

THIS WORKS SUMMIT

SCALING SOLUTIONS FOR EMPLOYMENT
AND RECOVERY IN SOUTHERN EUROPE

WEDNESDAY, JUNE 29 2016, 12 PM TO 7.30 PM

MUSEUM OF NATURAL SCIENCES
VAUTIER STREET 29, BRUSSELS 1000



With the support of
Robert Bosch Stiftung

Event held under the patronage
of the European Parliament



THIS WORKS SUMMIT

THIS WORKS SUMMIT aims to illustrate first-hand the power of scaling proven social innovations for employment and recovery across Europe and inspire bolder and grounded employment policies throughout the European Union.



The SUMMIT will be an excellent platform for EU, national and regional policy makers and philanthropic actors to:

- Interact with a dozen carefully selected social entrepreneurs and discover their solutions for challenges connected to employment, migration, skills mismatch, youth empowerment;
- Learn from what worked and what didn't work in scaling innovations across Europe;
- Discuss how policy makers and philanthropic actors could contribute to scaling the impact of these innovative solutions and inspire innovative EU employment and entrepreneurship policies;
- Stimulate collaborations, new partnerships and discuss how to continue THIS WORKS across Europe.

THIS WORKS includes innovations which directly or indirectly promote an improvement in the employment situation, such as solutions that focus on the personal or transversal development of the jobless or empower and engage youth.

THIS WORKS INITIATIVE

In 2014, Ashoka and the Robert Bosch Stiftung launched THIS WORKS – Ideas and Solutions for Employment and Recovery in Southern Europe to accelerate social innovation in the field of employment in Greece, Italy and Spain. THIS WORKS initiative started from a shared conviction that focusing on opportunities instead of problems is one of the keys to putting an end to this crisis.



Over the past two years, Ashoka and the Robert Bosch Stiftung have worked together to look for proven innovative solutions tackling unemployment in various countries around the world and help replicate them in Southern Europe where local communities are eager to attract and adapt these solutions to their own conditions and needs.

- 3000** people trained in Southern Europe
- 1500** found a job in Italy, Spain and Greece
- 55** events (co-)hosted across Southern Europe
- 31** social innovations showcased
- 17** solutions being scaled to Italy, Spain and Greece
- 60** local partners involved
- 3,3** million euro invested to jumpstart social entrepreneurship ecosystems in Southern Europe, in addition to the lead partners' contribution

THIS WORKS

THIS WORKS SOCIAL ENTREPRENEURS



DANIELLE DESGUEES
BOUTIQUE DE GESTION
FROM FRANCE TO ITALY AND SPAIN

Danielle Desguées pioneered her first Boutique de Gestion (BGE) in Paris in 1979. These management shops are open boutiques where (would-be) entrepreneurs can 'shop' for entrepreneurship and self-employment support, including individual counselling, design and specification of their business idea, business planning and viability strategy.

To date, BGE supported the creation of more than 120,000 businesses 79% of which still operating after 3 years. In 2014 alone, thanks to BGE support 17,100 enterprises were established, creating 28,600 new jobs. A McKinsey study evaluated the economic impact of BGE in Ile de France to € 8.3 million in 2010, with an estimated impact of € 182 million if all firms received support.

Supported by Ashoka through This Works, Danielle has collaborated with two local partners – Fondation Emplea in Spain and Consorzio Mestieri Lombardia in Italy and built internal capacities through trainings so that they can adapt BGE's methodology to their own contexts and needs.

Read Danielle's [profile](#) or watch a video [here](#) (in French).



FRANCESC SISTACH
SPECIALISTERNE
FROM DENMARK TO SPAIN

Specialisterne changes the way society perceives autism by transforming it from a handicap to a competitive advantage. Launched in Denmark in 2004 by Ashoka Fellow Thorkil Sonne, Specialisterne employs autistic people who have a ten times lower fault rate in software testing, programming, data-entry and other tasks as business consultants. In this way, the special characteristics and talents of people with autism are harnessed and used as a means to help people with autism secure meaningful employment. Between 2008 and 2012 people with autism employed by or through Specialisterne have generated a net value of DKK 13.5 million for the Danish state.

With the support of Ashoka and THIS WORKS, Francesc Sistach launched a local branch of Specialisterne in Spain. By 2015, he trained 107 individuals, 43 of whom found a consultant job in data and document treatment and software testing in partner companies such as Avnet, Inoquant, Agbar, Psious, Sogeti or Everis.

Read Ashoka Fellow and Founder Thorkil Sonne's Ashoka [profile](#) or watch a video [here](#).



ALVARO RETORTILLO OSUNA
LANZADERAS
FROM SPAIN TO ITALY

Lanzaderas is a Career Boosting and Social Entrepreneurship program which brings together teams of 20 people and a coach to work together to find jobs or develop their own entrepreneurial activities. The approach mixes job seeking & entrepreneurial development with collective empowerment and a shared social and global vision, getting participants visible and proactive.

Over 60% of the unemployed participating in a Lanzadera find a job that is 20,9 percentage points more than those who have not. Launched in 2013 by Ashoka Fellow Peridis, the project has grown from five pilot Lanzaderas in 2013 to 180 in April 2016 (ie. over 3200 unemployed). The Region of Cantabria has adopted the model as a public employment policy.

Moreover, with support from the European Social Fund and the Telefónica Foundation, Lanzaderas will scale the program to 550 Lanzaderas in Spain by 2019 aiming to reach 11,000 unemployed and they have already started to plan capacity building trainings for local organisations in Portugal and Italy.

Read Ashoka Fellow and Founder Peridis's Ashoka [profile](#) or watch a

THIS WORKS SOCIAL ENTREPRENEURS



SANDRA SCHURMANN
JOBACT
FROM GERMANY TO ITALY,
SPAIN AND GREECE

JobAct pioneers intertwined paths of self-discovery and skills training to dramatically increase the chances of employment for unemployed people of all ages. Instead of using theatre pedagogy to prepare for creative or artistic careers, Sandra turns it into an empowerment instrument to leave the circles of dependence and frustration.

With a 43% success rate of finding a job or vocational training, JobAct has supported more than 4500 participants and engaged 45.000 people in JobAct performances.

Through THIS WORKS, Ashoka is supporting Sandra's team to scale in Italy, Spain and Greece, where they have already started to deliver workshops for local partners to adapt their methodology and generate local impact.

Read Sandra's Ashoka [profile](#) or watch a video [here](#).



GWYN WANSBROUGH
PARTNERS FOR YOUTH EMPOWERMENT
FROM THE UK TO GREECE AND SPAIN

Gwyn uses creative arts and motivational learning experiences for youth to become changemakers and find their professional paths. PYE provides training and support to practitioners, schools and youth-serving organizations on using the arts to create dynamic and engaging learning experiences.

In 2013, they trained 2.000 adult practitioners representing 500 organizations in 8 countries reaching over 1.000.000 youth. PYE's online learning network regularly engages online with over 10.000 practitioners around the world.

Ashoka has been supporting Gwyn and her team to develop a scaling strategy and start operating in Greece where they have already trained 185 practitioners through seven workshops, as well as in Spain, where a first workshop is planned for 2016.

Read PYE's Founder and Ashoka Fellow Charlie Murphy's Ashoka [profile](#) or watch a [video](#) about PYE.



SERRA TITIZ
GDN / THE FUTURE IS BRIGHTER
FROM TURKEY TO ITALY

Ashoka Fellow Serra Titiz empowers, encourages and enables youths to design their own unique futures. Through GDN she gives youth access information, contacts with businesses, universities and leading professionals across borders, and supports them to make better and more informed life and career choices. The platform combines online and offline services such as online trainings, mentoring sessions, webinars, forums and workshops.

So far, over 1000 business professionals volunteered to share first-hand their career stories and insights with more than 5000 Turkish youth and open their eyes to the various options available.

Through THIS WORKS, Ashoka supported Serra to develop a scaling strategy and build a local team in Italy which is currently engaging universities, students as well as companies to launch a local pilot in 2016.

Read Serra's Ashoka [profile](#) or watch a video [here](#).

"SOCIAL ENTREPRENEURS ARE NOT CONTENT JUST TO GIVE A FISH, OR TEACH HOW TO FISH. THEY WILL NOT REST UNTIL THEY REVOLUTIONIZED THE FISH INDUSTRY". BILL DRAYTON, ASHOKA FOUNDER AND CEO

THIS WORKS SOCIAL ENTREPRENEURS



ATTILA VON UNRUH
TEAM U
FROM GERMANY TO GREECE

Attila empowers and de-stigmatizes people who have become insolvent. He works and lobbies to help them restart their entrepreneurial lives and reverse the vicious circle of shame and isolation. Started in 2007 initially as self-help groups to help entrepreneurs regain their self-esteem and relearn their strengths, Attila is currently developing a hybrid social business model whereby he combines non-profit activities of the self-help groups, a hotline, learning academy and advocacy work, with for-profit consulting to prevent potential bankruptcies. He reinvests all profits in the non-profit social activity with the aim of reaching always more bankrupt entrepreneurs.

To date, Attila has already provided over 13 000 insolvent individuals with the infrastructure, counseling, support and network needed to help them out of debt and prevent potential personal bankruptcy in Germany.

With the support of Ashoka, he is supporting a local team to start a pilot in Greece and create a favorable ecosystem for second chance.

Read Attila's Ashoka [profile](#) or watch a video [here](#) (in German).



MARY NALLY
FAILTE ISTEACH
FROM IRELAND TO ITALY

Mary Nally is tapping into an underutilized demographic bounty by creating active contributors among the aging. She is combating loneliness and isolation by bridging gaps between generations and disparate populations, and engaging older people in programs to help other people in need. Through her program Failte Isteach, she has established complementary programs that bridge two growing demographic groups, engaging senior citizens to teach conversational English to new immigrants, another frequently isolated group.

The growth of the project in 2015 ensured that every week over 800 volunteer tutors welcomed over 2,700 migrant students from 76 different countries to the community, helping them to integrate and thrive.

Through THIS WORKS, Mary Nally found a local partner in Italy, Cooperativa Piccolo Principe, who is currently collaborating with Mary to adapt her methodology to the local context.

Read Mary Nally's Ashoka [profile](#) or watch a video [here](#).



MARC RAULIN
THE BEEHIVE THAT SAYS YES
FROM FRANCE TO SPAIN AND ITALY

La Ruche qui Dit Oui (“The Beehive that Says Yes”) is a new marketplace for local, sustainable suppliers that targets mainstream consumers and gives them access to a distribution system for local, small-scale and environmentally friendly products. Each beehive is led by a community leader and entrepreneur who attracts members and local producers and manages the online transaction platform and organises the physical marketplace for the supply and demand to meet.

Since its launch in 2011 La Ruche has over 800,000 members and it continues to grow with over 800 market points across France, involving 600,000 clients and 4000 farmers. The model has already scaled to Belgium, Spain, Germany, Great Britain and since September 2015 Italy.

Through THIS WORKS, Marc Raulin in Spain and Eugenio Sapora in Italy have already engaged 200 and 100 farmers respectively and reached over 13.000 consumers overall.

Read Ashoka Fellow and Founder Guilherm Cheron’s [profile](#) or watch a video [here](#).



ORIOLO COSTA
ECOREGIO -
INSPIRED BY REGIONALWERT AG
FROM GERMANY TO SPAIN

Through a simple market mechanism, a legal holding company with publicly available shares, Ashoka Fellow Christian Hiss has created an accessible financial investment opportunity that is changing the structure of the agriculture sector.

In addition to buying small farms with social and environmental impacts, Regionalwert also invests in wholesalers and organic catering firms generating better financial, social and environmental returns. To date, Regionalwert has 750 investors and a capital of € 4.2 million, supporting 20 companies with more than 150 workers.

In Spain, a local team led by Oriol Costa (Dynamis) set up Ecoregio in September 2015. EcoRegio has already raised a capital of €60,000 and selected three projects to conduct trainings with them, feasibility studies, and raise investments to start operations.

Read Christian’s Ashoka [profile](#), watch a video [here](#) or read a quick presentation of Ecoregio Spain [here](#).

ASHOKA

Ashoka envisions an Everyone a Changemaker world: a world that responds quickly and effectively to social challenges, and where each individual has the freedom, confidence and societal support to address any social problem and drive change.

At the heart of Ashoka's model is this simple idea: there is nothing more powerful than a new idea in the hands of a leading social entrepreneur.

Founded in 1980 by Bill Drayton, Ashoka launched its first office in Europe in 1994, in the Czech Republic and it now covers 17 countries in Europe. Moreover, Ashoka has grown to be the world's largest association of leading social entrepreneurs, counting over 3,300 across 86 countries and six continents.

An Ashoka Fellow is a social entrepreneur with a new idea to systemically address the world's biggest challenges and the entrepreneurial skill to transform that idea into a solution with national, regional and global social impact.

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