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SENSE

Reshuffled Responsibility



UNRAVEL TOMORROW

INSIGHT

01



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one



INSIGHT_ONE

HEADER:

The answer lies in the community

BE DIRECT

Finding a common purpose unleashes the power of the communities, nurturing citizens to become active and part of the solution.

BE EMOTIONAL

The way to achieve a fairer society lies in finding the strengths and igniting the fires of local communities.



INSIGHT_ONE

QUESTION 01:

What is the true power of the community?

QUESTION 03:

What defines an active citizen?

QUESTION 05:

What is the role of local and national governments in empowering communities?

QUESTION 02:

What makes people feel part of the community?

QUESTION 04:

How can we achieve equity in our local communities?



INSIGHT ONE DESCRIPTION

If the answer lies in the community why is it so hard to find a common purpose? By getting everyone involved around a shared goal, collaborations, relationships and trusted networks emerge.

The path to a long lasting social change, is co-designed by pioneers by connecting and empowering the community, not owning, not controlling.

Pioneers become system connectors that by empowering active citizens lead to a fairer society where everyone is healthier and happier.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

- + Become a system connector
- + Finding the trigger that ignites communities
- + Capture people's hearts and minds
- + Finding balance between different actors in the community

SKILLS:

- + Cross pollination between different fields
- + Community capacity building
- + Big picture thinking
- + Collaboration

POTENTIAL:

- + Active citizens awakening
- + Co-creating a fairer society
- + Sense of belonging and ownership
- + Achieving changes that last



Social justice, fairness and reducing inequalities

The fairer a society is, the better off as a whole society is

DESCRIPTION /

"What can happen when things move into the hands of the community - There are some really good examples locally (Well Sefton, Bootle Action group), we need to legitimise this approach"

"People who have the vote have the power – Active citizens being able to vocalise what they want in a way that people listen to them, and be part of the solution"

"Unleashing the power of communities - Everyone's got to be involved in it, people have to opt in"

RELEVANCE /

Future opportunities lie in communities taking control, learn from good practice, locally and internationally.

"Improving people's lives, It's about people being healthier and happier, it's about **everyone** being healthier and happier"

SOURCE / Interview – Matt Ashton



"System Connector"

Trust, relationships and friendships

DESCRIPTION /

Horizon scanning and linking agendas – actively seeking out knowledge, then connecting people to try and make things happen" - "I listen to everybody, seek out the challenges that I can knit together, shape & solve"

"You have to work really hard to join the energy"

"Wrapping everything around the common purpose, unleash the power of communities, an asset based approach. The answer lies in igniting the fires within local communities".

RELEVANCE /

Describing an understanding of the Public sector social innovator's role – Connecting and empowering, not owning, not controlling – A whole systems approach and being a System Connector.

SOURCE / Interview – Matt Ashton



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INSIGHT

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two

INSIGHT_TWO

HEADER:

It's our choice to consume in a more sustainable way!

BE DIRECT

Social innovation is a game changer by fostering individual responsibility in our role as consumers.

BE EMOTIONAL

Social innovation makes us realise that we have a choice.



INSIGHT_TWO

QUESTION 01:

How do organisations affect our choice as consumers?

QUESTION 03:

In a world of fast trends and low prices how can we become more sustainable consumers?

QUESTION 05:

How can we persuade policy makers to think differently?

QUESTION 02:

In the consumption chain how do we create social and financial value to all stakeholders?

QUESTION 04:

Do we know the true impact of consumption in manufacturing conditions?



INSIGHT TWO DESCRIPTION

The rapid change in our society leads citizens to embrace a more sustainable and morally driven consumption behaviour.

This new sense of awareness claims for a transformative systemic change, built upon the adoption of new values and the power of individual choice.

Pioneers, in their quest to build a sustainable community for present and future generations, embrace an ethical consumption responsibility focused on planetary well-being through the democratisation of power and social engagement.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

- + Advocate sustainable development values
- + Change consumption habits
- + Take responsibility for their choices (ownership)
- + Make people aware of their possible choices

SKILLS:

- + Community building
- + Connect with all stakeholders
- + Teamwork
- + Finding balance between all parties

POTENTIAL:

- + Lead change towards a fairer society
- + Empowering people to change
- + Transformative systemic change
- + Collective well-being



THE RESPONSIBILITY OF OUR PLANET IS UP TO EVERYONE Everyone has a choice

DESCRIPTION /

It would be too easy to blame only politics, society is mostly educated well enough to choose how they want to be part of the world and how they want to develop it. Social Innovation can be a gamechanger in that manner and recall in everyone's mind: we all have a choice. At bayt hier we think a social value is just as important as a financial value. But a fair balance is sometimes hard to find. If all organisations that want to remind people of their responsibility, would all work together towards the same goal, a real change could be made. We are all way more powerful in a team, than as a single individual.

RELEVANCE /

Many people, many organisations are talking about how they are changing the world. But the truth is, not one single individual can do that on their own. Though, every single person can contribute to a better world with more fair conditions and a brighter future for our following generations. United, with a common vision, we can be extremely powerful. Every person living and breathing has a choice, the responsibility lies within each of us.

SOURCE / Interview with Marc Ernst, January 2019



People power and the role of the consumer Challenge the supermarkets to change– encouraging whole crop purchase/fair wage/animal welfare

DESCRIPTION /

"If the supermarkets are dictating what you eat and how you eat, you don't have to accept that, you can ask the questions"
"Enable more power to people and communities to have a better say in the food that they get, the food that they eat, the food that they access, but also to ensure that there's some fairness in terms of the wages that are paid: - to the farmers, to the agricultural workers, to the people working in hospitality and food industries".

RELEVANCE /

Revaluing of food - making the connection between food and the consumer and for them to understand that they have a role to play, they're not just passive, they have a voice"
Supermarkets have over 85% of the market share of grocery stores in the UK. Feedback's recent report on UK farms highlighted that supermarket practices both fair and unfair drive farmers to waste around 16% of their crops.

SOURCE / Interview – Lucy Antal



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WE WANT TO DRAW ATTENTION TO FAIR FASHION AND SUSTAINABLE MANUFACTURING

People need to be aware of fast fashion conditions and their downsides

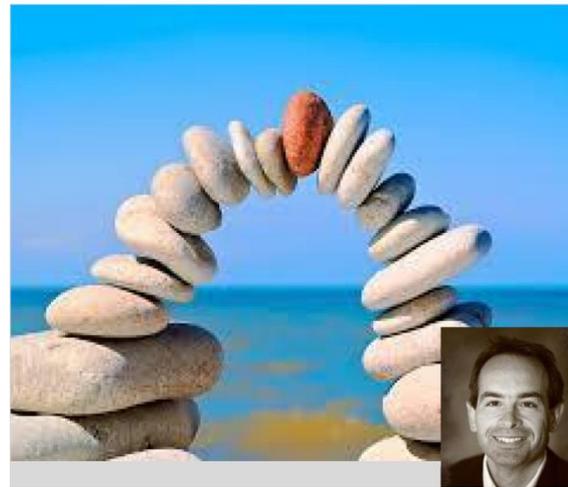
DESCRIPTION /

We are aware of being too small to disrupt the fashion world, but we have to start somewhere and want to be part of this stream of change. The world of fashion is characterized by daily new goods, lowest prices and constantly new trends. With our work at bayti hier we also aim to make people aware of the manufacturing conditions of the clothes they buy. We try to be as honest as we can and tell our customers everything about our manufacturing conditions and origin. Not everything in fashion retail can be 100% sustainable, but it is everyone's own decision to either support fast fashion and bad working conditions or to contribute to a more fair world of fashion.

RELEVANCE /

The fashion industry needs to change. Or at least the mindset of customers has to recall fair conditions. Do you want to wear your new blue sweater, even if you know, that the tailor sitting in Bangladesh works under inhumane conditions and the company makes millions every year by that? We should all recall our conscience and rethink our buying behaviour. Sustainability is our future.

SOURCE / Interview with Marc Ernst, January 2019



Designing sustainable development Grasp opportunities, creating value

DESCRIPTION /

Providing consultancy services for public institution and firms, we commit ourselves to disseminate the values of sustainable development in different fields: from public policies, to urban regeneration. We support top and middle management in the development of programmes, activities and pilots to capture opportunities and create value for all the stakeholders. Our commitment is to design products and services with a high social and environmental value.

RELEVANCE /

For a social innovator should be important to commit himself in a job that allows to combine personal passions to professional activities.

SOURCE / Matteo Bartolomeo



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three

INSIGHT_THREE

HEADER:

Where there's a will there's a way

BE DIRECT

Everyone is a changemaker.
With drive and motivation
everyone can find solutions
for social challenges.

BE EMOTIONAL

Being true to yourself,
driven by honesty,
integrity, passion and
common purpose are key
ingredients to make a
difference.



INSIGHT_THREE

QUESTION 01:

How do we stay optimistic in face of challenges?

QUESTION 03:

How much time do we need for systems to change?

QUESTION 05:

How can we contribute to a fair and peaceful living on the planet?

QUESTION 02:

How do we find motivation further than economical gain?

QUESTION 04:

How do we move from inclusion to a co-designed community?



INSIGHT THREE DESCRIPTION

In the eyes of the Pioneers there are no problems, only solutions. Their unique perspective and optimism, fuel their drive to face as approachable challenges, what many describe as problems.

Pioneers must act as connectors to go beyond inclusion and create a co-designed world. Moved by honesty, agency, integrity and shared dreams of the future, Pioneers help communities overcome disbelief in social change, making a difference and creating solutions to change society for the better.



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IMPLICATIONS FOR THE PIONEERS

Make notes on what are the implications of your insight for the pioneers of tomorrow.

CHALLENGES:

- + The world revolves around money
- + Manage different mindsets
- + Timing may not be in your favour
- + Overcome disbelief in social change

SKILLS:

- + Resilience
- + Connector
- + Manage expectations
- + Problem-solving

POTENTIAL:

- + Changing mindsets
- + Finding solutions for social challenges
- + Drive fuels and it's fuelled by finding solutions
- +Co-create a better tomorrow



Energy, enthusiasm and solving a challenge Drive and motivation

DESCRIPTION /

Money is not what motivates us [social entrepreneurs], it's more about satisfaction in the work that I do - Better access to food – fresh food for all, reducing waste and that disposability of food, getting people to understand that a bit better

"I'm a natural optimist – you know there's always going to be a solution, we just need to work on a different way of finding it, there's going to be a way round this"

RELEVANCE /

It's not about the money!

Drive comes from passion for what you do and often the challenge of finding solutions



Upcycle For a more livable city

DESCRIPTION /

The inclination for exploring new fields has always been inside Avanzi's DNA. This innate curiosity is an essential value that enriches both single professional and the whole organization. We believe in each individual's potentiality, so we have always allowed to our collaborators a great deal of freedom to follow personal researches. From one of these explorations we created Upcycle, a bike café, based on a line of research about sustainable mobility in urban areas, promoted by EU.

RELEVANCE /

Great experiences can arise from simple personal interest or single research. Exposing your activity to various stimulus is a good starting point to come across unexpected lines of innovation.



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DEVELOPMENT OF FRIENDSHIP OVER THE GLOBE

We want to integrate everyone

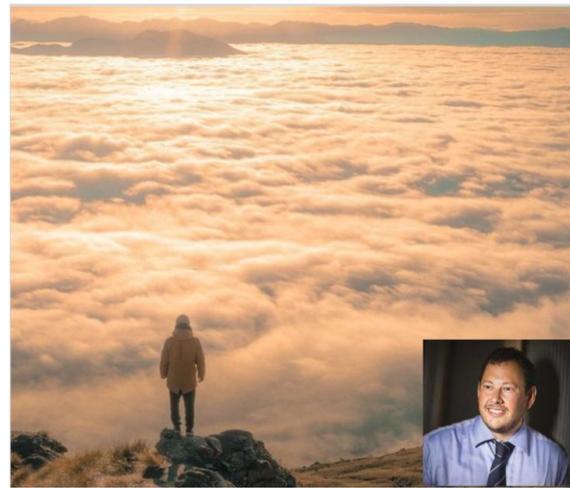
DESCRIPTION /

At bayi hier we aim to employ refugees, but we also want to encourage to join anyone interested from any origin or culture. We look for people with an open mind for any culture, a warm heart and a welcoming attitude. Integration of people can only be successful if we all share an open mindset and let everyone be part of each other's culture. This means, it is not enough to believe in integration, it is necessary to live it. Even the smallest action can mean a lot. As a fashion brand we even try to sew different cultures into our clothes.

RELEVANCE /

The demands on society through cultural change are high. Everyone leaves a footprint and takes over responsibility for a fair and peaceful living on the planet. Integration has become more important than ever and that also means that building friendships across the world can be an important factor for successful integration.

SOURCE / Interview with Marc Ernst, January 2019



"Do the things you love!"

Find energy in the good bits

DESCRIPTION /

"Focus efforts on where you can make a difference"

Driven by "honesty and integrity, passion and common purpose. It's the art of the possible - build trust, confidence, relationships, networks, find the areas of common interest".

"Being true to your word, and be true to your word when you can't do things as well as when you can do things, you need to say it and then you can move on to things that you can help with"

RELEVANCE /

Drive and motivations:

- Wanting to make a difference
- Being true to yourself
- If it's not right just leave it and move on and it might be that in 6 months time you come back and the energy in the system now exists"

SOURCE / Interview - Matt Ashton



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THE REGION OF:

RESHUFFLED RESPONSIBILITY

The answer lies in the community.

Active citizens leading change.

Unleashing the power of the community.

SHORT DESCRIPTION OF THE REGION

The answer lies in the community. By involving everyone around a shared goal, collaborations, relationships and trusted networks emerge; Pioneers have to act as a trigger that ignites the potential in the community, cross-pollinating all the different actors.

The path to a long lasting social shift entails a transformative systemic change, led by active citizens that take responsibility for their choices, adopting new values based on societal well-being.

This new citizenship develops a new kind of consumer - the postmodern consumer - who embraces a more sustainable and morally driven consumption behaviour, aware of the global implications of his choices.

Globally we are facing a critical moment which calls for an active community capable of catalyzing innovation and accelerating transformation, making a difference by creating solutions to change society for the better.



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