

# TRAINING ON SOCIAL INNOVATION

## #3.-COMMUNITY MEDIA

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Based on Print it Yourself, Hungary, Budapest

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# MODULE #1

Introducing the program and social  
innovation concept



# INTRODUCING TRIC

**Proposal:** Erasmus + Small Scale Program

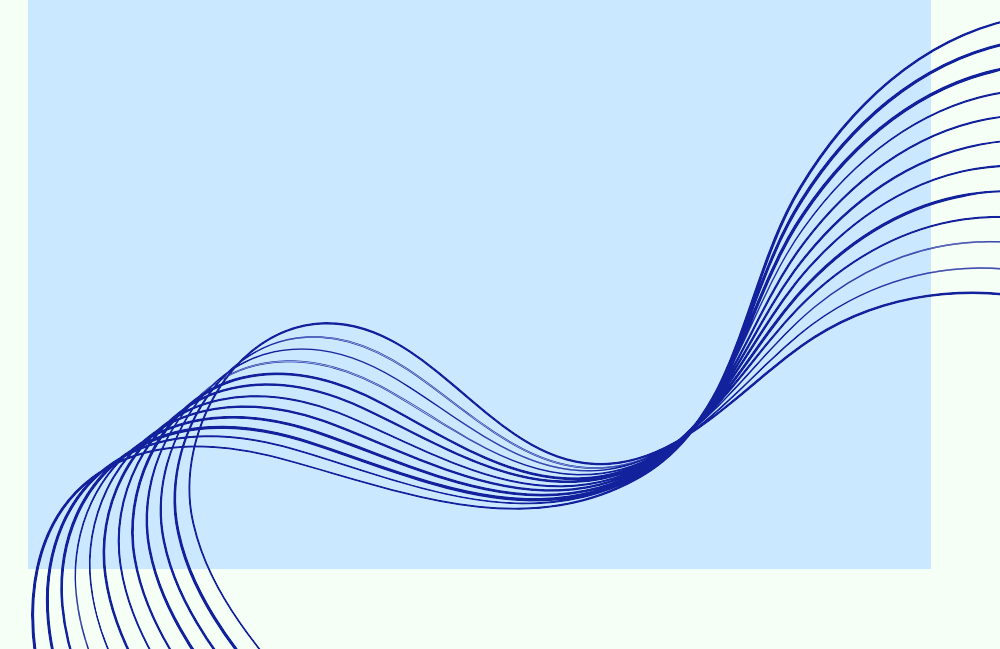
**Project:** TRIC – Transferring social Innovation into Competencies

**Implementation period:** 01/02/2023– 31/01/2024.

In the TRIC project, we looked for social innovation competencies by analyzing already proven and successful social initiatives.

**Our goals:**

- Strengthening social innovation competencies among adults with non-formal education methods.
- Supporting the transferability of effective social innovation methods by transforming projects into training materials.
- Identifying the competences inherent in social innovations that can be adapted for the labor market and teaching them to adults.



# TRIC ACTIVITIES

01

RESEARCH AND METHODOLOGY ON THE POSSIBILITIES OF TRANSFERRING SOCIAL INNOVATION INTO EDUCATIONAL MATERIALS

02

QUERY AND PROCESSING OF SOZIALMARIE WINNING AND NOMINATED PROJECTS

03

TRANSFORMING METHODOLOGIES THAT CAN BE EXTRACTED FROM SOCIAL INNOVATIONS INTO THE KEY COMPETENCE

04

5 TRAINING PACKAGES BASED ON SOCIAL INNOVATION CASE STUDIES

05

20 ADULT STUDENTS DEVELOP THEIR SOCIAL INNOVATION COMPETENCIES

06

VIENNA EVENT TO PRESENT THE RESULTS





Unruhe Private Foundation's main project is SozialMarie - Prize for Social Innovation. Launched in 2005, it is the first social innovation prize in Europe. Each year, 15 outstanding social innovations are selected through a multi-stage evaluation process involving regional experts and an international jury. The winners are presented to the public at an award ceremony in Vienna. Unruhe organises workshops and events to mentor the winning projects and promote dialogue on social innovation in the Central and Eastern European region.

<https://sozialmarie.org/en>



Cromo Foundation was established in 2002 in order to contribute to the local and regional cooperation of non-governmental, business and governmental actors and thus to strengthen a participatory, active and democratic society in Hungary and Europe.

Core values of our organization are credibility, accountability, professionalism and innovation. Cromo wishes to see local organizations well managed and effective; local citizens active and committed to participation; local communities vibrant and sustainable; society inclusive and tolerant.

<https://www.cromofoundation.org/>

# ABOUT SOZIALMARIE

Social innovation drafts solutions to pressing social challenges. It provides room for new approaches, gives innovative answers and lays new paths. Social innovation either reacts to a new social question or it solves a known problem by a new practice. The effected group (target group) acts by itself or at least the action has to involve the effected group. In this manner, social innovation creates sustainable, exemplary solutions that inspire others.

Definition of social innovation,  
Unruhe Privatstiftung

SozialMarie is a prize for social innovation awarded to 15 outstanding projects every year. With its first call for applications in 2004 and awarding in 2005 it has been the first prize for social innovation in Europe. Beyond a financial recognition adding up to €55,000, SozialMarie primarily offers a public platform for social innovative projects in Central and Eastern Europe.

Projects run by private individuals, commercial companies, the social economy (civil society initiatives, NGOs, NPOs, associations) and the public administration are eligible. Projects implemented in Austria, Croatia, Czech Republic, Hungary, Slovakia and Slovenia are invited to apply.

# ABOUT SOZIALMARIE (PART 2)

## Timeline





# INTRODUCING COMMUNITY PRINT IT YOURSELF, HUNGARY - 3RD PRIZE 2020

**3rd Prize 2020**

**Country:**Hungary

**Region:**Implemented nationwide

**Sector:**Civil Society / Social Economy

**Fields of action:**Awareness raising, Community development

**Project owner:** eDemocracy Workshop Association

**Responsible person:** János L. László

## APPRECIATION OF THE JURY

The Hungarian government currently controls more than three-quarters of all TV, radio, and print media in the country. This particularly impacts voting outcomes in rural communities.

Nyomtass Te is! provides communities with non-governmental media and information with an innovative and simple approach. As a result, independent journalism and online news are accessible to the communities and political discourses of rural Hungary.

# Social Innovation

## MISSION



### What is social innovation?

Social innovation refers to the process of developing and implementing new, effective solutions to solve social or environmental issues.

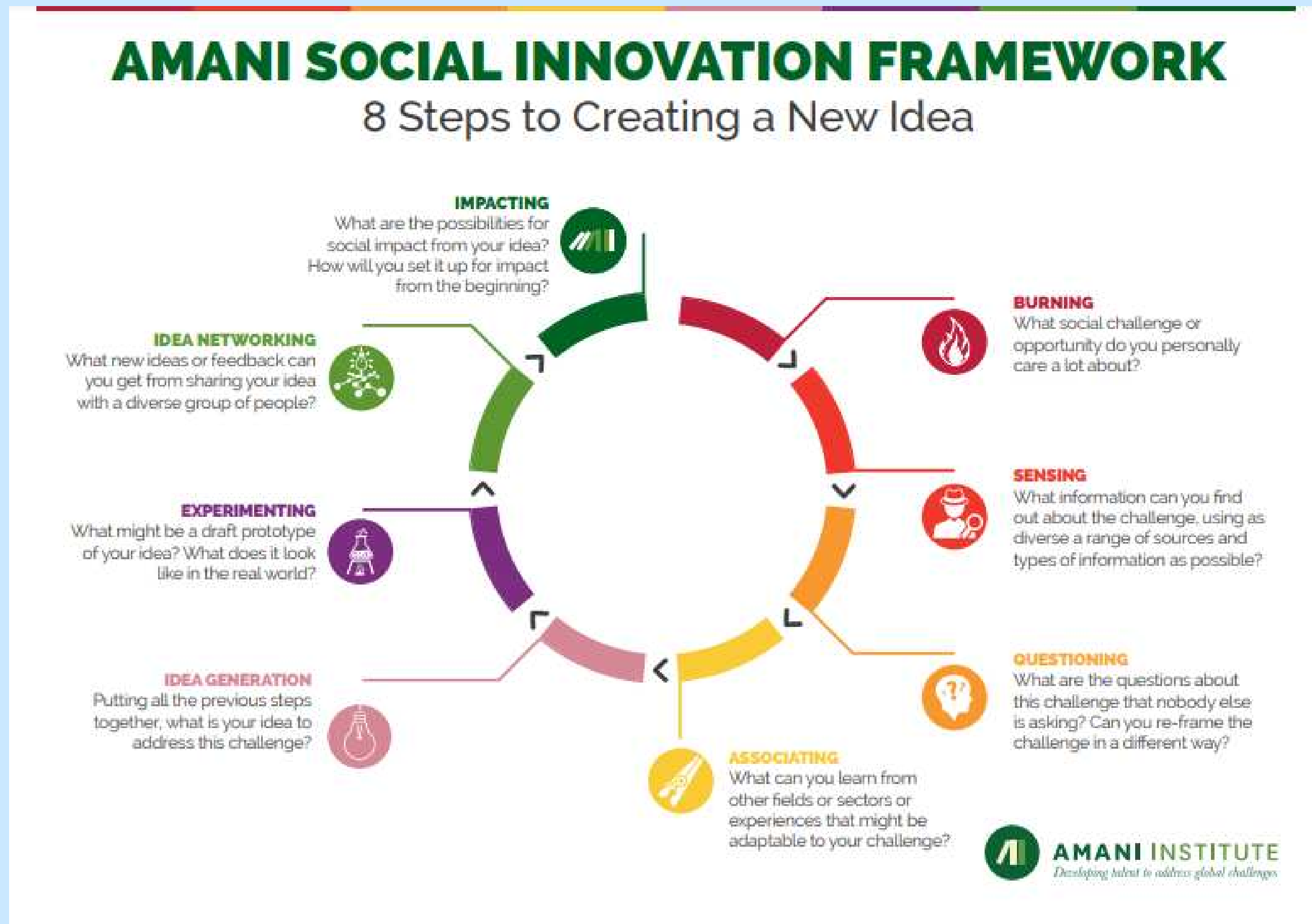
Social innovation is meant to have long term impact at large scale. Social innovation is traditionally advanced through non-profit endeavours, but the business community is also open to address society's challenges too.

## VISION



# Model/Tool #1 - Social Innovation Framework

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# MODULE #2

Getting to the idea, vision and  
mission



# EXERCISE #1

Think about your idea

**What  
communities  
do you live  
in?**

**QUESTION 1**

**What are the  
needs and  
challenges in your  
society/neighborh  
ood/community?**

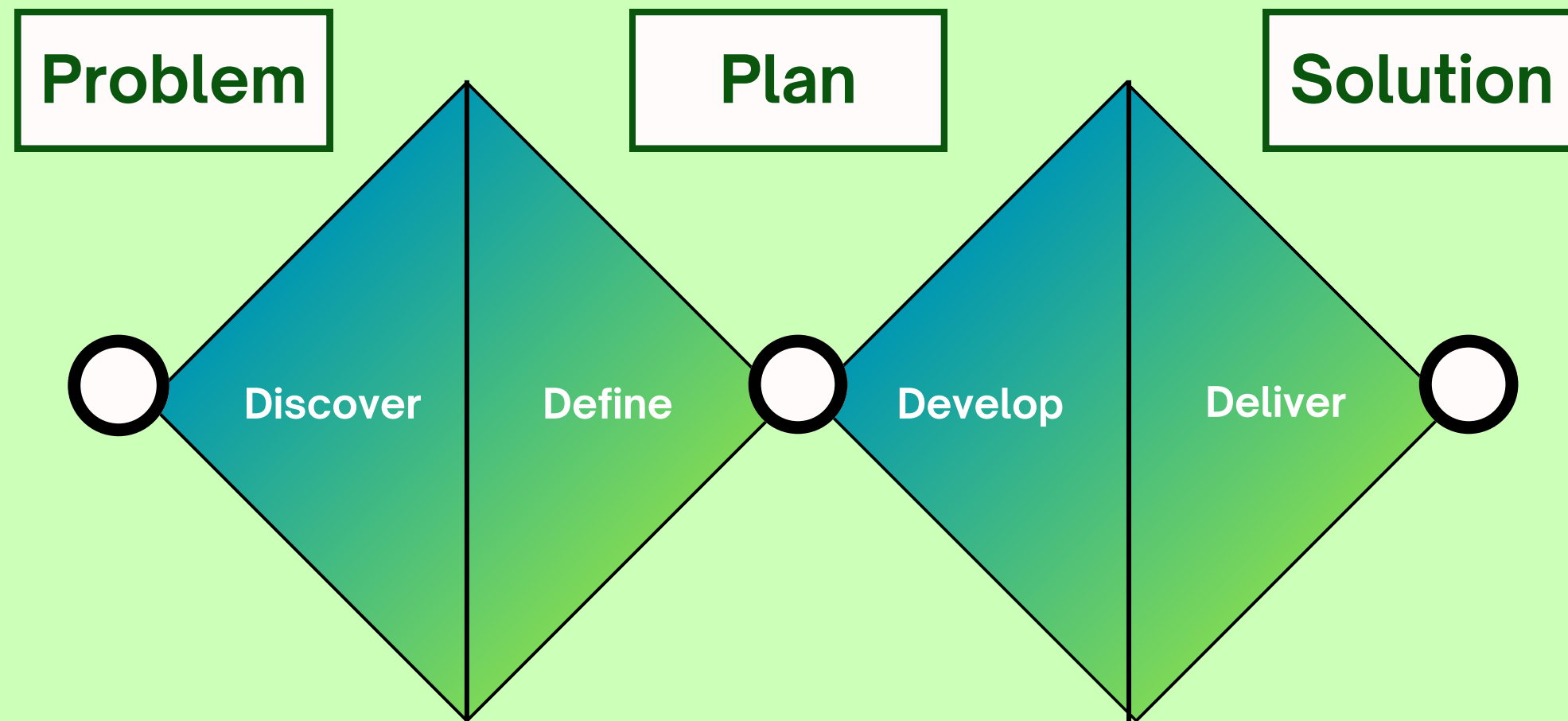
**QUESTION 2**

**What are your  
personal  
interest in this  
respect?**

**QUESTION 3**

# Model/Tool #2 – Idea Challenge

- What is the core problem?
- How to define it?
- Problem centric vs solution centric approach
- Generating several ideas – Brainstroming
- Choose the best – Idea Ranking



# Showcase #1 - *Print it Yourself- Idea*



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Reviving the Samizdat tradition of Eastern Europe, Nyomtass Te is! (Print it Yourself!) is a weekly summary of the most important news from independent media in simple, accessible language printed on a half-fold A/4 paper. The mini-newspaper can be downloaded from our website for anyone to print and distribute in any quantity.

By reaching out to communities in small towns, we offer diverse perspectives on issues often represented only from one-side. Through countering government propaganda in the Hungarian countryside, we can improve public political consciousness and democracy in the whole country.

# Vision and mission

## VISION



Visioning is a process by which a community/members of organization defines the future it/they wants.

„The vision is like a lighthouse which illuminates rather than limits, giving direction, rather than destination”

(James J. Mapes, Foresight First)

A mission statement is used by a community/organization to explain, in simple and concise terms, its purpose(s) for being. The statement is generally short, either a single sentence or a short paragraph.

## MISSION





# MODEL/TOOL #3

## CREATE VISION AND MISSION

01

HOW DO YOU IMAGINE THE IDEAL FUTURE?

02

WHY DO YOU WANT TO WORK FOR IT?

03

HOW DO YOU WANT TO MAKE IT?  
PROGRAMS/SERVICES/SOLUTIONS

04

WHERE DO YOU WANT TO WORK? GEOGRAPHICAL SCOPE

05

WHO DO YOU WANT TO WORK FOR? TARGET  
GROUPS/BENEFICIARIES



# Exercise #2

## *Create a vision*

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HOW DO YOU SEE THE  
IDEAL FUTURE? SHORT  
TERM? LONG TERM?

WHAT DO YOU  
WANT TO DO?

WHAT  
COMMUNITY/SOCIETY/  
NEIGHBORHOOD DO  
YOU WANT LIVE IN?

WHAT ARE YOUR  
PERSONAL INTEREST  
IN THIS RESPECT?

HOW DO YOU  
WANT TO  
CONTRIBUTE?



# EXERCISE #3

Think about your idea

**What do you  
want to do  
for this ideal  
future?**

QUESTION 1

**Why do you  
want to  
contribute?**

QUESTION 2

**How do you  
want to  
achieve it?**

QUESTION 3

**For  
whom?**

QUESTION 5

**Where?**

QUESTION 4

**trɪc**

# Showcase #2-Print it Yourself-

## Vision and mission

### VISION

The vision of the project is to create a media that anyone can print and distribute, as opposed to government media, in order to provide dealers with transparent and real information in the entire country, specially countryside.

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### MISSION

To deliver fact-based news withheld in pro-government media to small villages.

The project's mission is to produce a newspaper that can be accessed by all residents on the internet, printed and distributed within their own community to provide valid and credible information in smaller settlements in Hungary, as opposed to the state's heavy hand.



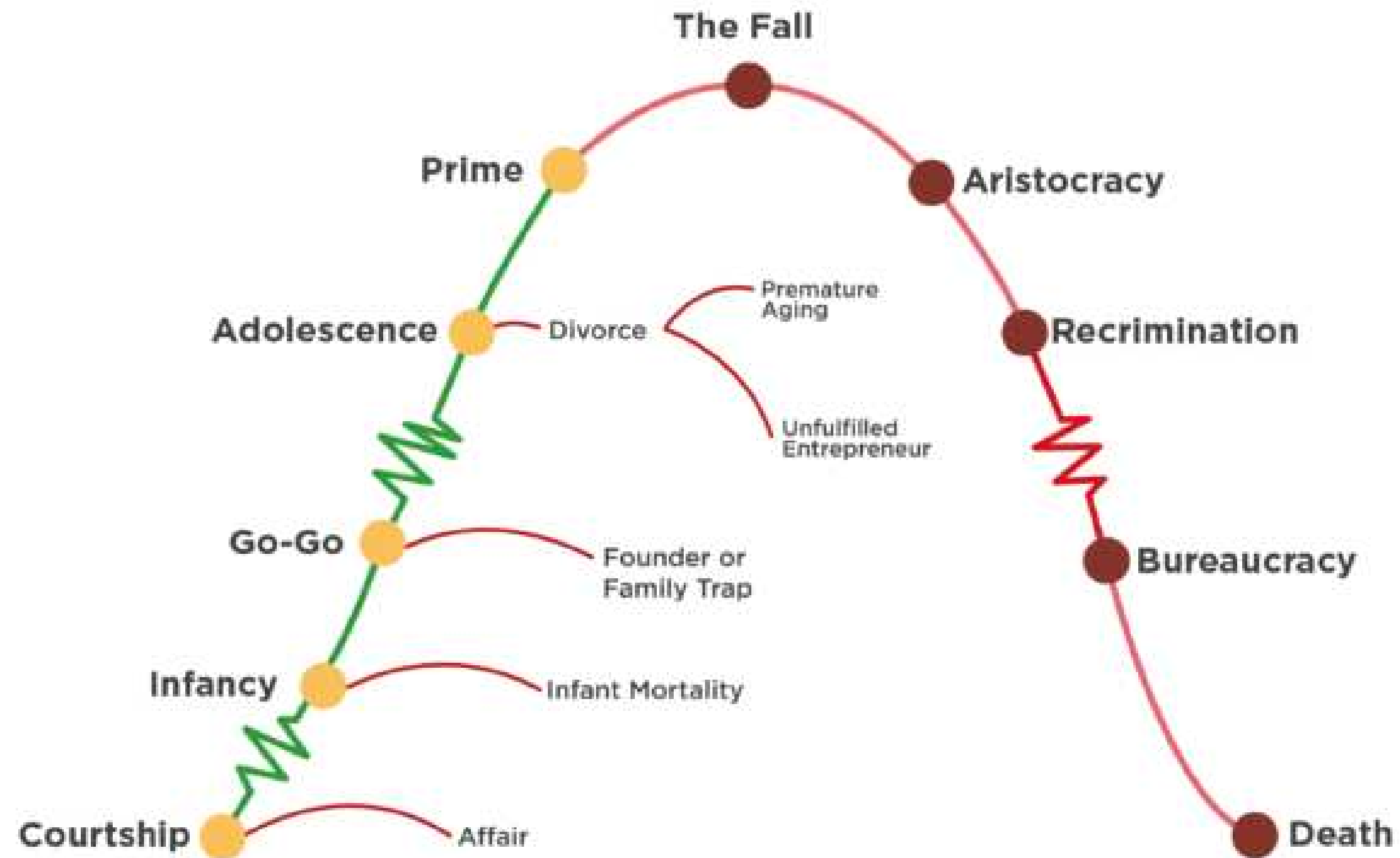


# MODULE #3

First steps

# Model/Tool #4 Project lifecycle

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# MODEL/TOOL #4

## PROJECT LIFECYCLE – 10 STEPS (PART 1)

01

**COURTSHIP** –THE INITIAL PHASE IS THE DEVELOPMENT OF THE IDEA, RAISING CAPITAL, AND FORMING THE BUSINESS.

02

**INFANT** –AS THE NAME SUGGESTS, THIS PHASE IS THE START OF RUNNING PROJECTS. THE PARTICIPANTS MAY EXPERIENCE INFANT MORTALITY.

03

**GO-GO**–THINGS GET FRANTIC, PERHAPS CHAOTIC. IT MAY EXPERIENCE THE FOUNDER/FAMILY TRAP, WHERE THE PROJECT ACTIVITIES AND FAMILY LIFE COME INTO COMPETITION.

04

**ADOLESCENT**– DURING THE ADOLESCENT STAGE, THE PROJECT BEGINS TO DEFINE ITSELF AND ESTABLISH ITS PLACE. IT MAY EXPERIENCE DIVORCE, EITHER FROM PREMATURE AGING OR A DISAPPOINTED PARTICIPANTS/FOUNDERS.

05

**PRIME**–DURING ITS PRIME, THE PROJECT IS FIT, HEALTHY, AND PROFITABLE.

# MODEL/TOOL #4

## PROJECT LIFECYCLE – 10 STEPS (PART 2)

06

**THE FALL**– THE PRIME PHASE ENDS AS THE PROJECT PARTICIPANTS START TO LOSE ITS KEEN EDGE.

07

**ARISTOCRATIC**–THE PROJECT REMAINS STRONG BECAUSE OF ITS SUCCESSES AND PRESENCE BUT LOSES MARKET SHARE AS IT FALLS PREY TO TECHNOLOGY CHANGES AND MARKET TRENDS.

08

**RECRIMINATION**– DOUBT, PROBLEMS, AND INTERNAL ISSUES OVER THE DECLINE CAN CAUSE THE PROJECT TO LOSE ITS PURPOSE.

09

**BUREAUCRACY**–INTERNALLY FOCUSED ON PROCESS AND PROCEDURE, THE PROJECT SEEKS AN EXIT OR DIVESTMENT

10

**DEATH**– IF THE ORGANIZATION CAN'T RENEW ITSELF, IT CLOSES, SELLS OFF, GOES BANKRUPT, OR SELLS ITS ASSETS.



# Showcase #3 - Print It Yourself

## Challenges and answers

COVID19 - PERSONAL  
DISTRIBUTION SLOWS  
DOWN

the paper starts  
to disseminate  
more and more  
factual and  
credible  
information  
about Covid

AGE GAP - THE PAPER IS  
DISTRIBUTED MAINLY BY  
OLDER PEOPLE

they try to reach out  
to universities to  
involve young people,  
they managed to start  
a course on samizdat  
media at ELTE  
University

INTERNET ACCESS IS NOT  
AVAILABLE EVERYWHERE  
IN RURAL AREAS

the immediate circle of  
friends and acquaintances  
is starting to take it upon  
themselves to spread it in  
the countryside, where  
there is no internet-a selfie  
can be taken to show  
which town they are  
visiting

# EXERCISE #4

Based on the project  
description, make a list on  
dos and don'ts

## CHECKLIST, DOS AND DON'TS

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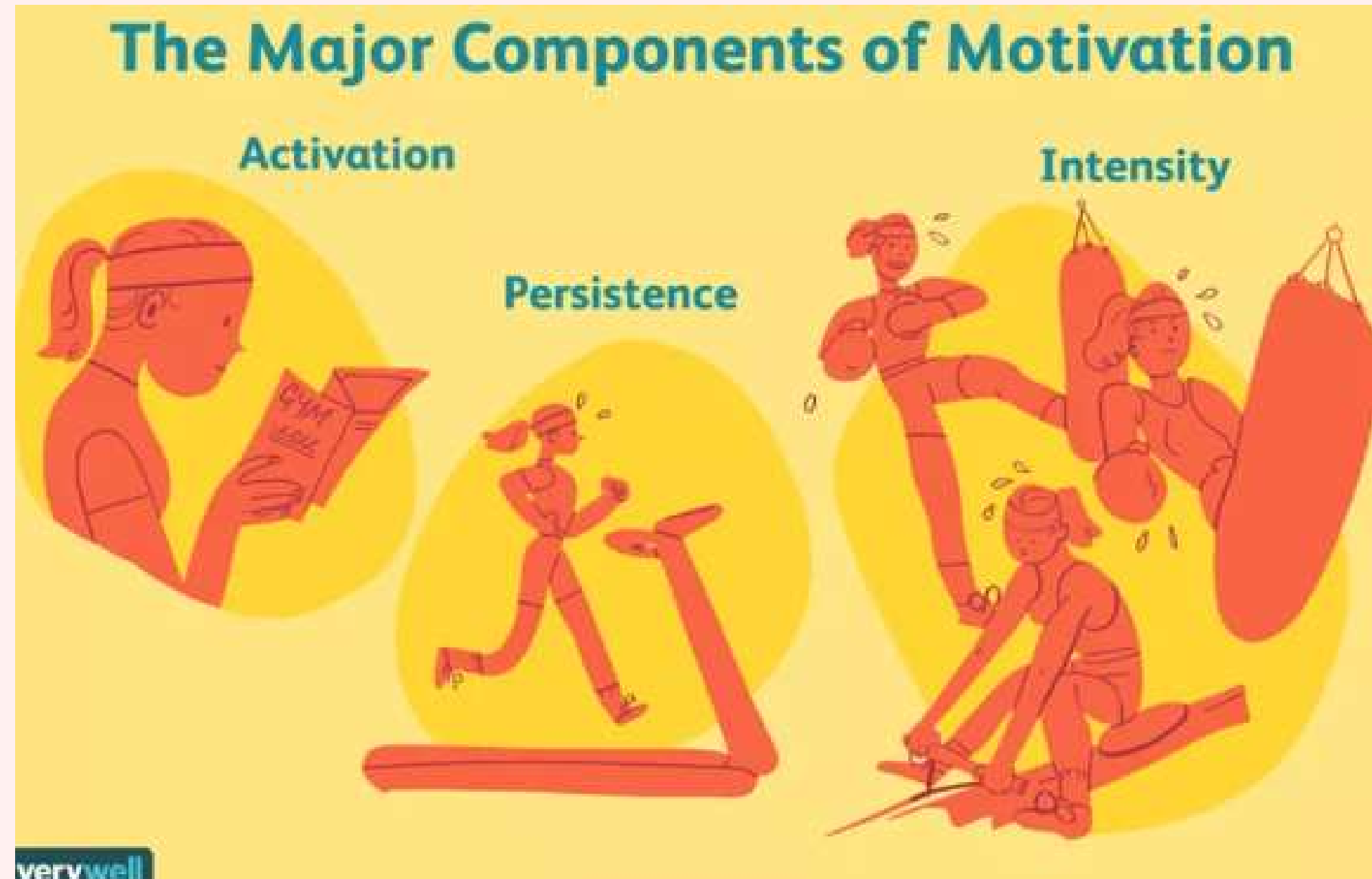
# **SKILL #1**

# **MOTIVATION**

The project leader in such an initiative must be emotionally involved, empathetic, and motivated. He or she must understand what motivates others and maintain this motivation.

# Model/Tool #5 Motivation- The Driving force Behind our Actions

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The term motivation describes why a person does something. It is the driving force behind human actions. Motivation is the process that initiates, guides, and maintains goal-oriented behaviors.



# COMPONENTS OF MOTIVATION **trıc**

Different elements or components are needed to get and stay motivated. Researchers have identified three major components of motivation: activation, persistence, and intensity.

- Activation is the decision to initiate a behavior. An example of activation would be enrolling in psychology courses in order to earn your degree.
- Persistence is the continued effort toward a goal even though obstacles may exist. An example of persistence would be showing up for your psychology class even though you are tired from staying up late the night before.
- Intensity is the concentration and vigor that goes into pursuing a goal.<sup>5</sup> For example, one student might coast by without much effort (minimal intensity) while another student studies regularly, participates in classroom discussions, and takes advantage of research opportunities outside of class (greater intensity).



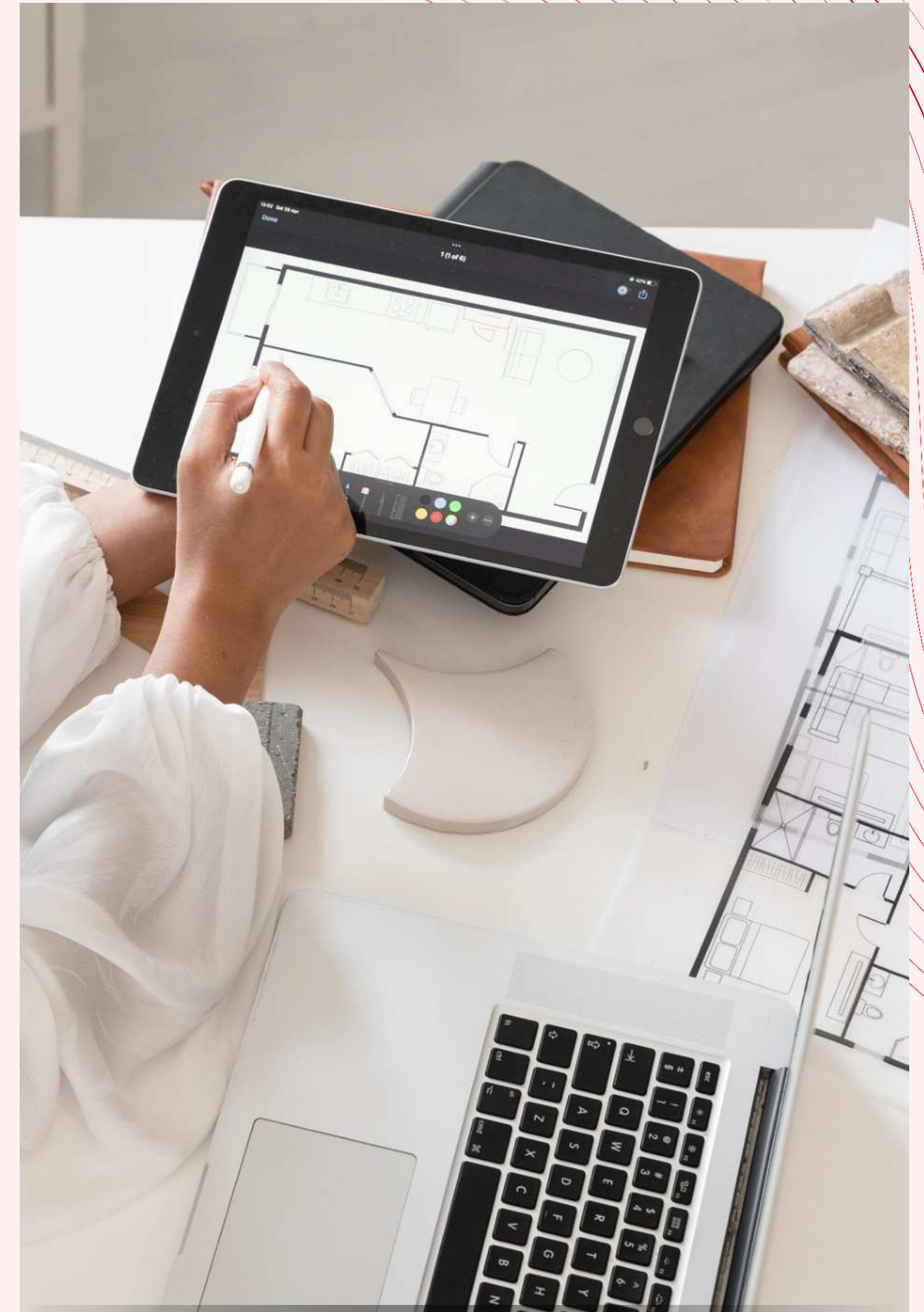
# HOW TO IMPROVE YOUR MOTIVATION? **trɪc**

**If you're feeling low on motivation, there are steps you can take to help increase your drive. Some things you can do to develop or improve your motivation include:**

1. Adjust your goals to focus on things that really matter to you. Focusing on things that are highly important to you will help push you through your challenges more than goals based on things that are low in importance.
2. If you're tackling something that feels too big or too overwhelming, break it up into smaller, more manageable steps. Then, set your sights on achieving only the first step. Instead of trying to lose 50 pounds, for example, break this goal down into five-pound increments.
3. Improve your confidence. Research suggests that there is a connection between confidence and motivation.<sup>6</sup> So, gaining more confidence in yourself and your skills can impact your ability to achieve your goals.
4. Remind yourself about what you've achieved in the past and where your strengths lie. This helps keep self-doubts from limiting your motivation.
5. If there are things you feel insecure about, try working on making improvements in those areas so you feel more skilled and capable.

# SKILL #2 SETTING CLEAR GOALS

The project leader and staff must be able to set clear, simple and measurable goals.



# Model/Tool #6 - SMART Goals

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The trouble with not having a goal is that you can spend your life running up and down the field and never score.— Bill Copeland

SMART is an acronym that you can use to guide your goal setting. To make sure your goals are clear and reachable, each one should be:

- **S**pecific (simple, sensible, significant).
- **M**easurable (meaningful, motivating).
- **A**chievable (agreed, attainable).
- **R**elevant (reasonable, realistic and resourced, results-based).
- **T**ime bound (time-based, time limited, time/cost limited, timely, time-sensitive).

<b>S</b>	<b>M</b>	<b>A</b>	<b>R</b>	<b>T</b>
<b>Specific</b>	<b>Measurable</b>	<b>Attainable</b>	<b>Realistic</b>	<b>Time-bound</b>
Do: Set real numbers with real deadlines.	Do: Make sure your goal is trackable.	Do: Work towards a goal that is challenging, but possible.	Do: Be honest with yourself- you know what you and your team are capable of.	Do: Give yourself a deadline.
Don't: Say, "I want more visitors."	Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."	Don't: Try to take over the world in one night.	Don't: Forget any hurdles you may have to overcome.	Don't: Keep pushing towards a goal you might hit, "some day."



# EXERCISE #5

Based on the project  
description, make a list on  
dos and don'ts

## CHECKLIST, DOS AND DON'TS

**trıc**



# Showcase #4 Print It Yourself- Motivation and Setting Goals

## MOTIVATION



The project leaders and participants were not motivated by material things, but primarily by emotional (anger at the excesses of the government media) and self-fulfillment (to create something that is sustainable, workable and a real solution to the problem)

In the initial phase, the target set did not meet the SMART expectations, the output was not quantified; only later, in the development and growth phase, was it defined to maintain the dissemination in 50 municipalities for at least six weeks. This was later extended to 1000 municipalities

## SETTING GOALS





# MODULE #4

Growth and Development



# SKILL #3 FINANCIAL TRANSPARENCY

The project leader must be able to make financial issues transparent, communicate openly, and allow continuous monitoring by project stakeholders. More people will support a project if the financial terms are transparent, easy to understand, and do not confer specific financial benefits to a small group of people.



# Showcase #5 Financial transparency

tríc

The project costs are simple, printing and delivery costs, graphic design commission. As everyone is a volunteer, there are no salary and wage payments.

A small printing house prints a newspaper for 10 HUF, a large printing house 6,5 HUF/newspaper, the graphic designer's fee is 50 000 HUF





# MODEL/TOOL #7

## Institutionalisation

**Find volunteers  
and colleagues to  
work with**

**BUILDING STAFF**

**Design internal  
communication –  
use social media  
for external**

**COMMUNICATION**

**Create a budget,  
prising and  
income  
generation plan**

**FINANCIAL ISSUES**

**Design structure  
and clarify roles  
and  
responsibilities**

**ROLES AND  
RESPONSIBILITIES**

**Design the most  
important task  
and process –  
describe them**

**MINIMUM PROCESS  
DEVELOPMENT**

# SHOWCASE #6-PRINT IT YOURSELF-EARLY INSTITUTIONALISATION OF THE PROJECT



## **Building staff**

For a long time, the editorial team relied on its own friends and acquaintances to write and distribute articles. It was only later, during the growth and development phase, that it evolved into a national network, with coordinators and local distributors joining in.

## **Roles and responsibilities**

In the early days, there was no structure, no division of roles, just clear roles from a professional point of view.

## **Minimum process development**

They tried to bring in a professional organisational developer, with whom they were not entirely happy.

## **Financial issues**

As the project has an inherently low budget, the money needed to run it has been raised mainly through donations. It was only relatively late, just before the elections, that they received major funding (spring 2022)

## **Communication**

The project was successful not only in Hungary but also abroad. The project leader was featured in numerous newspapers and internet articles. While not always directly related to the project's goal, the publicity significantly benefited the project.

# EXERCISE #6

Based on the project  
description, make a list on  
dos and don'ts

## CHECKLIST, DOS AND DON'TS

**tr>c**



# MODULE #5

Sustainability and future plans



Definition of social impact means any significant or positive changes that solve or at least address social injustice and challenges.

Phases of SI:

- 1.formulating the overarching social problem
- 2.identifying resources and needs
- 3.setting objectives and strategies
- 4.monitoring results, analysing figures
- 5.development and innovation

## **MODEL/TOOL #8**

### **SOCIAL IMPACT**

# Showcase #7-Print It Yourself –Social impact and future plans

**The project's turning point was the 2022 pre-selection, when the organisers of the pre-selection used the newspaper to inform the public and provide space for candidates to address their constituents.**

**The application, which can be downloaded from the Google Play Store, greatly multiplied the impact of the project. At the peak of the project, 150 local activists distributed 1.3 million copies per day, there was a day when more than 80 selfies were received, i.e. the material was distributed in that many settlements per day in the months before the elections.**

**At the moment, the activity has dropped significantly, there is no suitable political environment, it is conceivable that the project will pick up again for the municipal and EU elections of 2024.**

# EXERCISE #7 – ACTION PLAN

**trɪc**



**If you were a decision  
maker how would you  
start?**



**As citizen what  
can you do?**

# SOURCES

- <https://sozialmarie.org/en>
- <https://www.cromofoundation.org/>
- <https://www.viima.com/blog/social-innovation>
- <https://amaniinstitute.org/wp-content/uploads/2016/08/ASIF-Infographic-1.pdf>
- <https://www.viima.com/blog/the-complete-guide-to-idea-challenges>
- <https://www.sozialmarie.org/en/projects/7997>
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- <https://www.mindtools.com/a4wo118/smart-goals>
- <https://socialimpact.com/>



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