. Meeting Place Maggan's objective is to change this and its operations are, therefore, especially focused on work integration. Here you can receive help in applying for work, writing your CV and attending job interviews. But also how to start your own business.

"We need to be patient now in the start-up phase. It takes time to spread the word on this new place" says Marzieh Momenian, project assistant at the Meeting Place with special responsibility for English training, homework help and the women's group.

Together with communicator Andreas Ragnarsson she has gone from door to door, posted information notices and visited komvux SFI classes (municipal adult education: Swedish for immigrants) in order to talk about the new meeting place. Dissemination through the many cooperative organisations is also very important.

"Many people in Norra Fäläden come from other countries with completely different lifestyles and cultures than in Sweden and are unemployed or have no knowledge on how to start their own business. It is vital to disseminate information and see the growth potential in the area" says Andreas.



Gert Birgersby from Företagarna (Swedish Federation of Business Owners) in Lund is an active participant at Maggan and wishes to contribute his thirty-five years of experience as an entrepreneur.

“We are 11,000 business owners in the municipality but there is plenty of room for more. The municipality has employees who help unemployed people

and I am sure they do a good job. However, having your own experience of entrepreneurship and its networks is priceless, so if anyone wants to start a business we can contribute our knowledge from within the Federation” says Gert.

The Meeting Place’s goal is for it to be run by those living in the area within three years’ time. People who show up on a regular basis will be involved in the project and perhaps take over the meeting place as an association.

“The idea is not only to be a provider but to get people to become more actively involved in their own area and influence development” says Andreas.

Facts:

Meeting Place Maggan has Folkuniversitetet as its principal together with the Swedish Public Employment Service, Lund municipality, LKF, Företagarna, Tamam, föreningen Ándale, Hyresgästföreningen (The Swedish Union of Tenants), Centrum för Publikt Entreprenörskap and the ‘Social inkubator som samverkansaktörer’ project. The project receives just over 1.7 million in support from the European Regional Development Fund.

“It is important that the initiative to open up a meeting place comes from the people living in the area - the residents. The fact that the idea is well established in the area makes it possible to create meetings between those who have managed to start businesses and others who are still finding their way. In a situation where people often find themselves facing or living with long term unemployment good examples and role models are vital.”

Philip Sandberg, CPE.



Aktivitetshuset - Activity Centre

New opportunities for people and furniture

The basement of Aktivitetshuset in the eastern part of Malmö is full of chipped and disassembled furniture. These are discarded and broken pieces of furniture from furniture superstores and hotels. Chairs, bedside tables, and armchairs that have been donated to Aktivitetshuset to be repaired and rebuilt. The house is a meeting place for people living in exclusion and the workshop is at the heart of its operations. Once the furniture has been given a new lease of life it is forwarded to people in need. Often it goes to people who were previously homeless who have recently moved into a sublet.

"It is very clear that people are able to reduce their substance abuse if they have something to do with their lives. With Aktivitetshuset we want to give more people the opportunity to have something to do in their leisure time no matter what the rest of their lives looks like" says Agneta Knutsson, who manages house operations together with Tomas Mellstrand.

Besides giving the forty or so visitors a week decent occupational activities these activities also lead to vital financial savings - benefiting both the individual person as well as society.

"Since we started we have furnished 107 apartments thanks to IKEA, SOVA and 4CYCLE. Which means that the City of Malmö has made money by not having to pay out social support for furniture, and that by reducing addiction, we have also lessened the need for police intervention, emergency healthcare, insurance damages, etc." says Tomas.



So it is not so surprising that Aktivitetshuset has, in the space of just one year, become a permanent operation run by the municipality instead of continuing as a project. In connection with this transfer they have moved to different premises, thus receiving more opportunities as well as space. Besides carpentry it is now also possible to sew, paint, work out in the gym, use the computers, cultivate outside in the garden, and soon also use a light-therapy room. But first and foremost, you can come here, have a snack, and chat. It is a meeting place that places no demands but offers a safe and active life.



Anette Mellström has been drug free for twenty years now, but says that she has not been able to process her drug abuse experience very well. After searching around she is now at Aktivitetshuset.

"It has been a long journey for me to be able to acknowledge my drug addiction, now I have found a more honest route and I feel that I can be a role model for others who have yet to come this far."

As soon as she has finished her morning coffee she is going to create a collage, maybe it will result in an exhibition on what it is like to be homeless.

"I have so much to resolve inside of me, and all these activities help" she says.



"We try not to have too many schedules. Often people in this group already have a lot of routines. I believe that it is important to do something when you feel like it, and if you feel like sewing you have the opportunity here" says Agneta.

Hopefully Aktivitetshuset will be able to have more assistants in the future, perhaps through work practice opportunities or wage subsidies.

"That would enable us to start up more activities - maybe meditation and Nordic walking" Agneta says longingly.

Some people sit talking about the weekend in the armchairs. The atmosphere is calm and relaxed.

"It is Monday morning and many people might have had a rough weekend. They might not be fully aware at this time of the morning. But tomorrow the atmosphere in here could be completely different" says Agneta.

It is not allowed to come to Aktivitetshuset when you are under the influence but no one is ever kicked out for good - they are always welcome to come back the next day. Agneta is originally a nurse and used to the problems caused by addiction and substance abuse. But today she prefers to describe her work as being a 'professional fellow human'.

"It is such a fine line... anything could happen to anyone. We need to care for each other without placing strict demands and realise that we are all good at different things" she stresses.

"Aktivitetshuset is interesting, especially from a position of principal. How do we organise opportunities for groups that live in exclusion, and who will take responsibility? The courage and commitment of the staff, in this instance from the public sector, to step outside their own points of reference has, in this case, led to public entrepreneurship. It is also important to emphasize the structure of Aktivitetshuset. This is a user-oriented and self-organised operation where its products (the furniture) returns to the same target group. This is helping self-help for self-help!"

Ingemar Holm, CPE



Empowering European Citizens

Empowerment - together

How can local commitment change the global situation? Young and active citizens from some ten European countries gathered together with “Empowering European Citizens” (EEC) in order to exchange experiences, learn new working procedures and to become inspired by each other.

“The EEC offered a fantastic opportunity to unite social entrepreneurs from different backgrounds to become inspired by each other’s commitment, create new cross-border cooperative efforts and to share experiences like ripples on the water throughout Europe. The programme reflects on an international level what CPE otherwise does locally: to create opportunities for participation and work together multi-sectorally” says Philip Sandberg from CPE, who was co-organiser for the EEC in Sweden.

The project was the result of cooperation between the British Council and local partner organisations from Hungary, Croatia, the Czech Republic, Estonia, Finland, Macedonia, Poland, Romania, Slovakia and Sweden. Together with Glokala Folkhögskolan, Centrum för Publikt Entreprenörskap served as host for seventy participants when they convened for four days in Malmö, receiving further education and networking.



Having returned home after two trips full of intense workshops and many exchanges of knowledge, Gergő Benedek, one of the (in total) 300 participants tells us of his experience of the project.

EEC found me as a seeker. My attention turned towards the state of our planet and our society on it only a couple of years ago. Through a certain chain of events and realisations I developed a whole new approach to life and much clearer targets to work for. Since then I'm looking for ways to improve as a person who can help to develop resilient local communities living meaningful lives in harmony with nature, instead of the roaring chaos of the everyday life of failed ambitions as we live it today, in the highly wired and urbanised first world culture.

It was a natural choice to try my luck with the selection, and I was very pleased when I was informed that I am picked, especially as I gave not much chance to myself considering that I am not a member of any official NGO, just a wannabe of the trailblazer urban gardening group of Budapest called FöldKelte. EEC turned out to be one of those lifechanging milestones for me. All the way through I thought to myself that, eventually, that I might have turned out to be the type of the perfect candidate for this event since I am not very much connected to

any movement or organisation yet, but I have my goals and eager to network with the likeminded so I can learn a lot here. EEC gave plenty of opportunities to network within my Home Team, and not long after the two modules I became a successful applicant of the NGO whose members I've got to know at the training. International connection building was inspiring, sometimes even very emotional. It is a very heart lightening experience to spot deep harmony with total strangers, feeling part of a huge subculture of active citizens, sharing same values, ethics, views on life and finding oneself in situations, every corner, every moment, where one can learn, absorb, teach, or even inspire.

EEC gave me a huge boost forward on the road I embarked upon a few years ago, a lot of starting ground for different projects, new friends for life, and many very tangible effects on my everyday existence. “

Gergő Benedek, Budapest, Hungary
- participant on the EEC project



Brightful

Only when you receive acknowledgement do you dare to dream.



It is three thirty in the afternoon, a sunny Friday in May, at Värner Rydénsskolan in Rosengård. One small classroom is still packed with pupils from the 7th and 8th grades. Everyone is there because they want to be. And everyone talks about their visions of the future.

It might seem too good to be true. But the fact remains.

A former pupil, Fatime Nedzipovska and her friend, Elnaz Barjandi have succeeded where many have previously failed. Getting young people to engage in their own future, to set down their own personal goals and then getting them to believe that these goals are actually attainable. The organisation they have created is called Brightful and tonight is its "launch".

"This is the first day out of five years..." Fatime begins.

The pupils laugh uncertainly - is she serious? Yes, she is. Brightful's programme follows young people for two years in lower secondary school and then three years through upper secondary school. After this they can continue within the organisation as alumni and become mentors for new participants.

The idea is for Brightful not to become yet another short-lived project that would then leave pupils stranded. They will exist as a sounding board and as a community and stay with these pupils for a long period of time. One important element is to provide positive role models and enable contact with the outside world, outside of school. This is why some ten university students from Lund, Malmö and Copenhagen have joined with the programme as mentors.

"Their greatest problem is that they do not dare to express their dreams as they know that they will not come true. Which is why it is important for us, as mentors, to show that is, in fact, possible" says Igor Petrov who is studying as a graduate of Social Studies at Malmö University.

Fatime and Elnaz have also filmed interviews with young people from Paris, Copenhagen and New York who have dared to live their dreams.

"What do you think Tupac, Beyonce, Steve Jobs, Barack Obama and Zlatan dreamed about when they were fifteen?" Elnaz throws the question to the class, and the pupils talk excitedly.

The pupils are given the task of making their own vision boards. Where do you want to be in one year's time and where do you want to be in ten years' time? Where will your grades be in one year and what upper secondary school have you applied to? What job will you have and where will you live in ten years' time?

Dardan Dreshaj, 14 years old, is a bit of an entertainer and says jokingly that he is mostly interested in food and girls. But when the mentor encourages him it turns out he has hopes of being accepted to Latin or Borgarskolan for upper secondary school. As of yet his grades are not quite good enough but he will work harder, he says.

Zeinab Hojeij, 15 years old, wants to become a dietician and work in the Lebanon in ten years' time. Her cousin does and so it seems fun. Her friend Yasmin Becker, 15, seems at first a bit shy, but her reply comes without hesitation when asked what she wants to do in ten years' time. "I want to work here in Malmö as a police officer."

Study technique is one important element that Brightful will focus upon in its programme; another is for pupils to meet students who are studying towards the professions that these young people dream about. young man tells us that he wants to become an architect in Istanbul and build a house for his family. He has never been there but he decided when he



was just seven that that was his goal. He becomes enthusiastic when he finds out that Brightful can put him in touch with students at the School of Architecture at Lund University.

The vision boards are collected - they are to be kept secret, folded together. They will be opened again in three years' time when the pupils are attending upper secondary school.

"In three years' time their visions might have changed. It does not matter, the important thing is that they continuously dare to dream real dreams. Not dreams according to what other people say they should become, but dreams of what they themselves want to become, deep down inside. It is then - with emphasis on the word then - that you become Brightful" says Fatime.

"We want young people to believe in themselves and to want to do things. And we know that if you just have someone to support you, who says "YOU CAN", it takes you quite a bit further along the way" says Elnaz.

"I went to the same school myself and can show them that you can reach far even though you come from an area that has a reputation" says Fatime.

Facts

Fatime Nedzipovska:

23 years old from Malmö. She is studying economics at Lund University, and spent her summer as an intern at a music magazine in New York. Her dream is to provide inspiration for young people in the future and at the same time work with music in some way.

Elnaz Barjandi:

23 years old from Malmö. She is studying international business and politics at Copenhagen Business School and dreams that, one day, she will work for the UN in Paris or New York. But first and foremost she wants to be happy and travel all over the world.

Brightful's goal was to recruit ten pupils at Värner Rydénskolan for a pilot project but they only dared to imagine that five people might turn up. Instead, twenty-five pupils showed up and still more people are curious and want to know more. The secret lies in honest intentions, feeling passionately about the issue and being well established within the target group. The pupils sense that Fatime, Elnaz and the mentors are driven by a real sense of commitment - and the slight age difference between them makes it easy to identify with them. The fact that Brightful was started entirely without funds also shows the importance of non-profit involvement.

Elin Dagerbo,
CPE



GPS Nya vägar - New Roads

Navigating the future

Unemployment among young people is one of the greatest problems of our time. Svalöv Municipality has tried a new way to find a new solution in conjunction with local associations and enterprise.

“Many young people would like to work in trade but they lacked experience as well as cash register experience so we started up our own store in cooperation with Emmaus to improve their qualifications” says Desirée, youth mentor for GPS Nya vägar .

GPS Nya vägar is run by Svalöv Municipality in cooperation with local society. With unemployed young people as their target group the municipality started a project which included employment training and work practice. So far the project has involved three cycles of young people who get to undergo three months of training, as well as three months' work practice or employment.

The first group 'graduated' in April 2012 and the statistics look good. Five out of ten were offered jobs, three out of ten were offered work practice and two out of ten had to return to the public employment service. This must be looked upon as successful in a municipality where youth unemployment lies at 9.2 per cent between the ages of 18 and 24.

“Our reasons for success include the fact that these young people have enjoyed coming here. We have not 'acted' like an authority, instead they have felt acknowledged and are at ease with the the people who work here” says Desirée.

Flexibility, creativity and work methods influenced by the participants on neutral ground

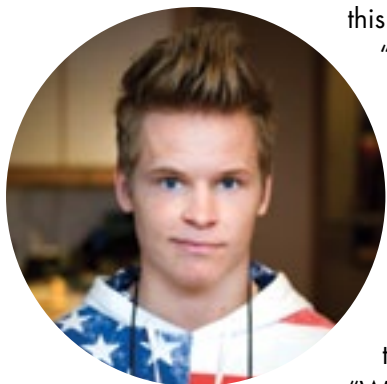
could also summarize this project. These young people have been given help in expressing their dreams and visions of the future and in cooperation with the Swedish Public Employment Service, local associations and enterprise they have, step by step, been given tools to move towards their goals.

The unique thing about this project, according to Stellan Ask, project manager at Svalöv Municipality, is that they are working preventively with these young people by finding them before they ever apply for social assistance/welfare and then pointing them in the right direction towards education, work practice or employment. The fact that the public employment service, associations and municipality can be supportive in various ways and with various skills also makes this an investment that speaks to the person as a whole. “The Rotary Club sponsored work interview training and offered feedback on these young people's CV's. They were real mock interviews that showed them how to behave in such situations” says Desirée.

The project has purchased an hour on the air every week at the Svalöv Local Radio Station and these young people have been allowed to produce radio shows on what it is like to be young today. Some of them have gone the extra mile and become involved on a voluntary basis in the association that runs the radio station. “Working within an association offers great credentials when you are seeking employment. It opens new doors that many young people do not think about” says Desirée.

Hampus Sääsäski is one of those who participated in opening up the vintage clothes store in Svalöv. He plays in Landskrona Bois and dreams of becoming a professional soccer player - yet considers





this a good experience.

“We decorated the store and priced the clothes. Welcomed customers and worked at the cash register. The sales period was the most fun because then we had people in the store all day long and it was fun” he says.

One of the greatest difficulties in helping young people find work in the countryside is the lack of public transport.

“When we look for work practice placements one of the first things we have to check is if it is possible for

them to travel to work by bus. Often this is impossible.” says Desirée.

Unfortunately, a driving licence is just a dream for many young people from financially struggling families.

“It easily becomes a catch 22 situation. If you do not have a driving license you do not get a job. And without a job you cannot afford a driving license. This is a labour market measure that could be utilized much more in rural areas.” says Desirée. The first group to participate in GPS Nya vägar was gender-mixed and this group chose to open the store. The second was an entirely female group who worked very creatively together and, among other things, made vision boards about their future. The third group, that has just started, is an entirely male group.

“We adapt the training according to the participants so it is very interesting to see how it develops, the next group might be interested in something completely different.” says Desirée.

Fakta

GPS Nya vägar is a cooperative project organised by Svalöv Municipality, Finsam, Leader and the local associations and enterprise in Svalöv Municipality. The project aims to meet unemployed young people at an early stage and help them, in a flexible manner, to find new ways to move forward in life. The project duration is twenty-four months and the participation of these young people is voluntary.

Blog and website: gps-nyavagar.se

GPS Nya vägar is a good example of how to try various methods using a project based format, in order to confront a common problem in a small municipality. Thus a flexible approach is created that fits the target group. Another major benefit is being able to try out multi-sectoral cooperation with new actors who join in with developing the project. If we confront the problems of the future we need to cooperate more and cooperation is, to a great extent, built on trust. Such a project can contribute towards this.

Nils Phillips, CPE



Postscript

A conversation with CPE's monitoring researchers

Hans-Edvard Roos and Anders Järnegren have monitored and researched Centrum för Publikt Entreprenörskap during its three years and have followed the team's work closely. They work at the Department of Sociology at Lund University and are writing a book on the importance of development organisations.

What separates the kind of support function that CPE comprises from other kinds of business support activities?

"The identifier here is not primarily a business plan but a commitment that is sustainable. If the support organisation has too much of a business mindset many good initiatives become excluded. A business plan is linked to a financial approach, but the projects that Centrum för Publikt Entreprenörskap come into contact with are often linked to a civic perspective and a set of values that have nothing in common with the market, such as human cooperation and solidarity" says Anders.

Without further definition they both believe that public entrepreneurship and social entrepreneurship are about developing the role of the citizen.

"Often some sort of go-between is required, to act as a link between the individual and the system. The first task of the go-between is to clearly define the uniqueness of the idea - its originality. It must not be categorised or institutionalised too quickly. Step two is to link the idea with various resources or organisational opportunities" says Hans-Edvard.

Which criteria for success have you identified in order for social entrepreneurship to be successful?

"It is really about two kinds of recognition. That the group you are working with feels part of the effort and that the group outside also admits that it contributes something towards society. That is when you have succeeded" says Hans-Edvard.

Anders fills in:

"Communication and establishment are very important. One criterion for success is to be able to communicate what you do both internally as well as externally. If no one in the outside world cares about what you do and your target group is not interested then obviously you will fail. Some initiatives exist that are simply mirages - for instance, you want to work with helping unaccompanied minors but if you are not well established within the target group all your resources will go towards bureaucracy.

There are three primary entrepreneurial skills a social entrepreneur needs according to Anders and Hans-Edvard. They must be able to:

1. Identify an issue that many people wish to get, or already are, involved in.
2. Communicate the issue and receive understanding, both within the own group as well as in the outside world.
3. Organise the issue in some way so that it makes a lasting impression on society.

Does it matter how a social entrepreneur gets organised?

"It is primarily about succeeding in mobilising your fellow citizens towards something they believe has value. And then, to some extent, organise it in order to make it last, to become sustainable. Finding the right way to do this is part of the entrepreneurial ability" says Anders.

"The type of organisation you then choose is up to you" Hans-Edvard explains.

"This could involve creating art, starting up an association or putting together training opportunities. But also it could be about driving an issue through the courts and impacting legislation. Or about developing municipal activities or starting some kind of business. Then some do not wish to be institutionalised at all, but continue existing as independent networks.

How do municipalities and regions create a positive climate for this type of initiative?

"The core of entrepreneurship is that it is new and different and you need to bear this in mind if you wish to facilitate new initiatives. Primarily this means that you need to be able to listen and be receptive. In practical terms municipalities need to create a platform where the two parties can meet as well as facilitate the organisational procedure by providing premises, for instance" says Anders.

Why do we need social entrepreneurship initiatives in the present day? "We are experiencing a fiscal crisis within the public sector with reduced profits which lead to not enough resources to cover all of society's needs. Some activities are being privatised and other issues will hopefully be solved thanks to new ways of thinking from, among others, social entrepreneurs. Who will tackle unemploy-

ment, young people's problems, and the problems of integration?" Anders asks himself. "Someone must do it."

"The institutions of the welfare state are crumbling as they are a national project built upon politics governing the economy. Now we are finding out that politics are interwoven with the economy because of increased globalisation. The bigger picture becomes the soil where social entrepreneurship will grow" says Hans-Edvard.

How do you look at future development?

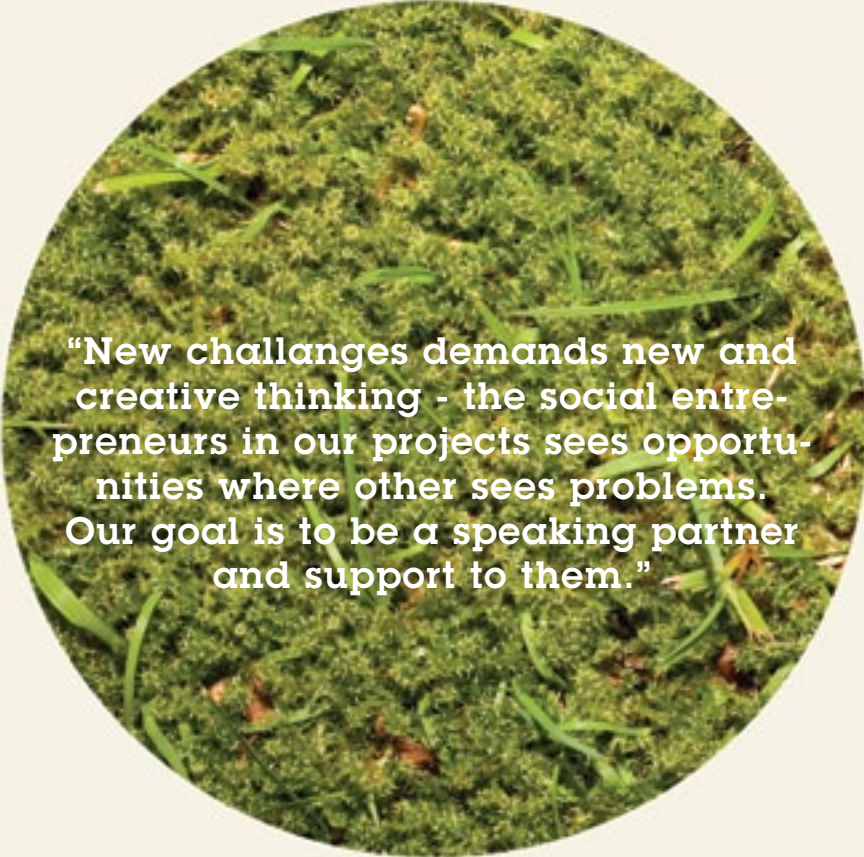
We see an inclination towards major local as well as regional differences with regard to innovation in the future. If you take a look at Skåne the differences are quite large between different towns, depending on local structures and traditions, and if you are willing to adapt to global change. It is a typical reaction against globalisation - some people immediately join in with the rest of the world while others close the door entirely, which leads to increased differences between different areas.

Hans-Edvard ends by saying "It also means that an actor such as Centrum för Publikt Entreprenörskap is able to make a huge impact at a local level simply by utilizing the area-based potential".





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“New challenges demands new and creative thinking - the social entrepreneurs in our projects sees opportunities where other sees problems. Our goal is to be a speaking partner and support to them.”

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