

Go Social –Preparatory Workshop

A participatory workshop for identifying and prioritizing Social Needs of the Turkish Cypriot community in the frame of Circular Economy and Social Entrepreneurship

Results for the implementation of the Go Social preparatory workshops on the 7th and 14th of December 2019

Prepared by AKTI Project and Research Centre

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1 Aim and Scope of the Preparatory Workshops

The ‘Go Social’ Project aims to act as a driving force towards enhancing employability through social entrepreneurship using inter alia hands-on approaches of collective intelligence and the participatory processes such as the Preparatory Workshops. The workshops target to create prospects for the incubation of social initiatives and to create a social entrepreneurship culture, capacity and skills. The specific goal of the workshops was to bring together a diverse set of stakeholders from public, private, and civil society organizations working on social and environmental issues to (i) identify social and environmental gaps and needs of the Turkish Cypriot community, (ii) develop specific ideas that could evolve into social enterprises/ initiatives with a positive impact on society based on the gaps and needs identified and, (iii) rank and prioritize those ideas based on predefined criteria using the DeCyDe-4-GoSocial Method. The identified gaps and needs will be presented to the foreseen capacity building activities of the project (March 2020-August 2021) and several ideas will be promoted to aspiring entrepreneurs that will be guided to take the ideas to the next level and turn them into social enterprises. The first workshop took place on the 7th of December in Nicosia targeting English-speaking participants and was implemented in the English language, where as the second workshop took place on the 14th of December in Famagusta focused on Turkish-speakers and, therefore, was conducted in Turkish.

2 Workshop Implementation

Participants of each workshop were asked to identify the main environmental and social gaps and needs in their area of expertise and based on those identified gaps and needs, they were then asked to come up with at least one social or environmental entrepreneurship idea/initiative. The ideas were then evaluated using the DeCyDe-4-GoSocial tool developed by ISOTECH Ltd, which allowed for the ranking of ideas based on the principle of ‘comparing couples’. Using a bespoke set of criteria:

1. Social Impact: The extent of the impact on society, social inclusion, community, vulnerable groups, quality of life, health, culture.
2. Environmental Impact: The extent to which this idea combats environmental challenges and promotes sustainable development.
3. Applicability: The implementation potential in terms of financial, human resources, infrastructure, seed funding, innovation and market competition.
4. Employability: The extent to which the idea will increase employability and create new jobs.

Through a facilitated discussion participants collectively agreed to one final ranking at the top of which were the ideas that participants consider to be most socially and environmentally effective, applicable and with the best potential to increase employability.

3 Participants

More than 100 people were invited to the two workshops and a total of 49 participants finally attended, representing the 27 organisations listed below:

1.	AEGEE Mağusa (European Students' Forum)
2.	Association for Historical Dialogue and Research (AHDR)
3.	AKTH Project and Research Center
4.	Chamber of Artisans and Shopkeepers
5.	Eastern Mediterranean University
6.	Emphasys Centre
7.	TAKE ACTION CYPRUS (Environmental Activist and Educational Organization)
8.	GİGEM, SOS Çocuk Köyü (Kyrenia Youth and Resource Centre) / SOS Children's Village
9.	Global Politics Centre Association
10.	GMTMK - Famagusta Turkish Maarif High School
11.	Green Action Group-Yeşil Barış Hareketi
12.	Home for Cooperation
13.	KUŞKOR Society for the Protection of Birds and Nature
14.	MAKAMER- Famagusta Women's Centre Association
15.	MASDER Famagusta Walled City Association
16.	Namık Kemal High School
17.	Innovative Entrepreneurship (Project funded by NI-CO and EU)
18.	Office of Environmental Protection
19.	SPOT -Society for the Protection of Turtles
20.	Friends of Nature Tashkent Nature Park
21.	Turkish Bank
22.	Turkish Cypriot Secondary Education Union
23.	United Nations
24.	Freelance Artisan (Upcycle-recycling fabric and other materials)
25.	VOIS - Voices of International Students in Cyprus
26.	Women's Organizations in Rural and Sub-urban areas
27.	Youth Camps

Table 1: List of Represented organization during the preparatory workshops

Overall, the stakeholders present at the workshops were able to (i) identify relevant gaps and needs in their fields of expertise and area of interest, and to (ii) come up with applicable solutions.

3. Workshops' Results

3.1. Gaps & Needs Analysis

Participants of each workshop were asked to identify gaps/needs in their area of work or their everyday life that need to be addressed. Their answers were versatile and covered a variety of fields reflecting the diversity of the stakeholders; however, gaps and needs revolved around 5 main pillars. Waste Management/Circular Economy, Work Integration, Training, Environment and Sustainable Development and several Social Issues. The table below summarizes and categorizes the results from both workshops under the 5 main pillars:

Waste Management/ Circular Economy	Work Integration	Training	Environment/ Sustainable development	Social Issues
Need to minimize food waste/ organic waste production	Lack of information in finding qualified people for technical work (e.g. people with technical, electrical skills for repairing home equipment)	Need for soft skills development	Need for public transportation to minimize air pollution and save energy	Absence of/need of a smooth facilitation of bi-communal communication
Need for community food waste drop-off points, / lack of fill-in options by retailers/ restaurants	Need to support work integration of refugees and migrants	Need for inter-generational learning, need to close the knowledge gap between generations	Need of Sustainable Development Goals (SDG) Awareness, incorporating SDG's in Business models	Need to protect stray and abandoned animals
Need for a holistic recycling program	Need of a database to match each market demand with the right professionals (e.g. consultants, experts, directors)	Need to provide training opportunities to students to improve their health related skills (e.g. First Aid)	Need of cheap and sustainable housing options	Need of raising awareness to young people in order to be more social responsible
Need of adding value to waste-create industries as they relate to technological approaches	Need of identification of local participants in the touristic sector	Elderly rehabilitation through passing down their experience and skills	Need of improving soil fertility and combat desertification	Need to reduce road transport accidents
Need for better waste management	Need of more recruitment	Need for capacity building of	Need to minimize fossil fuel utilization	Lack of preschool care facilities

strategies/practices	opportunities for students	technical/ repair skills to reduce product production and consumption	and reduce air pollution	
Need to reduce production through (1) reusing and repairing (2) use of second-hand products (3) waste sorting	Need to empower women to enter the workforce		Lack of green spaces in cities, to compensate for air pollution and to improve quality of life	Need to increase volunteering, contribution of high school and university students
Need for awareness raising among citizens to take part in waste management by sorting wastes per category at source			Need to provide awareness raising to children regarding environmental issues	Insufficient and inaccessible common spaces for social activities
Waste management of construction material				
Minimize waste paper and plastic pollution				
Need of waste management of the HoReCa (Hotel/ Restaurant/Café) Industry				

Table 2: Gaps and Needs Categorization

3.2. Social Entrepreneurship Ideas

Based on the gaps and needs analysis of the previous exercise, participants of each workshop were asked to come up with 5 ideas that could be turned into social enterprises and would address a specific gap and need:

1 st Workshop		
	Need	Idea
1	Need to support work integration of refugees and migrants	Connect refugees and migrants with producers that need to cover seasonal labour for their industry/ factory
2	Need for public transportation to minimize air pollution and save energy	To create a public transportation company “Green-Bus” (solar energy operated) that will connect universities, which will be free for the disabled and children and will provide work to graduates
3	Lack of information in finding qualified people for technical work	To create a Repair Database/Application which will be focused on migrants and refugees/ unemployed people, will offer VET training and will allow finding qualified people for technical work (e.g. people with technical, electrical skills for repairing home equipment)
4	There is a knowledge gap between generations	An organization that will facilitate inter-generational training for technology and environment with an aim to create active, skilled and responsible citizens
5	Need of identification of local participants in the touristic community	To develop ready-to-sell authentic and local touristic products with travel agencies as potential customers, including information flow/consultancy

Table 3: 1st Workshop - Social entrepreneurship Ideas

2 nd Workshop	
Need	Idea
1 Raising awareness of recycling practices such as compost production Need to protect stray and unwanted animals Need to employ people from disadvantaged groups	A large experiential learning living complex which will be dedicated to raising awareness and encouraging recycling and educational activities such as gardening, agricultural and compost production. It will also act as an animal shelter and facilitate the sales of locally produced products.
2 Need for better waste management strategies/practices	Collecting Derynia's and Famagusta's waste in a joint location, where it can be used for the production of methane, which can then provide electricity to light street lamps in both regions. Environmental energy engineers, etc., can be hired, waste can be sorted through ecological processes
3 Lack of products and materials that can make the roads safer and prevent road traffic accidents	Cat's Eyes made of waste material: The production of fluorescent cat's eyes for road sides made from plastic waste. Plastic can be acquired through schools and municipalities. 70% of profit goes back to schools and municipalities People from disadvantaged groups (for example, unemployed women) will be involved in the production
4 Lack of training/expertise related to: <ul style="list-style-type: none"> • health services • employment • environment 	THERE (Training Health Employment Recruitment Environment): Set up of a training platform/centre which offers expert training services to foreign students in the northern part of Cyprus. The intention is to be able to provide training of trainers to cover areas relating to health services, employment, recruitment and environment
5 The lack of public transport and the excessive number of cars on the road contribute to air pollution Mismanagement of domestic cooking oil	Introducing and increasing the number of public transport vehicles making use of used cooking oil (UCO) and solar energy. Based on the current technology the UCO will be treated prior to use in vehicles. Instead of tickets, people would pay the transport fee by bringing their waste used cooking oil.

Table 4: 2nd Workshop - Social entrepreneurship Ideas

The above ideas were evaluated and ranked against 4 predefined criteria, using the DeCyDe-4-GoSocial of comparing couples and at the end of the exercise an overall score was attributed to each idea taking into account the individual score of each criterion. The following table and corresponding graph illustrates the overall results of the 1st workshop. The idea related to Work Integration of refugees and migrants scored the highest overall score, followed by the Green Bus and the Repair Database.

IDEAS	Score for Social Impact	Score for Environmental Impact	Score for Applicability	Score for Employability	Overall Score
1. Work Integration of refugees and migrants	34%	4%	31%	47%	29%
2. Public Transportation (Green Bus)	33%	42%	4%	10%	22%
3. Repair (Database) including migrants and refugees	5%	38%	36%	10%	22%
4. Bi-communal touristic platform	16%	13%	21%	30%	20%
5. Intergenerational learning	12%	4%	8%	3%	7%

Table 5: 1st Workshop Cumulative Results from the DeCyDe-4-GoSocial

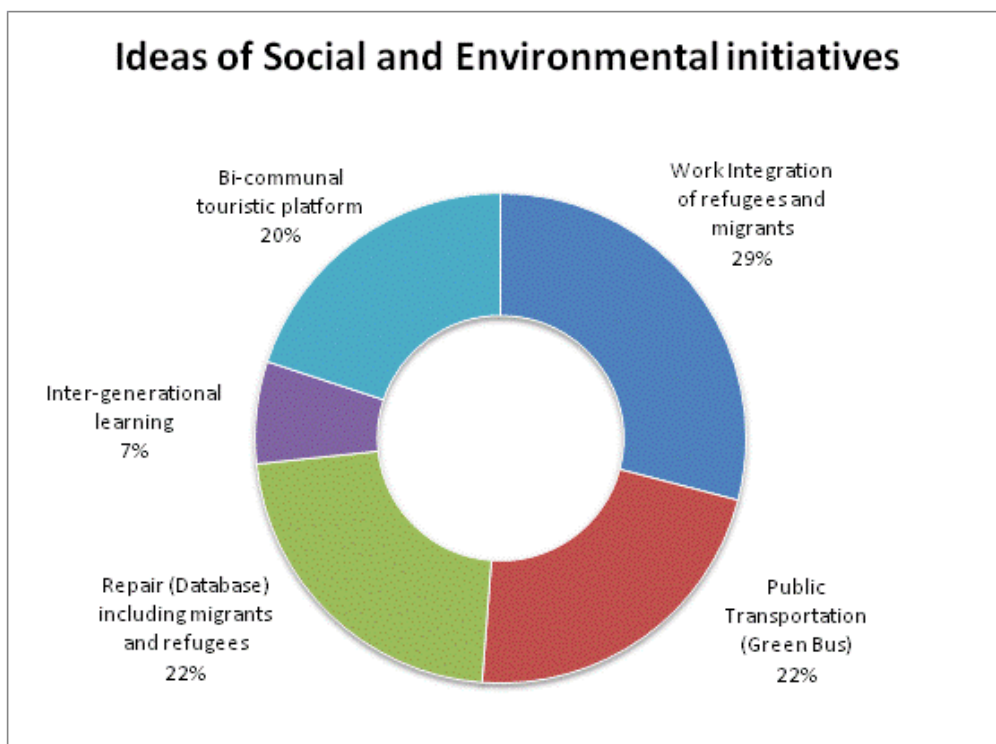


Figure 4: 1st Workshop Cumulative Pie Chart from the DeCyDe-4-GoSocial

A similar approach was followed during the 2nd Workshop which concluded with the following results:

IDEAS	Score for Social Impact	Score for Environmental Impact	Score for Applicability	Score for Employability	Overall Score
1.Training to Foreign Students	18%	3%	36%	53%	28%
2.Public Transportation utilising oil waste	37%	23%	11%	13%	21%
3.Energy production from waste	12%	34%	25%	7%	19%
4.Animals' Shelter	18%	28%	7%	20%	18%
5.Cat's Eyes from waste material	15%	12%	21%	7%	14%

Table 6: 2nd Workshop Cumulative Results from the DeCyDe-4-GoSocial

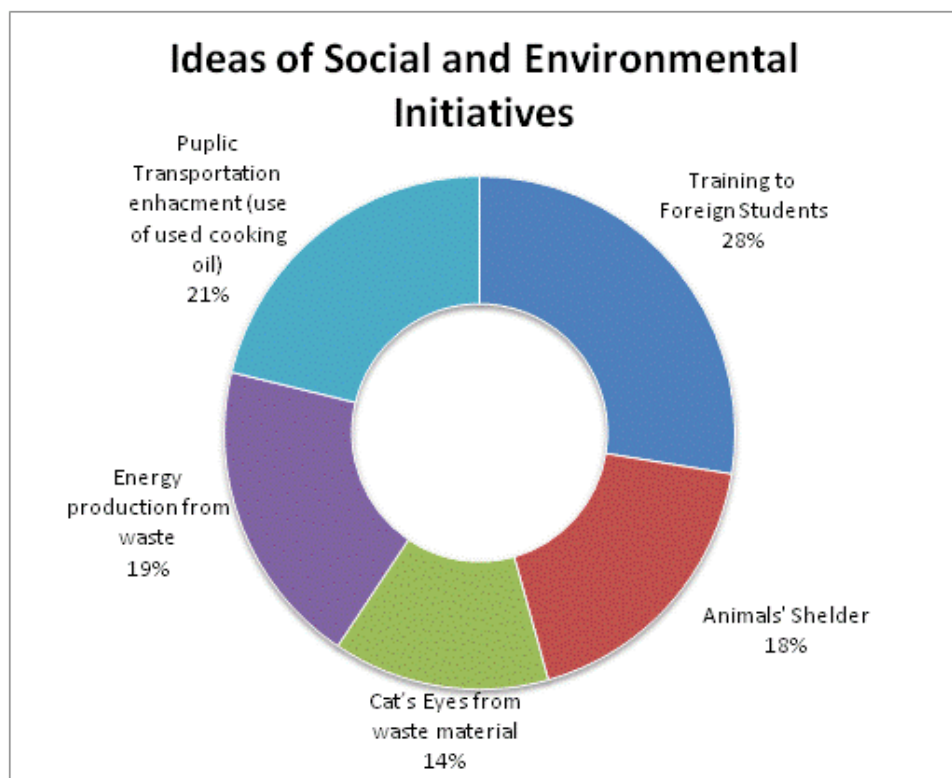


Figure 5: 2nd Workshop Cumulative Pie Chart from the DeCyDe-4-GoSocial

4 Discussion

Both workshops resulted in identifying gaps and needs of the Turkish Cypriot community based on the expert knowledge of stakeholders involved that could eventually be further explored and turned into social initiatives. Gaps and needs identification was mostly orientated on waste management, environment and sustainable development followed by work integration needs, several social issues that need to be addressed and training needs. This participatory discussion also resulted in 10 ideas suggested by the attendees that address one or more identified gaps and needs. The ideas were then evaluated against predefined criteria to come up with a ranking list of ideas that would be promoted in later project activities.

What strikes to be very interesting from the results of both workshops is that while some ideas appear to be more socially and environmentally important (i.e. Workshop 1, Idea 2), they might demand higher efforts for their application (human, financial resources, infrastructure etc) that at the end their overall performance is lower compared to more readily applicable ideas. Another important aspect to be taken into account while interpreting the results of both workshops is that while several ideas came up during the discussion, only five ideas were picked up for each workshop for the purpose of the exercise. Participants' in some cases tried to incorporate several important components into an idea to boost its social impact (e.g. Workshop 2- Idea 4, an Animal Shelter which also provides training and capacity building) that would eventually add complexity to its application and make it less easy to be implemented.

Additionally, there were some ideas that required the technical and expert knowledge of engineers in order to be evaluated for their applicability. For example, stakeholders during the second workshop had identified the need to enhance public transportation. They also combined this need with the urgency to manage domestic waste oil that is currently mismanaged. Their solution was to develop a social enterprise that manages public transportation vehicles which run either by solar energy or by the use of used cooking oil. While the complexity of this idea might be clear to engineers or stakeholders knowledgeable in the field of automotive engineering and renewable energy sources, the majority of the workshop attendees were not aware of the technical and financial obstacles for the implementation of this idea and therefore its applicability score was higher than one would expect.

Overall, the workshops have managed to successfully capture the mindset of the stakeholders involved and to provide an overview of the social and environmental gaps and needs landscape of the Turkish Cypriot community. The participatory process allowed discussion and information flow among attendees and indicated the main fields of work that stakeholders and entrepreneurs should focus on creating social initiatives that address the main social and environmental gaps and needs of the community.