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 – “IDETEGRATION” – 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.

INNOVATIVE SOLUTIONS FOR MIGRATION

INTERNATIONAL
Ashoka Fellows are selected from the global Fellow network

LOCAL
Local social entrepreneurs are selected through a national crowdsourcing campaign

LOCALISE
We enable local ecosystems and partnerships for the replication of international best practices

CONNECT
International Ashoka Fellows and local social entrepreneurs get connected and start collaborations

SCALE
Local solutions are supported to develop their impact, business and scaling models – they get access to a wide network of supporters
ASHOKA ACCELERATOR: THE PROCESS.

I. MOBILISE PARTNERS  MONTH 1-3
II. SET-THE-CHALLENGE  MONTH 3-4
III. CROWDSOURCING ONLINE/OFFLINE  MONTH 4-7
IV. SELECTION 15 BEST  MONTH 8
V. PITCH&PLEDGE DAY 15 BEST  MONTH 9
VI. SELECTION *10 BEST  MONTH 9
VII. ACCELERATOR *10 BEST  MONTH 9-15
VIII. LOCALIZATION OF INTERNATIONAL SOLUTIONS  MONTH 9-15
ASHOKA ACCELERATOR: THE STEP III.

CROWDSOURCING ONLINE/OFFLINE

Teile deine Integrationslösung

Idee-Integration Veranstaltungen
Im September sind wir in ganz Österreich unterwegs und helfen dir dein Lösungsansatz deiner Integrationsinitiative zu verbessern. Melde dich hier für unsere kostenlosen Workshops an!

Integrationslösungen sind schon da
Die Zivilgesellschaft hat viele wirksame Lösungen für Integration

- 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

STRENGTHEN THE ORGANISATION
BUILD ECOSYSTEM
CO-CREATION
COLLECTIVE IMPACT & POLICY RECOMMENDATIONS
ASHOKA ACCELERATOR: THE STAKEHOLDER ECOSYSTEM.

Public sector: Legal and political framework

Welfare organisations and companies: Cooperate and scale

Foundations: Financial support & Networks

Bottom-up initiatives: innovation and implementation

ASHOKA = THE BACKBONE ORGANIZATION. ENABLING COLLECTIVE IMPACT.
# Ashoka Accelerator: Goals and Impact

## Visibility/Access
- 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.

## Development
- 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.

## Cooperation
- 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.

## System Change
- 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.

## Impact

**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.

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.

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” 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 (MTOP) 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 a 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.

INTERPRAIID

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 healthy 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 ressources in Austria.
ASHOKA ACCELERATOR: THE NETWORK.
ASHOKA ACCELERATOR: READY TO EXPAND TO OTHER COUNTRIES.

ALL COMPONENTS OF THE PROGRAM ARE READY FOR REPPLICATION:

- 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!