



ASHOKA

**ASHOKA AUSTRIA | ACCELERATOR
SOLUTIONS FOR INTEGRATION**

ASHOKA ACCELERATOR: SUMMARY.



THE BACKGROUND

- In 2015, hundreds of thousands of refugees transitioned through Austria to other European countries, with more than 90.000 people applying for asylum. Thousands of changemakers got engaged in first aid and care. Changemakers are now building solutions for the long-term integration of refugees.

OUR COMMITMENT

- In 2016, Ashoka Austria set-up a **national acceleration platform featuring the most impactful local integration-solutions of social entrepreneurs in Austria**, and is supporting them to spread their solutions.
- In addition, as more than 150 Ashoka Fellows, the most outstanding social entrepreneurs world-wide, have developed impactful approaches for challenges around migration, **we support to localize selected international solutions in partnership with local actors.**

OUR VISION

- **The whole program is ready for replication** (including the online platform) and several country offices and partners are interested in the take-up.
- **Our vision** is to ignite a European wide accelerator and solution-transfer-platform of the most impactful solutions for the integration of refugees in Europe.

ASHOKA ACCELERATOR: UNIQUE ELEMENTS.



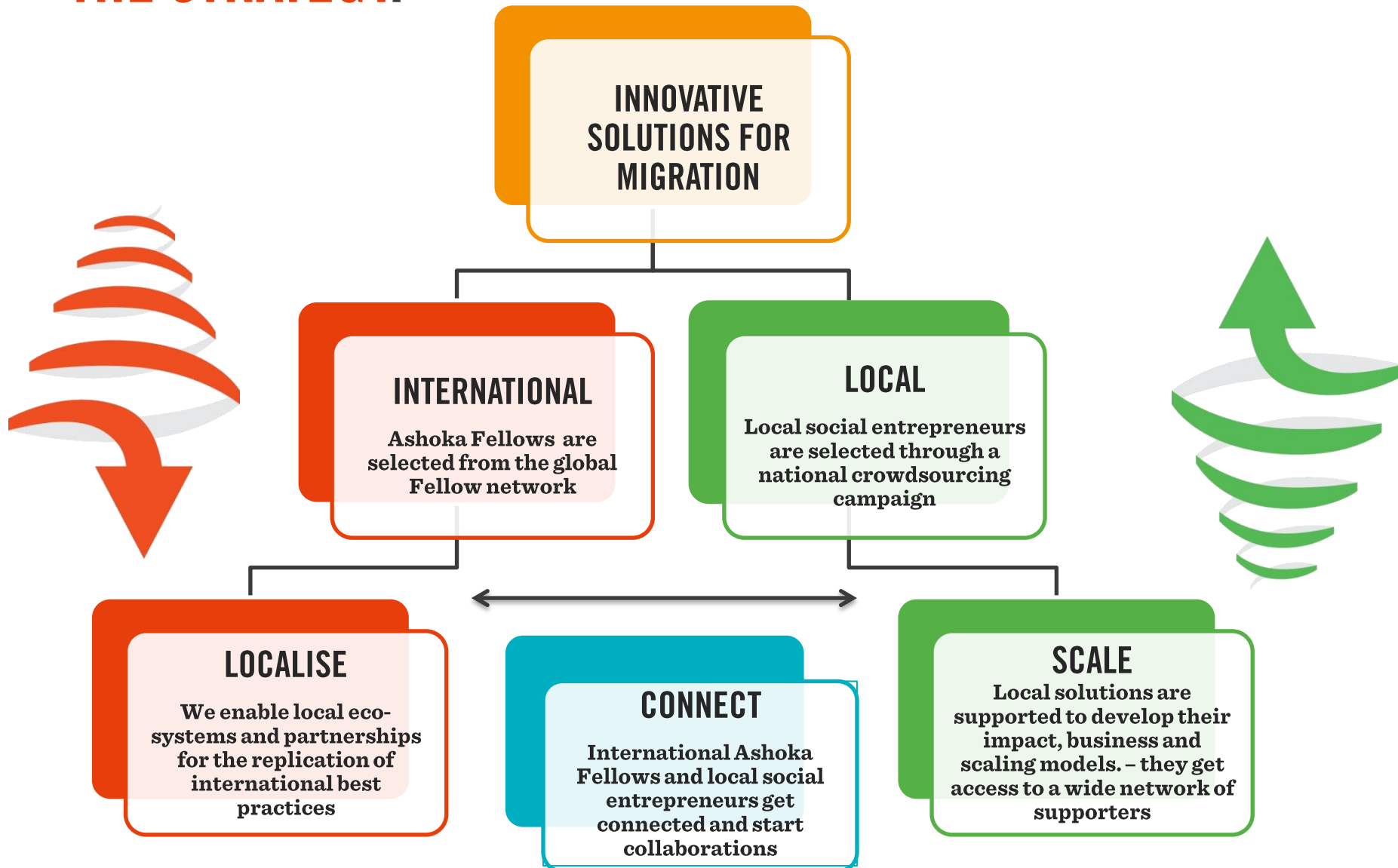
THE PILOT – “IDEEGRATION” – IS A NATIONAL CAMPAIGN WHICH

- **CROWDSOURCES** integration-initiatives and its changemakers online (through an [online platform](#)) and offline (through a national “impact-tour” training initiatives and stakeholders on impact-modeling and the “[Social Reporting Standard](#)”)
- **SHOWCASES** the most impactful initiatives through an online platform, public relations, and an offline marketplace conference
- **SUPPORTS** the most impactful local solutions scaling their impact through cross-sector partnerships
- **LOCALIZES** the most relevant solutions of international Ashoka Fellows

THIS IS DONE BY

- **ENABLING NEW FORMS OF PARTNERSHIPS AND CO-CREATION:** The Initiative was born through a partnership of Ashoka, Accenture and the Red Cross, UNHCR and corporate foundations, supported by 30+ organizations and many more individuals.
- **BUILDING A STRONG NETWORK:** We build up a movement of actors to identify the most impactful integration solutions in Austria (e.g. the national CSR network, business agencies, welfare organizations).
- **INVOLVING SOCIAL “INTRAPRENEURS”:** Social intrapreneurs from welfare organisations, public sector and companies are identified and engaged in spreading the solutions and in distilling policy recommendations
- **FACILITATING MATCHMAKING:** We implement interactive formats to connect supporters with integration solutions.
- **CREATING VISIBILITY FOR CIVIL SOCIETY:** Strong media outreach with a focus on “solutions” and “co-creation” and “yes we can!”

ASHOKA ACCELERATOR: THE STRATEGY.



ASHOKA ACCELERATOR: THE PROCESS.



ASHOKA ACCELERATOR: THE STEPS I-II.

MOBILISE PARTNERS

SET-THE-CHALLENGE

AN INITIATIVE OF

accenture



IN PARTNERSHIP WITH



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SUPPORTED BY



ASHOKA ACCELERATOR: THE STEP III.

CROWDSOURCING ONLINE/OFFLINE

Idee- gration

Auf der Suche nach
wirksamen Lösungen
für gelingende Integration

Ideegration Mitmachen Lösungen Wettbewerb Wirkungsfelder Mehr ▾



Teile deine
Integrationslösung

Teile deine Integrationslösung

Viele Stakeholder sind auf der Suche nach wirksamen Integrationslösungen. Für unsere Konferenz am 10. November laden wir 15 Initiativen ein und bringen diese mit UnterstützerInnen und GeldgeberInnen aus unserem Netzwerk zusammen. Um mitzumachen **lege jetzt dein Profil an**. Finde **hier** heraus was du vom Mitmachen hast. Deadline fürs Mitmachen ist der 9. Oktober 2016.



Ideegration
Veranstaltungen

Ideegration Veranstaltungen

Im September sind wir in ganz Österreich unterwegs und helfen dir den Lösungsansatz deiner Integrationsinitiative zu verbessern. Melde dich **hier** für unsere kostenlosen Workshops an!



Integrationslösungen sind schon da

Integrationslösungen sind schon da

Die Zivilgesellschaft hat viele wirksame Lösungen für Integration

PHASE: Profil erstellen
und vernetzen ?

17 09 09
TAGE STD. MIN.

Challenge endet: 168
Tagen

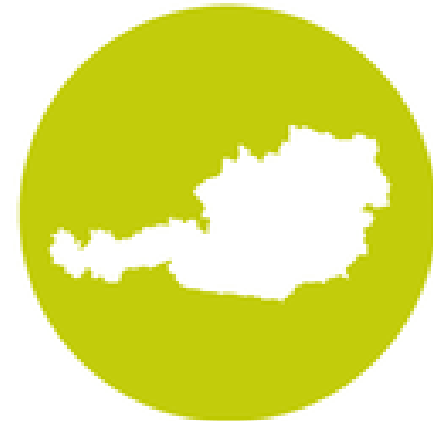
Lösungen ansehen

Lösungen teilen

Lösungen unterstützen

Mehr Info

Zur Social Media Wall



- 30+ NETWORK PARTNER
- STRONG MEDIA IMPACT
- IMPACT TOUR ACROSS AUSTRIA
- TRAINED 60 INITIATIVES
- 104 SOLUTIONS IDENTIFIED

ASHOKA ACCELERATOR: THE STEP IV-VI.

SELECTION 15 BEST

PITCH&PLEDGE DAY 15 BEST

SELECTION *10 BEST FOR ACCELERATOR



- MARKET STANDS
- KEYNOTES & PITCHES
- WORKSHOPS
- SOCIAL MEDIA WALL
- 350+ PARTICIPANTS
- 200+ SUPPORT PLEDGES
- 50+ EXPERTS ENGAGED

ASHOKA ACCELERATOR: THE STEP VII-VIII.

ACCELERATOR *10 BEST

LOCALIZATION *5 INTERNATIONAL ASHOKA FELLOWS

SPACE



WORKSHOPS



PRO-BONO



MENTORING



MATCHMAKING



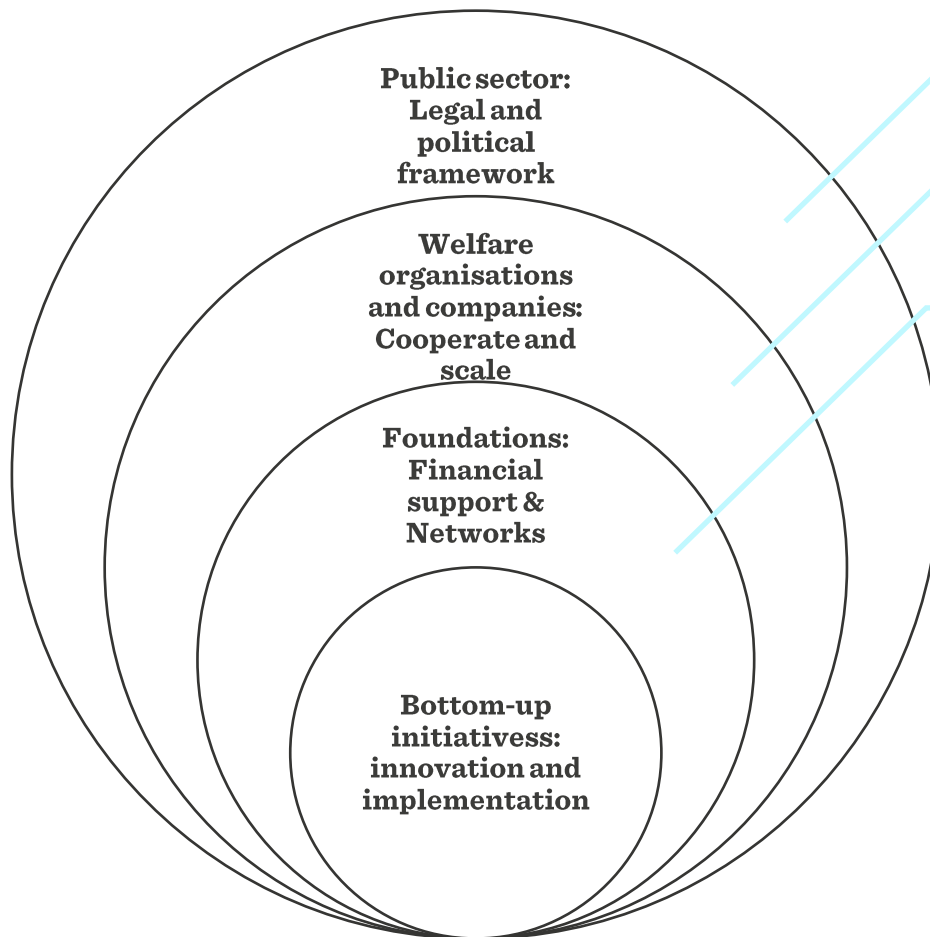
STRENGTHEN THE ORGANISATION

BUILD ECOSYSTEM

CO-CREATION

COLLECTIVE IMPACT & POLICY RECOMENDATIONS

ASHOKA ACCELERATOR: THE STAKEHOLDER ECOSYSTEM.



BUNDESKANZLERAMT  ÖSTERREICH



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**ASHOKA = THE BACKBONE ORGANIZATION.
ENABLING COLLECTIVE IMPACT.**

Six Core Functions for the Backbone Organization

-  Guide Vision and Strategy
-  Support Aligned Activities
-  Establish Shared Measurement Practices
-  Build Public Will
-  Advance Policy
-  Mobilize Funding

Backbones must balance the tension between coordinating and maintaining accountability, while staying behind the scenes to establish collective ownership

ASHOKA ACCELERATOR: GOALS AND IMPACT.

VISIBILITY/ACCESS

DEVELOPMENT

COOPERATION

SYSTEM CHANGE

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Many effective solutions have been developed, but they lack visibility. **The Ashoka Accelerator creates awareness around bottom-up innovations and identifies the most effective solutions.**

The initiatives need support for the development of their organisation and need access to external support and expertise. **The Ashoka Accelerator connects experts with the initiatives.**

There is a lack of cooperation between initiatives, but also with relevant established actors in the field. **The Ashoka Accelerator fosters collaboration between the social entrepreneurs and larger organisations.**

Social Entrepreneurs are not acknowledged as agents of change and there is no enabling environment in place to support them to maximize their impact. **The Ashoka Accelerator develops a narrative and engages key actors in policy reforms.**

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Articles in 5 different newspapers,
4 separate TV reports
Featured on the UNHCR global website
104 solutions scouted
15 best practices selected
Platform set-up as online market place with open access

50+ experts working with initiatives
8 regional workshops on impact modelling
Matchmaking conference with 15 initiatives, 350 participants and 200 support pledges
10 solutions engaged in Acceleration programme
5 International Ashoka Fellows engaged

All 6 major Austrian welfare organisations engaged in the Ashoka Accelerator
Austrian chancellor's office engaged in the Ashoka Accelerator
Development of policy recommendations and active agenda setting

ASHOKA ACCELERATOR: LOCALISING INTERNATIONAL FELLOW SOLUTIONS.



AUSTRIA



The Austrian initiative “Fremde werden Freunde” is using different tools to foster exchange between locals and refugees. SINGA from France, having a similar approach, is providing tested tools from the international SINGA network.



The Austrian Initiative MTOP is helping refugees with academic background to enter the labour market. Upwardly global shares their 15 year experience in the same field with MTOP.



The Austrian initiative refugees work, which connects Austrian employers and refugees exchanges with upwardly global on best practices for supporting refugees on the labour market.



The Austrian initiative ZIAG is helping communities in implementing best practices for inclusion. Welcoming America has already tools and processes in place and shares them with ZIAG.



ASHOKA ACCELERATOR: LOCALISING INTERNATIONAL FELLOW SOLUTIONS.



INTERNATIONAL

SchlaU!



The initiative “PROSA” is providing basic education to young refugees. The Ashoka Fellow Michael Stenger founded “Schlauschule” in Germany with a similar concept. The exchange of the two organisations will start this December.

[HOME]

“HOME” is providing psychosocial care to traumatised young refugees in Austria. “IPSO e-care” is sharing best practices with “HOME” on how to scale using an online platform.



The founder of “Plattform Rechtsberatung” is mentored by the founder of “young in prison” and Ashoka fellow Noa Lodeizen on how to build a successful and strong organisation.



“conclusio”, a time sharing initiative for refugees, is partnering with Ashoka Fellow Gernot Jochum-Müller, who has already built several time-sharing initiatives. Together they lobby for system-change.



ASHOKA ACCELERATOR: THE LOCAL SOLUTIONS.

KATTUNFABRIK



THE APPROACH

The Kattunfabrik engages refugees that come from the textile industry in a tailor shop to make locally produced clothing. At the same time Kattunfabrik aims to revive the Austrian textile industry while educating customers and other stakeholders on the working conditions in the textile industry in the refugees' origin countries.

THE SCALING STRATEGY

The focus is on the establishment of a working business model with the subsequent scaling to other cities in Austria and the establishment of a cooperation with businesses that are able to employ tailors and want to have locally anchored supply chains.

DAGEKO



THE APPROACH

Dageko is an already successful property management firm that aims to use property management for the inclusion of refugees. Therefore they have close contact with refugee tenants to prevent conflicts and foreclosures and help them also with going to public institutions. They can show that through their approach they were able to reduce rent-related conflicts and tenant turnover.

THE SCALING STRATEGY

The next step consists in developing a consistent strategy and approach for helping other property management in adopting the dageko working method. Therefore a set of tools will be developed together with a complementing process to guide other property managers.

ASHOKA ACCELERATOR: THE LOCAL SOLUTIONS.

CONCLUSIO



THE APPROACH

Conclusio employs refugees with no labour market access for community work and pays them through a time sharing system. Therefore they can engage in purposeful work for the hosting community while receiving in return access to German courses, cooking courses etc. provided by other refugees or locals.

THE SCALING STRATEGY

The model is ready to scale but the main obstacle lies in getting legal help for addressing the issue of voluntary work of refugees.

Contacts to political decisionmakers and public authorities have already been made and together with Ashoka Fellow Gernot Jochum-Müller conclusio wants to gain support from public authorities for scaling through Austria.

WOMEN WITHOUT BORDERS



THE APPROACH

Ashoka Fellow Edit Schlaffer is addressing the problem of violent extremism and the recruitment of adolescents by extremist groups all over the world. Edit Schlaffer approaches women in extremism „hot spots“ through trusted local community partners and engages them in „MotherSchools“. She addresses mothers because of their potentially powerful role in shaping family dynamics and their proximity to their children.

THE SCALING STRATEGY

The international work of Women without Borders is based on strong networks with women activist groups, NGOs, and public stakeholders. She is now especially focusing on Europe with her activities and is looking for partners around Europe to prevent radicalisation in endangered neighbourhoods like Molenbeek in Belgium.

ASHOKA ACCELERATOR: THE LOCAL SOLUTIONS.

PLATTFORM RECHTSBERATUNG



THE APPROACH

The Plattform Rechtsberatung (legal advice platform) was founded in 2011 by young students and volunteers. They campaign for the compliance of rights of refugees in Austria by projects and actions that rise awareness within the environment of asylum seekers. They are continuously enlarging their network and partnerships all over Austria and regions in Italy and Germany. The first international project is a videoguide through Asylum procedure which was done in a special partnership with Italy.

THE SCALING STRATEGY

The intention in the networks is to establish cooperation by supporting existing projects or trying to fill the gaps. Through 3 principles: Information, encounter and cooperation, the exchange of refugees and Austrians and knowledge around the asylum procedure on both sides is fostered.

PROSA/[HOME]



THE APPROACH

PROSA provides basic education courses for young refugees, so that they can get access to the Austrian labour and education system. The initiative HOME was founded to complement these efforts with psychosocial care, an aspect extremely needed when working with refugee youngsters.

THE SCALING STRATEGY

The next step is a sound and balanced organisational strategy to streamline the activities of their organisation (employment counselling, buddy-system and education). Together with “Schlauschule” from Germany the goal is to grow the number of students going through their basis education courses.

ASHOKA ACCELERATOR: THE LOCAL SOLUTIONS.

MORE THAN ONE PERSPECTIVE



THE APPROACH

More than one perspective (MTOPI) is helping refugees with an academic or similar background in finding work, learn German and establish professional networks. Around these „associates“ they create a counter-narrative that challenges the predominant assumption that refugees are a burden to the Austrian welfare system, but are instead a rich contribution for the host society.

THE SCALING STRATEGY

The intention is to scale the number of associates from 25 in 2017 to 75 in 2019 and scale the approach to other region in Austria and using expertise and tools from upwardly global to set up other organisations in Austria using their approach.

ZIAG



THE APPROACH

ZIAG is identifying best practices in communities on how to better include refugees. The best practices are made available through an online platform and the implementation is supported by workshops for mayors, volunteers and refugees. Communities are thus empowered to create awareness and exchange around and with their new neighbours.

THE SCALING STRATEGY

The next step is to work with local authorities in the region of Salzburg to involve other communities in the implementation of their best practice program. Also welcoming America provides expertise and support in scaling the approach in Austria.

ASHOKA ACCELERATOR: THE LOCAL SOLUTIONS.

INTERPRAID



THE APPROACH

Non-profits, public service, educational or health organisation are connected with a community interpreter via a browser-based call system. The pool varies by qualification and specialist expertise, but is also based on crucial information about personal and cultural background. Thus it is ensured that interpreters have the right background to successfully bridge the gap between the organisation and the beneficiary.

THE SCALING STRATEGY

The scaling strategy involves building a strong case for making the problems behind interpreting for refugees/migrants visible. Due to mismatching often problems like critical health conditions are not identified and lead to long-term problems regarding the access of refugees and migrants to the host society. interprAID aims to break this cycle.

NEW HERE



THE APPROACH

new here is a interactive map for refugees to find their way around in a new city. A pictogram-based city map helps refugees find local offers and essential services. These range from educational services to medical support.

THE SCALING STRATEGY

After the prototyping phase together with the users a model will be developed that caters to the needs of refugees when they come to their new home-town.

ASHOKA ACCELERATOR: THE LOCAL SOLUTIONS.

HELP2DAY



THE APPROACH

Help2day is an initiative, which aims to improve the communication between NGOs working with refugees, volunteers and supporters using an efficient online platform system and app that helps allocating different resources more efficiently. This can range from time, money to products.

THE SCALING STRATEGY

the goal is to work with all major welfare organisations in Austria to improve the communications between them and other actors in the field of provision. The app aims to be the one-stop-shop when it comes to the management of free/volunteer resources in Austria.

ASHOKA ACCELERATOR: THE NETWORK.

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ACADEMIA PLUS BUSINESS

arbeit
SOCIALE ENTREPRENEURIAL COOPERATION

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IMPACT
HUB Vienna

MIND-SET



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WHAT
DESIGN
CAN DO!

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Branding

respACT
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for sustainable development

THE
CHANGER

Verein.
Respekt.
net
FÜR GESELLSCHAFTS
POLITISCHES
ENGAGEMENT



ASHOKA ACCELERATOR: **READY TO EXPAND TO OTHER COUNTRIES.**

ALL COMPONENTS OF THE PROGRAM ARE READY FOR REPLICATION:

- **THE NARRATIVE**
- **THE IMPACT TOUR METHODOLOGY AND WORKSHOP PROGRAM**
- **THE INTERACTIVE CO-CREATION AND MATCHMAKING FORMATS**
- **THE ONLINE PLATFORM AND PROGRAM BRAND IDENTITY**
- **THE SELECTION PROCESS**
- **THE METHODOLOGY, PROCESS AND MATERIALS OF THE ACCELERATION PROGRAM**
- **PROJECT PARTNERS ARE COMMITTED TO ENGAGE ACROSS COUNTRIES (SUCH AS RED CROSS)**
- **INTERNATIONAL ASHOKA FELLOW SOLUTIONS COMMITTED TO SCALE**
- **THE LOCALIZATION PROCESS OF INTERNATIONAL ASHOKA FELLOW SOLUTIONS**

JOIN THE CHALLENGE!

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