

Social innovation mapping in Amarante

CHANGE! Good practice factsheet

Title of good practice/initiative	Image/photo of good practice/initiative
<p>Social Mapping Process</p>  <p><i>Success is not always what you see</i></p>	 <p>ES mais EMPREENDEORISMO SOCIAL AMARANTE</p>
<p>Description of the good practice /initiative: history, activities, number of involved people, territorial scope, current scale, future plans, impact and benefits (Max. 400 words)</p>	
<p>Social, environmental and economic challenges are many, complex and multidimensional. Despite all the effort fired in combating the major problems of society these have persisted. However, there is an increasing view that there is an opportunity for innovation capable of generating results more impact either by policies, either through design developed.</p> <p>The strategic guidelines of the Social Development Plan 2015/2020 of Amarante Social Network aim to create solutions that foster entrepreneurial behavior in organizations of the productive system and the social economy. In July 2015, the Amarante Municipality started the project Social Entrepreneurship in Amarante in partnership with the Institute of Social Entrepreneurship - Social Business School and the non-profit association, Humanitarian Work Association and Social Organization (ATHOS) - and the TEIA Project, Work, Entrepreneurship and Active Inclusion. The project aimed to map the social entrepreneurship initiatives in Amarante and integrated IV phases:</p> <p>Phase I - Methodology presentation ES + seminar and Observer Privileged Identification (OP's). Identification of all those who by experience or personal knowledge or had contact with initiatives that promote social transformation in the territory. The seminar was addressed to directors, managers or representatives of social organizations (IPSS and Associations), Town Hall, technical organizations, parish councils and other knowledgeable and interested in the subject people. 27 organizations participated in this initiative.</p> <p>Phase II - phone calls were made and screened interviews with leaders of the identified initiatives, where we proceeded to detailed collection on the initiatives identified in phase I, in order to make the process of pre-selection for Phase III. At this stage it was conducted a seminar Boosting+ in September, having been invited all representatives of about 40 identified initiatives. The projects were organized in order to be submitted to the evaluation of the Academic and Scientific Council of IES-SBS for selection according to the 5 criteria of Social Entrepreneurship: 1. Mission 2. Impact; 3. Innovation, inspiration, sustainability, 4. Involvement and Empowerment; 5. Replication and Scalability.</p> <p>Phase III - After selecting the initiatives projects were further developed and prepared (history, operating model and key strengths and needs of the initiatives) for presentation to the jury.</p>	

Phase IV - Introduction to the Academic and Scientific Council (CAC) of the ES+ initiatives. The jury was formed and defined by the Team of the Social Innovation Lab in order to ensure impartiality and consistency of ES + initiatives. They were presented individually to each of the CAC members, consisting of national and international researchers from leading universities, with the ES + initiatives selected based on the sum of the votes of CAC members.

Public presentation of the seven initiatives identified with high potential for social entrepreneurship.

Brief description of how the specific local public service has been challenged (with figures, if possible)

Presentation of the project to the Social Action Local Council of Social Network Amarante; Formal and informal invitations, calls to participate in the seminars and the forums, realization of group dynamics.

Role of the municipality within the process (e.g. how the municipality facilitates or coordinates the process to systematise/upscale a civic initiative)

The Municipality financed the IES, named a collaborator, coordinator of the Social Network Amarante, to participate in all stages of the process. The experience and expertise of network partners and local organizations facilitated the process of promotion and involvement of organizations.

Budget (in total and municipality's own contribution)

5540€

Key attributes (success factors) enabling (municipal) staff to implement the project successfully

- Partnership: The team was composed of members of the local authority and non-governmental organizations.
- Sharing of human, physical and material resources.
- This first project of Social Entrepreneurship Initiatives Mapping recognized an important interest and participation by the entities that are involved in all stages of the process.

Key internal, organisational, behavioural weaknesses the municipality/organisation had to overcome during the process

Do understand the importance of this process of mapping of social innovation initiatives to increase the process of participation and involvement of citizens and organizations.

Links to website for further information on the good practice/initiative