

## TRANSITION TRAVELERS

10 success stories from the  
Social Innovation Journey

- transition  London
- transition  ireland west
- transition  paris region
- transition  basque country
- transition  milano

transition  milano

- Semi di Libertà
- iBattiLastra

transition  paris region

- Lygo Fairtrade
- Simplon.co

transition  London

- Enabling Genius
- SpareSpace

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- The Humans Network
- Binary Soul



### Semi di Libertà (Seeds of Freedom)

A not for profit organization aiming at developing and implementing a microbrewery for to increase the social inclusion of prisoners and reduce the recidivism rate. By setting up a production chain of beer, the project will provide professional courses to prisoners, plus internships as well as a new job as brewers. The group entered the project at the level of proposal.

TRANSITION supported the innovators to focus and clarify the overall design of the idea, to enhance the social value and to start considering criteria and indicators to evaluate the social impact. Moreover TRANSITION helped them in developing a clearer presentation of the project and in better understanding which competences were missing within the team.

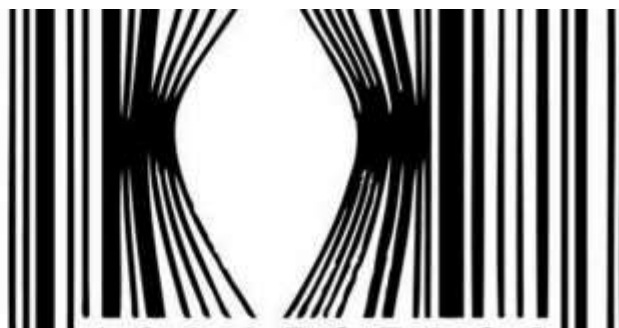
Semi di Libertà is now producing and selling its own beer called Vale la Pena (<http://www.valelapena.it/>). They are re-organizing the team by setting up groups dedicate to the different areas of work: production, communication, organization, commercial activities. They are reinforcing their network and considering new partnerships with other regions in Italy. Their aim is now to define a replicable model.

WEBSITE: <http://www.semidiliberta.org/>

FACEBOOK: <https://www.facebook.com/SemiDiLibertaOnlus>

WEBSITE: <http://www.valelapena.it/index.htm>

FACEBOOK: <https://www.facebook.com/birravalelapena/timeline>



iBATTILASTRA, l'arte di plasmare il metallo (the art of shaping metal)

iBattilastra (roughly translated as "I-metal-beaters") is an expansion toward a more socially aware initiative of an existing activity not strictly focussed on social instances. The existing activity is a workshop that fixes and renews old value cars. The social innovation idea and potential "expansion" of the core business is to create a research and training centre about old cars and their renewal, with the aim of safeguarding the heritage of related knowledge at the risk of loss and to innovate it with the most innovative techniques. Additionally the centre will organise training courses for the youth, with a particular regard for those neither enrolled nor employed, with medium-low education level and/or with issues related to cultural and social integration.



TRANSITION supported the innovators to focus and clarify the idea, to define a strategy for implementing it and to find the relevant stakeholders in every related sector, from manufacturing to vocational training.

WEBSITE: <http://www.lopane.it/>

**TRAINING.**

Being able to create something beautiful gives an enormous satisfaction, as a sort of endless fuel. This is the way we fuel our passion. Thanks to our devotion and professionalism and the co-operation with Lineup Solution Consulting and Training Service to car restoration centres, we are able to pass our professionalism, work development and workshop organisation methods, through stages, workshops, demonstrations and tutorials.

Work with us: send your CV to [lab@lopane.it](mailto:lab@lopane.it)

## Lygo Fairtrade

A business to business fairtrade supplier, offering handicrafts made in Senegal by women, handicapped people, young isolated people, and those in exclusion situation.

Rather than creating new fairtrade products to sell directly, Lygo builds new products according to specific B2B demand, and then creates them, in a full transparency with its clients, even inviting them to visit and follow the workshop they support.

They came to the TRANSITION programme looking for support in creating a stable financial situation, improving their social impact and moving into new geographies.

Lygo has now shifted its approach, focusing on travel agencies sector as its main sustainable client sector. The startup is reaching its breakeven point.

Now the enterprise develops a new product concept re-using old plastic waste in order to make plastic cards. It has more than doubled its turnover and increased its number of employees.

WEBSITE: <http://www.lygo.fr/>



## Simplon.co

Simplon.co proposes a free ICT training program for young people far from employment in order to give them access to employment or capacity for would be new entrepreneurs. It works with a very high agility level managing project-events, proposing training-confrontations with agility for big companies, proposing coding clubs for children animated by people in training.

Replicating yet in France and Europe in a flexible model, they were looking for advice on their governance, and on social impact measuring (with R&D) in order to evaluate the "empowerment" for beneficiaries of Simplon training.

TRANSITION program pointed out financial and organizational lacks of maturity, provided a framework to organize teams responsibility by stream, identified lacks of competences, packaged the non-negotiable base for replication, launched a social impact measuring program (with R&D) in order to evaluate the "empowerment" for beneficiaries of Simplon training. In that case, TRANSITION focussed on the company structure (process, skills, offer...), in order to scale more quickly and safer.

FACEBOOK: <https://www.facebook.com/Simplon.co>





## Enabling Genius

A London-based organisation that has developed a cross-platform edutainment product to entertain and educate children (3-7 years old) in line with educational standards by combining best in class teaching, cartoons and interactive technology.

The goal is to provide simple and engaging learning that works hand in hand with the national standards, making it easier for parents to get involved in their child's development and make learning more engaging.

They came to the TRANSITION programme looking for support to access new markets and receive mentoring support from individuals' experiences.

Since participating and being connected with several key people and organisations they have done several licensing deals of the series (in multiple regions) and are also testing the product in several nurseries in London.

WEBSITE: <https://www.enablinggenius.com/>



## SpareSpace

SpareSpace is running a new concept to improve local economy: they aim at using empty spaces for helping on starting companies and offering interesting working experience for the unemployed in the area.

SpareSpace have 3 goals: help the "hidden" entrepreneurs grow their business and increase their income; improve the liveability in high streets; increase the local employment rate.

In the North of the Netherlands there are 11 SpareSpaces: in total they helped 20 entrepreneurs and 15 unemployed moving forward in a better direction. SpareSpace is scaling up locally but believes very much in an international context.

TRANSITION supported the innovators to develop a stronger value proposition, awareness of their mission and 'theory of change'. They refined the clarity of the social side of their business as well as looking at potential new markets. Through the Demo Day event at the end of the course they obtained access to experts in the field of urban regeneration, employment and entrepreneur support.

SpareSpace are now applying to attend the Transnational Startup Lab in Bilbao with the ambition to build an international network of SpareSpaces.

WEBSITE: <http://www.spacespace.org/>

FACEBOOK: [www.facebook.com/spacespace.org](http://www.facebook.com/spacespace.org)





## Education Desty

Education DESTY™ is a software development and online training company providing innovative software tools, practical means and training courses for parents, educators and other stakeholders to enable them to fully support children's social and emotional development, and in turn, enable the children to reach their full potential.

DESTY software is uniquely based on the following educational principles: - The 'Whole-Child' Concept - approach which ensures that each student is healthy, safe, engaged, supported, and challenged, sets the standard for comprehensive, sustainable school improvement and provides for long-term student success - The Social and Emotional Learning (SEL or SEAL) Skills - processes through which children and adults acquire and effectively apply the knowledge, attitudes and skills necessary to understand and manage emotions, set and achieve positive goals, feel and show empathy for others, establish and maintain positive relationships, and make responsible decisions - Personal Learning Environment (PLE) – a system that helps learners take control of and manage their own learning (e.g. ability to set their own learning goals, manage their learning -both content and process - and communicate with others in the process of learning) - Universal Design for Learning (UDL) - a set of principles for curriculum development that give all individuals equal opportunities to learn involving flexible approaches that can be customized/adjusted for individual needs.

TRANSITION programme helped them moving from Proposal / Prototyping to Prototyping / Scaling with dedicated business and network development support to strengthen core business capacity; identify appropriate funding support to underpin cashflow and grow the business.

Result achieved - Promoter secured approx. €50K via a competitive process to help grow and scale her business.

WEBSITE: <http://educationdesty.com/#>

 Desty @EdDesty - Jan 17

Do you know why you do what you do? We do and can tell you in less than 2 mins. If interested please contact us. [youtu.be/yG9uRoE5yBo](https://youtu.be/yG9uRoE5yBo)

 YouTube

**EDUCATION Desty**® *Because every child deserves to be the best that they can be!*

## Graduate.ie

Graduate.ie is an online citizenship & democracy programme which is funded by Irish government agencies and the European Parliament. Participating students can learn about Youth Unemployment, Climate Change, Health & Safety, Sustainable Energy, Financial Literacy, Democracy, etc. Students compete to win free trips to the European Parliament in Strasbourg where they take part in a youth parliament with students from other member states. They can also win free trips to Washington DC. It is the only competition of its kind and the promoters are looking to collaborate with other EU states to make it available to them.

Promoters have shown the idea works and are now scaling up their social innovation.

TRANSITION Ireland West helped them with:

- network development (e.g. with potential partners, customers, funders, etc.);
- connections to potential investors/funders;
- access to finance / securing funding (e.g. grants or investments);
- meeting other social innovators;
- awareness creation and credibility (e.g. association with a recognized programme, publicity).

WEBSITE: <http://www.graduatequiz.com/>



**Graduate Ireland** @graduate\_ie · Sep 9

Graduate.ie is an online active citizenship & democracy programme for  
Second Level Students #secondaryschool #competition #quiz #education



## The Humans Network

The Humans´Network is a new social network to humanize the world by promoting values, rating brands ethics, and acting accordingly. Corporate Social Responsibility is no longer an option for companies and brands, but is a must do. How businesses and brands will create real and meaningful impact in the society? The Humans Network aim to be the social thermometer in the world about humanity of brands and companies all over the globe.

The Humans Network empower people to rate companies and brands according to their ethics and CSR plan. Companies will therefore gain –or lose- social and human reputation.

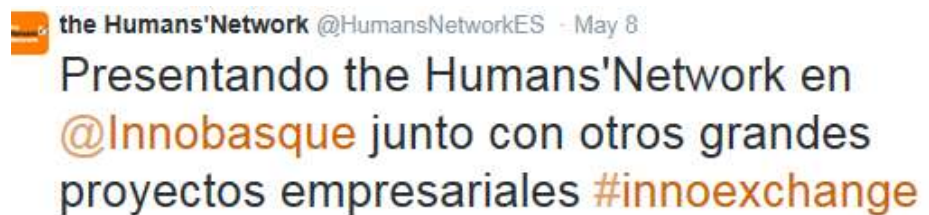
The Human Network will therefore generate, manage and sell data, and will provide services to help brands manage and improve their social reputation. The market is huge: every year companies spend more than 3billions \$ to manage their online reputation.

TRANSITION supported them in the following areas:

- Business model development,
- Customer development and validation,
- Infrastructure design
- Contact with end users
- Sales and marketing skills development

FACEBOOK: <https://www.facebook.com/theHumansNetwork>

YouTube: <https://www.youtube.com/watch?v=CQK6Zlox204&feature=youtu.be>



## Binary Soul

Binary Soul is a 7 workers cooperative. Before that, they were unemployed qualified young people. The fundamental social need they address is social education through leisure activities.

Thanks to new technologies of information this is possible through the use of video games and "serious games." Moreover Binary Soul aims to improve the accessibility of public services to certain groups or environments by using motion sensing applications and to replace / provide new forms of interaction and communication.

These applications provide an added value to those companies and organizations wishing to use them, mainly due to the new and spectacular control system, in addition to the possibilities offered to replace or enhance interaction systems already established. In some cases, they provide utilities that already exist, but without contact with traditional control devices, providing the opportunity to work in a clean environment or even sterile.

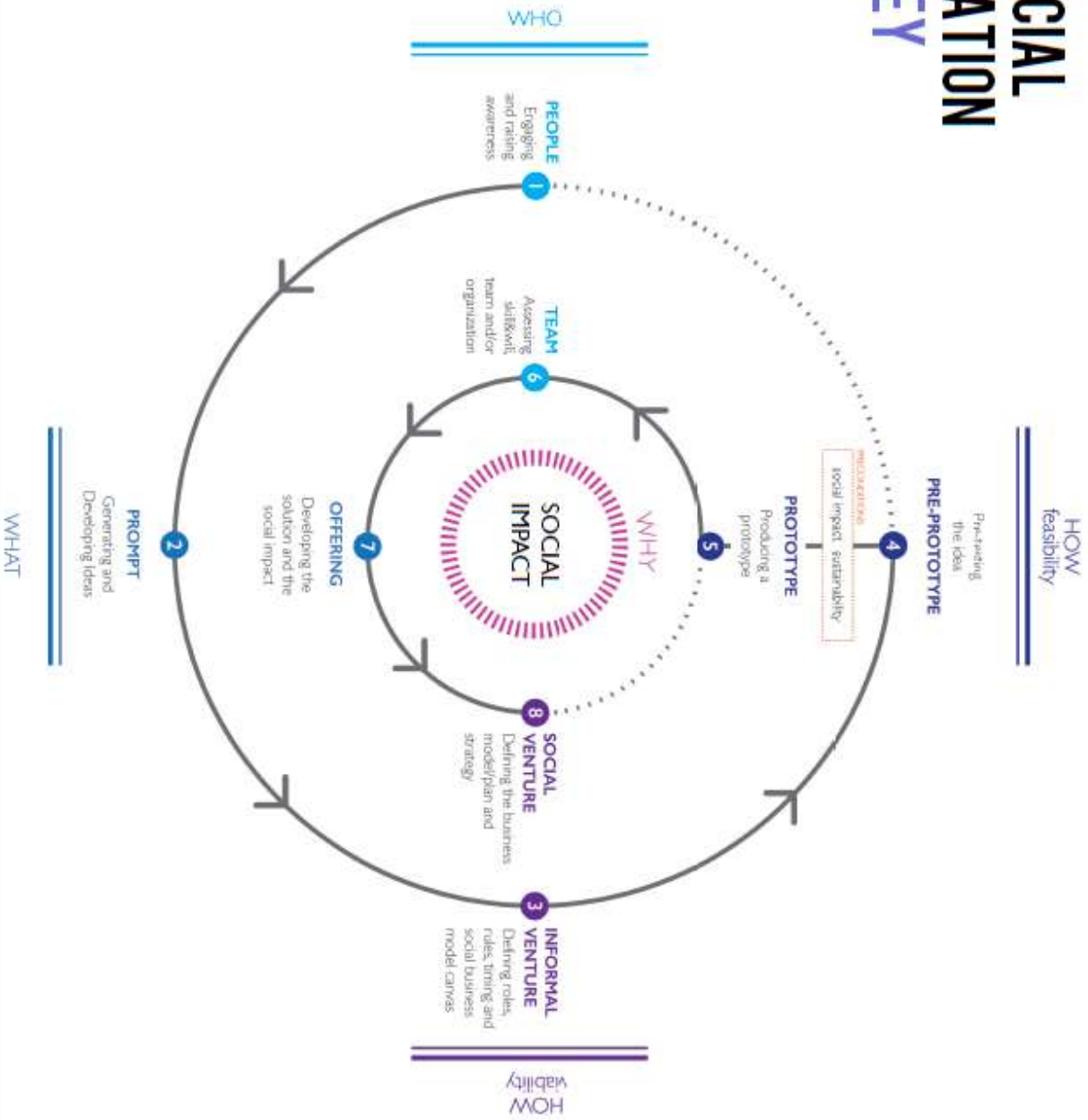
TRANSITION programme supported the innovator to develop new prototypes by using the Fab Lab and make new contacts with potential investors, partners and end users.

TRANSITION supported BS to test their "solution," presenting their value proposition (leap motion) and the minimum viable product to customers (Cie Automotive, Machine Tools Congress, ...). Binary Soul is now working to develop a prototype to use it in the "participation process management" with IRITZI BATUZ.

WEBSITE: <http://www.binarysoul.net/>



# THE SOCIAL INNOVATION JOURNEY







## TRANSITION

aims to scale up 300 Social Innovations across Europe and developing a European Network of SI Incubators (ESIIN).

London, Paris Region, the Basque Country, Milan, Lisbon, Ireland West: TRANSITION partners accompany lead innovators through the **Social Innovation Journey (SIJ)**, an **action format for social innovation incubation** focusing on the sequence of steps social innovators may go through acquiring the skills and capabilities they require to grow.

We believe that by harnessing **the power of a larger network** we can ensure that successful local projects supported by a scaling centre can help address/'bridge' common social problems at a wider geographical level.

Looking at the scaling up activities, ESIIN will act as a **"social innovation incubation lab"** where to generate and share **new evidence about the role and the impact of incubation in scaling up social innovation**.



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