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Stories of **SUCCESS**

**BY SOCIAL
ENTREPRENEURS**

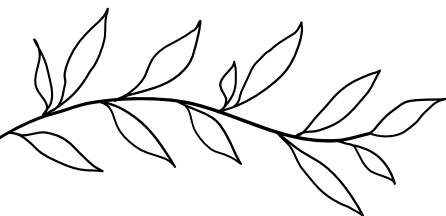


Constanța 2023

Coordinators: Andreea
Cosma, José María Pérez



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Stories of Success by Social Entrepreneurs 2023

Project Manager: Andreea Cosma

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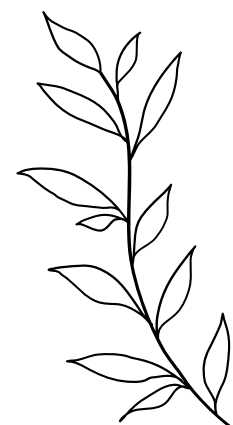
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Tomis HUB Biblioteca Colorată
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ROMANIA

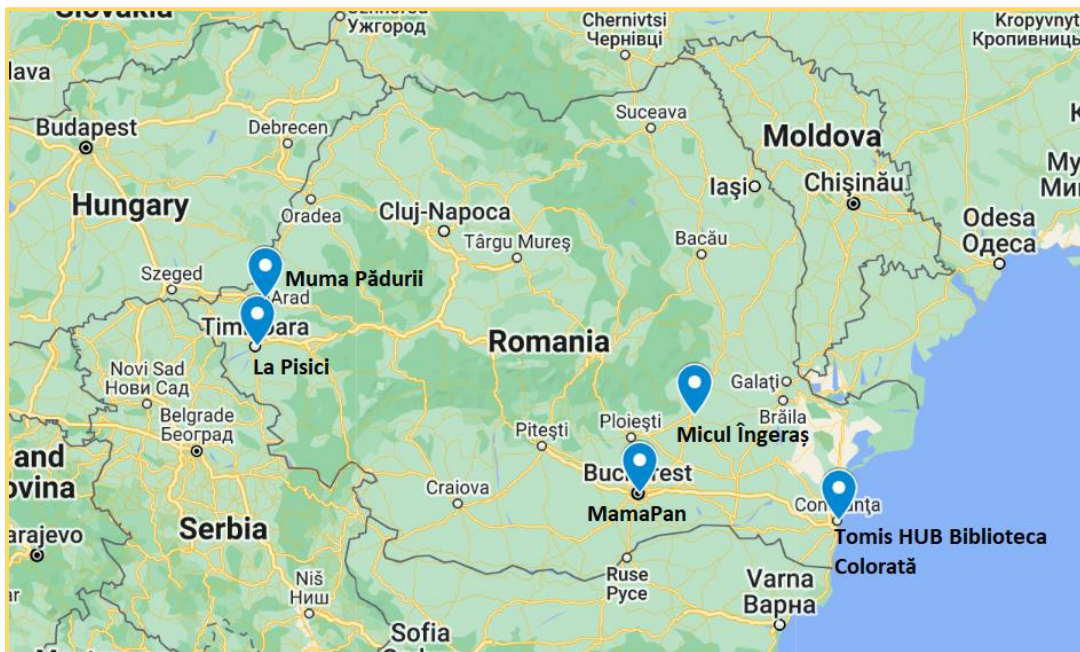
Tomis HUB Biblioteca Colorată

La Pisici Cafe

MamaPan Social Bakery

Asociația Micul Îngerăș

Muma Pădurii





Mapping Social Entrepreneurship

EN:

The five stories set in Romania follow social entrepreneurs that managed to improve their communities through their values, ideology, and vision, and turn them into feasible projects. All five entrepreneurs started their journeys by identifying problems and root causes in their areas. Victor from Constanța noticed that the city is lacking attractive spaces where people can meet, learn, work or simply spend time. He has been focusing on how he can innovate the urban space and turn it into a more efficient and creative one. Filip has also responded creatively to a critical problem from his region, Arad. His initiative to combat deforestation proves his attachment for the natural environment and sets a business model that can be followed by other youngsters for similar causes. In Timișoara, the cat café (one of the very few in Romania) addresses a saddening issue of most Romanian cities: stray cats and the hardships that these animals undergo due to the lack of shelters and support from local authorities to spay and protect them. This social business does not only help cats at risk but also creates a community that is empathetic and oriented toward helping and growing. In Buzău, Laura is dedicating all her time, energy, and resources to help children with



disabilities to receive the proper care that they need and to better integrate themselves in the society. Her efforts have materialized into significant results, as she can see more confident children and parents that have finally found a bit of respite. Irina is going steadily toward generating great impact in Bucharest in terms of women's rights and she is providing the kind of example of sisterhood and female community that all cities around the world need. The stories prove that there is a clear people-place connection that led these entrepreneurs to take the matter into their own hands and become change-makers. The soft cities that these people have portrayed through their businesses and stories show spaces that are characterized by creativity, nature that thrives, animals that are protected, and people that volunteer and work together to make the world around them a better place. While these imagined cities seem like utopic spaces, the protagonists' stories are also about obstacles and villains that they need to face. The cities serve as both the inspiration for their initiatives and the physical and social spaces that foster their activity. It is the imagined city that offers hope and helps the entrepreneurs to go on with their projects and the real built environment that triggers a need for change and development. As the saying goes, "make no small plans for they have no power to stir the soul" (N. Machiavelli).



RO:

Cele cinci povești care au loc în România urmăresc antreprenori sociali care au reușit să își îmbunătățească comunitățile prin valorile, ideologia și viziunea lor și să le transforme în proiecte fezabile. Toți cei cinci antreprenori și-au început călătoria prin identificarea unor probleme și cauze din zonele lor. Victor din Constanța a observat că orașul duce lipsă de spații atractive în care oamenii să se întâlnească, să învețe, să lucreze sau pur și simplu să-și petreacă timpul liber. El s-a concentrat asupra modului în care poate inova spațiul urban și îl poate transforma într-unul mai eficient și mai creativ. Filip a răspuns, de asemenea, în mod creativ la o problemă critică din regiunea sa, Arad. Inițiativa sa de a combate defrișările dovedește atașamentul său față de natură și stabilește un model de afaceri care poate fi urmat și de alți tineri pentru cauze similare. În Timișoara, cafeneaua cu pisici (una dintre puținele din România) abordează o problemă întristătoare care se regăsește în majoritatea orașelor din România: pisicile fără stăpân și suferințele prin care trec aceste animale din cauza lipsei de adăposturi și de sprijin din partea autorităților locale pentru a le steriliza și proteja. Această afacere socială nu ajută doar pisicile aflate în pericol, ci creează o comunitate empatică și orientată spre ajutorare și dezvoltare. În Buzău, Laura își dedică tot timpul, energia și resursele pentru a-i ajuta pe copiii cu dizabilități să



primească îngrijirea adecvată de care au nevoie și să se integreze mai bine în societate. Eforturile ei s-au materializat în rezultate semnificative, deoarece poate vedea copii mai încrezători și părinți care au găsit în sfârșit un pic de răgaz. Irina se îndreaptă constant spre generarea unui mare impact în București în ceea ce privește drepturile femeilor și oferă un exemplu de sororitate și comunitate feminină de care toate orașele din lume au nevoie. Poveștile dovedesc că există o legătură clară între oameni și loc care i-a determinat pe acești antreprenori să ia problema în propriile mâini și să devină promotori ai schimbării. Orașele "soft" pe care acești oameni le-au portretizat prin afacerile și poveștile lor arată spații caracterizate de creativitate, natură care prosperă, animale care sunt protejate și oameni care fac voluntariat și lucrează împreună pentru a face din lumea din jurul lor un loc mai bun. În timp ce aceste orașe imaginate par a fi spații utopice, poveștile protagoniștilor sunt, de asemenea, despre obstacole și răufăcători pe care trebuie să îi înfrunte. Orașele servesc atât ca sursă de inspirație pentru inițiativele lor, cât și ca spații fizice și sociale care le întrețin activitatea. Orașul imaginat este cel care oferă speranță și îi ajută pe antreprenori să își continue proiectele, iar mediul construit real este cel care declanșează nevoia de schimbare și dezvoltare. După cum spune



proverbul, "nu faceți planuri mici, pentru că ele nu au puterea de a trezi sufletul" (N. Machiavelli).

Tomis

HUB

Biblioteca

Colorată





Interviewer: Alexandra-Cristina Topală

Writer: Alexandra-Cristina Topală

Translated by Ana-Maria Paraschiv

Partner organization: Asociația House of Education and Innovation (HEI)

Title: Good Ideas Come in Colors

Interviewee: Victor Maxim (Tomis HUB Biblioteca Colorată)

Facebook: www.facebook.com/tomishub/

Abstract: The story tells the life of Victor Maxim, a successful social economy entrepreneur from Constanta. Victor talks joyfully about all he has achieved so far, but also enthusiastically about future projects. He recounts the steps he has taken from when he was a mere teenager, eager to learn new things and be independent, to the present day. He has put all his resources into every project he has undertaken and has always wanted more, both for himself and for the city of Constanta.

Keywords: entrepreneur, economy, social, books, library, association.



Good Ideas Come in Colors

When I was 16, I moved to the city of Constanta, like most young people looking for a seasonal job on the coast. For one summer I worked at one of the pizzerias in Mamaia, as a waiter and kitchen help. It was the only time in my life when I cried myself to sleep. I was working about twenty hours a day, never getting more than three hours of sleep a night.

The next fall I handed out flyers, for the same employer. They were among the first flyers in Constanta, printed in black and white and cut with scissors. My job was to give vouchers to the taxi drivers. After that, I got a job at a multinational. I had to do market research for GfK Romania. I was interviewing people, based on questionnaires, asking them what chocolate they eat, what beer they drink and things like that. I never liked being someone's employee, I think employers don't behave properly with employees, they treat them with superiority. I have always wanted this to change in Constanta and this is one of the reasons why I became an entrepreneur.

At one point, having many interviews in apartment buildings and using the elevator frequently, I remembered about a concept that was practiced in America, namely indoor advertising. I realized that this would be an ideal place to promote advertisements and it



felt like the right time to implement what I have learned. In 2007, when I opened the indoor advertising company, we were one of the few companies in Romania that were doing this type of promotional activity. In the autumn of 2008, we launched *Business People* magazine and the supplements, *Business Day* and *Business Life*, with a circulation of 22,000 copies per issue. After these projects, we entered the NFC area (Near Field Communication, which involves transferring data by bringing an electronic device close to a sensor).

I've always been attracted by innovation; I didn't like triviality. From the beginning of my affirmation as an entrepreneur in Constanța, I did plenty of volunteering. I was in “Let`s do it, Romania!” and I have been leading this movement since 2009. At the same time, I have also founded an NGO, called “Discover Constanta,” together with the “Constanta Altfel” NGO. In 2010, the 3D technology was introduced and the first 3D film I saw was Avatar. The film was released in December, and in January we produced the first 3D magazine in Romania, which we sold to a Romanian publishing group for 50,000 euros. Also in 2010, I launched the iPad Menu app, imagining it would take the place of classic restaurant menus. This has actually happened, as the app is now implemented in several restaurants in Romania and Germany. All these projects have brought the attention of Forbes. In 2013, I was the first person



from Constanta to enter the Forbes Romania “30 under 30” ranking. This annual edition brings together the best 30 young people, under 30, who have carried out projects in the area of entrepreneurship, education, culture, sports and personal development.

In the summer of 2014, as a representative of the “Discover Constanta” NGO, I met the deputy mayor of Constanta at that time, to discuss aspects that could be improved in our city and some great projects that we could implement. Two weeks later, next to Mio Caffe, where we had met, the first colorful bicycle parking lot was installed. It was colorful because at the same time with the parking lot installation, the first graffiti mural in Constanța was also made. The project was called “ParcareBici.” The event was repeated a year later, on an even bigger scale, in the Constanța Port, when the biggest graffiti in Romania was created.

During the same year, through the “Discover Constanta” Association, together with Adelina Toncean, we came up with the idea of an open-air library, where people could take books for free. The Constanta City Hall agreed to let us install the open-air library in the Tomis II park. Adelina turned two wooden pallets into bookshelves. These were painted and turned upside down. We placed on them the many books that the Litera Publishing House had donated to us for this purpose. The books have immediately



disappeared from the shelves, and our action went viral even in the national press. Seeing the impact that the open-air library had, the deputy mayor gave us the approval to create ten more such locations. The peak was represented by “Biblioteca Colorată” (the Colorful Library) organized on the seafront, next to the Constanța Casino. The library moved later to Ovidiu Square, making it the largest open-air library in Romania. Later in 2014, Tomis Mall offered us a space on the third level of the building. That space was transformed into the Tomis Hub (NGO), also part of the “Discover Constanta” Association, which included the Colorful Library, around which, we built the Hub area. The objective of the Hub is the development of the civil society, where people from schools and NGOs, who want to do something for their community can find a special space dedicated to this kind of activities.

Now, in 2021, our library has over 22,000 books. The HUB has become an important space for both local and national authorities. We have hosted very important people from Romania and a multitude of cultural, artistic, and social events. A very important part of the “Discover Constanta” Association is “Greenpact Worldwide,” an environmental division, which oversees official beach monitoring and beach sanitation twice a year. The data obtained are communicated to Apele Române, the Ministry of Environment and



the media. Through this division we keep in close contact with the authorities of the Constanta county and carry out other sanitation actions and tree planting projects.

Another initiative we have implemented is the Green Circle in Tăbăcărie Park, the first multifunctional space dedicated to spending leisure time in the park. The Green Circle has as its main goal the promotion of non-formal education among young people and family coaching. Thus, the space is an oasis of activities and it is designed for four areas of interest: playing and learning, discovering nature, live events, and the relaxation and socializing area.

Aerotimp is also a division of our Association. Through this division we film aerial footage and make promotional videos. Another project we are working on, which has a great impact, is the Smart City Office, in partnership with the Romanian Smart City Association, which promotes Smart City solutions and implements pilot projects through certain corporations. Thus, we facilitated the creation of the first Smart City parking in Constanta, created by Telekom. On the same floor as Tomis Hub, we opened Hub Café part of the social enterprise Black Sea Forum. Through this enterprise, we provide a very wide range of services, such as events and concerts. An important part of the Black Sea Forum social enterprise is also the development of a perfume line. These will become souvenirs for the



Constanța county. At the same time, we are working on a social enterprise based on the manufacture of furniture made out of solid wood. An interesting project is also “Creator,” located in Tomis Mall, which serves as an exhibition of handmade products by various creators.

We have also implemented a programme called “Romanian Crafts” which promotes products made in Romania and tries to reintroduce them on the shelves of retailers in the country. Through this program, we have partnered with three ceramic factories in Romania and have set up ceramicaromania.ro, thus managing to promote and sell ceramics produced for both export and Romania, giving Romanians the opportunity to buy ceramic products made in our country.

As for future plans, we would like very much to set the first tourist information point in Constanta county and to bring more volunteers in the projects we generate through the “Discover Constanța” Association, because we have 11 different volunteering channels in which they can get involved. We want to organize an event called Agora, which represents a place where people publicly debate certain topics and find solutions for them. That way, we could create an inventory of solutions and opportunities, which we could then prioritize and find people who want to get involved. I would like



as well to create a division, through which we could organize a clothing design workshop. I want to get more people together and make patterns for clothes. I want to change the way people dress on the street, because in reality, textiles are very cheap. That way, we would be able to provide more affordable and better-quality clothes. I would also like our city to be visible and up-to-date, to promote publications in English and to have information boards in English everywhere you go in Constanta, informing you about where you are and guiding you to your desired destination.

I feel that what I have achieved so far has contributed a lot to the development of Constanta. Everything I have done has been based on my own initiative and desire. I have not received European or government funding. Everything I built through the “Discover Constanta” Association, and therefore Biblioteca Colorată as well, was financed through my own funds. Of course, there are also a lot of resources that we have obtained from donations. For example, many of the chairs and tables we have at Tomis Hub have been donated to us by very large corporations in Bucharest who have changed the design of their offices. Among the other goods that have been donated to us is wall paint, with which I have personally painted the whole space. I like to be physically involved in all the things that people benefit from, so I have helped with the space,



cleaning, carrying furniture and more. I believe it would be good to have more hubs and libraries in the city of Constanta, because people need more places that promote culture, art and socializing. If people have resources, they can do amazing things.



Interviewator: Alexandra-Cristina Topală

Scriitor: Alexandra-Cristina Topală

Organizația parteneră: Asociația House of Education and Innovation (HEI)

Titlu: Ideile bune vin în culori

Intervievat: Victor Maxim (Tomis HUB Biblioteca Colorată)

Facebook: www.facebook.com/tomishub/

Abstract: Povestea prezintă viața lui Victor Maxim, un antreprenor de succes în economie socială, din orașul Constanța. Victor vorbește cu bucurie de tot ceea ce a realizat până acum, dar și cu entuziasm despre viitoarele proiecte. Acesta povestește etapele pe care le-a parcurs de când era un simplu adolescent, dornic să învețe lucruri noi și să fie independent și până în prezent. S-a implicat cu toate resursele în fiecare proiect pe care l-a desfășurat și întotdeauna și-a dorit mai mult, atât pentru el, cât și pentru orașul Constanța.

Cuvinte cheie: antreprenor, economie, social, cărți, bibliotecă, asociație.



Ideile bune vin în culori

La 16 ani m-am mutat în orașul Constanța, ca majoritatea tinerilor care căutau un job sezonier, pe litoral. Timp de o vară am muncit la una dintre pizzeriile din stațiunea Mamaia, ca ospătar și ajutor în bucătărie. A fost singurul moment din viața mea în care am plâns de nesomn. Lucram aproximativ douăzeci de ore pe zi, nu apucam să dorm mai mult de trei ore pe noapte.

În toamna care a urmat am împărțit flyere, pentru același patron. Erau printre primele flyere din orașul Constanța, printate alb-negru și tăiate cu foarfeca. Sarcina mea era să le dau taximetriștilor vouchere. După aceea, m-am angajat la o multinațională. Trebuia să fac studii de piață pentru institutul de cercetare GfK România. Le luam interviuri oamenilor, bazate pe chestionare, în care îi întrebam ce ciocolată mănâncă, ce bere beau și alte lucruri de felul acesta. Nu mi-a plăcut niciodată să fiu angajatul cuiva, consider că angajatorii nu se comportă potrivit cu angajații, îi tratează cu superioritate. Întotdeauna mi-am dorit ca acest lucru să se schimbe în Constanța și acesta este unul dintre motivele pentru care am devenit antreprenor.

La un moment dat, având multe interviuri în scările de bloc și plimbându-mă frecvent cu liftul, mi-am amintit de un concept care se



practica în America, și anume publicitatea indoor. Mi-am dat seama că acolo ar fi un loc ideal de a promova o reclamă și mi s-a părut momentul oportun să pun în aplicare ceea ce știam. În 2007, când am deschis firma de publicitate indoor, eram printre puținele firme din România care făceau astfel de publicitate. În toamna anului 2008 am lansat revista *Business People* și suplimentele *Business Day* și *Business Life*, la care am avut tiraje de 22.000 de exemplare pe ediție. După aceste proiecte, am intrat în zona NFC (Near Field Communication, care presupune transferul de date prin apropierea aparatului electronic de un senzor).

Mereu m-a atras inovația; nu mi-a plăcut să stau în banalitate. De la începutul afirmării mele pe piața Constanțeană ca antreprenor, am făcut voluntariat. Am fost în Let's do it, România! și am condus această mișcare din 2009 și până în prezent. În același timp, am fondat și un ONG numit Descoperă Constanța, împreună cu Asociația Constanța Altfel.

În anul 2010 a apărut tehnologia 3D, iar primul film în acest format pe care l-am văzut a fost Avatar. Filmul s-a lansat în decembrie, iar în ianuarie am realizat prima revistă 3D din România, pe care am vândut-o unui grup editorial din România, pe suma de 50.000 de euro. Tot în 2010 am lansat aplicația iPad Menu, imaginându-mi că va lua locul clasicelor meniuri din restaurante. Asta



s-a și întâmplat, deoarece aplicația este implementată în câteva restaurante din România și Germania. Toate aceste proiecte au atras atenția celor de la Forbes asupra mea. În 2013 am fost primul constănțean care a intrat în clasamentul Forbes România "30 sub 30". Această ediție anuală reunește în același clasament cei mai buni 30 de tineri, sub 30 de ani, care au realizat proiecte în zona antreprenoriatului, educației, culturii, sportului și dezvoltării personale.

În vara anului 2014, ca reprezentant al ONG-ului Descoperă Constanța, m-am întâlnit cu viceprimarul Constanței de la acea vreme, pentru a discuta despre aspecte care pot fi îmbunătățite în orașul nostru și despre proiecte frumoase pe care le-am putea pune în aplicare. După două săptămâni, lângă Mio Caffè, unde noi ne întâlnisem a apărut prima parcare colorată pentru biciclete. Colorată, pentru că odată cu parcare, a fost realizat și primul graffiti din Constanța. Proiectul a fost numit ParcareBici. Evenimentul a fost repetat la un an distanță, cu și mai mare amploare, în portul Constanța, când a fost realizat cel mai mare graffiti din România.

Tot în 2014, prin intermediul Asociației Descoperă Constanța, împreună cu Adelina Toncean, am venit cu ideea de bibliotecă în aer liber, de unde oamenii puteau lua cărți gratuit. Primăria Constanța a fost de acord să ne ofere drept spațiu de amplasare parcul din



cartierul Tomis II. Adelina a transformat doi paleți de lemn în rafturi pentru cărți. Aceștia au fost vopsiți și întorși cu spatele, iar pe ei am așezat multele cărți pe care editura Litera ni le donase în acest scop. Cărțile efectiv au dispărut de pe rafturi, iar acțiunea noastră a devenit virală inclusiv în presa națională. Văzând impactul pe care biblioteca în aer liber l-a avut, viceprimarul ne-a dat acordul să facem încă zece locații de acest gen. Apogeul a fost Biblioteca Colorată de pe Faleza Cazino, care după aceea s-a mutat în Piața Ovidiu, aceasta devenind cea mai mare bibliotecă în aer liber din România. Tot în anul 2014, cei de la Tomis Mall ne-au oferit un spațiu la al treilea nivel al clădirii. Spațiul respectiv a fost transformat în Tomis Hub (ONG), tot parte a Asociației Descoperă Constanța, care cuprindea Biblioteca Colorată, în jurul căreia am construit zona de Hub. Obiectivul Hub-ului este dezvoltarea societății civile, în care oamenii din școli și ONG-uri, care vor să întreprindă ceva pentru comunitate, să poată găsi un spațiu special destinat acestui tip de activități.

Acum în 2021, biblioteca noastră are peste 22.000 de cărți. HUB-ul a devenit un spațiu important atât pentru autoritățile locale, cât și pentru cele naționale. Am găzduit oameni foarte importanți din România și o multitudine de evenimente culturale, artistice și sociale. O parte foarte importantă a Asociației Descoperă Constanța o reprezintă Greenpact Worldwide, o divizie de mediu, care se ocupă



de două ori pe an de monitorizarea oficială a plajelor, dar și de igienizarea acestora. Datele obținute sunt comunicate către Apele Române, către Ministerul Mediului și în mass-media. Prin intermediul acestei divizii ținem strâns legătura cu Autoritățile din județul Constanța, desfășurăm și alte acțiuni de igienizare, dar și acțiuni de plantare a copacilor.

De asemenea, o altă inițiativă pe care am implementat-o este Cercul Verde, desfășurat în parcul Tăbăcărie, primul spațiu multifuncțional dedicat petrecerii timpului liber în parc. Cercul Verde are ca scop principal promovarea educației nonformală pentru tineri și coaching-ul familial. Astfel, spațiul este o oază de activități și este gândit în patru arii de interes: ne jucăm și învățăm, descoperim natura, evenimente live și zona de relaxare și socializare.

Tot o divizie a Asociației noastre este și Aerotimp. Prin intermediul acestei divizii filmăm aerian și realizăm clipuri de promovare. Un alt proiect la care lucrăm și care are un mare impact, este Biroul de Smart City, în parteneriat cu Asociația Română de Smart City, care promovează soluțiile în acest sens și implementează proiectele de tip pilot, prin intermediul anumitor corporații. Astfel, am intermediat crearea primei parcări Smart City din Constanța, creată de cei de la Telekom. La același etaj cu Tomis Hub, am deschis Hub Café, parte a întreprinderii sociale Black Sea Forum. Prin



intermediul acestei întreprinderi, prestăm o gamă foarte largă de servicii, precum organizarea de evenimente și concerte. O parte importantă a întreprinderii sociale Black Sea Forum este și dezvoltarea unei linii de parfumuri. Acestea vor deveni suveniruri pentru județul Constanța. Totodată, lucrăm și la o întreprindere socială bazată pe fabricarea mobilierului din lemn masiv. Un proiect interesant este și Creator, un spațiu în Tomis Mall, de expunere a produselor fabricate manual, de diverși creatori.

De asemenea, am implementat un program care se numește Meserii Românești și care promovează produsele fabricate în România și încearcă să le reintroducă în rafturile comercianților din țară. Prin intermediul acestui program am făcut un parteneriat cu trei fabrici de ceramică din România și am înființat ceramicaromania.ro, astfel, reușind să promovăm și să vindem ceramica produsă atât pentru export cât și pentru România, dându-le posibilitatea românilor să cumpere produse din ceramică, fabricate în țara noastră.

Ca și planuri de viitor, ne dorim foarte mult să facem primul punct de informare turistică din județul Constanța și să aducem mai mulți voluntari în proiectele pe care le generăm prin intermediul Asociației Descoperă Constanța, deoarece avem 11 canale diferite de voluntariat, în care aceștia se pot implica. Vrem să facem un



eveniment numit Agora, care reprezintă o masă la care oamenii dezbat public anumite subiecte și găsesc soluții pentru acestea. Astfel, am putea crea un inventar de soluții și de oportunități, pe care apoi să le prioritizăm și să găsim oameni care să dorească să se implice. De asemenea, mi-ar plăcea să creăm o divizie, prin care să organizăm un atelier de design vestimar. Vreau să ne strângem mai multe persoane și să facem tipare pentru haine. Îmi doresc să schimbăm modul în care se îmbracă oamenii pe stradă, pentru că, în realitate, textilele sunt foarte ieftine. Astfel, am reuși să furnizăm haine mult mai accesibile și mai calitative. În plus, mi-ar plăcea ca orașul nostru să fie vizibil și actualizat, să se promoveze publicațiile în limba engleză și să fie panouri informative în limba engleză, oriunde mergi în Constanța, care să te informeze cu privire la locul în care te afli, dar și să te ghideze spre destinația dorită.

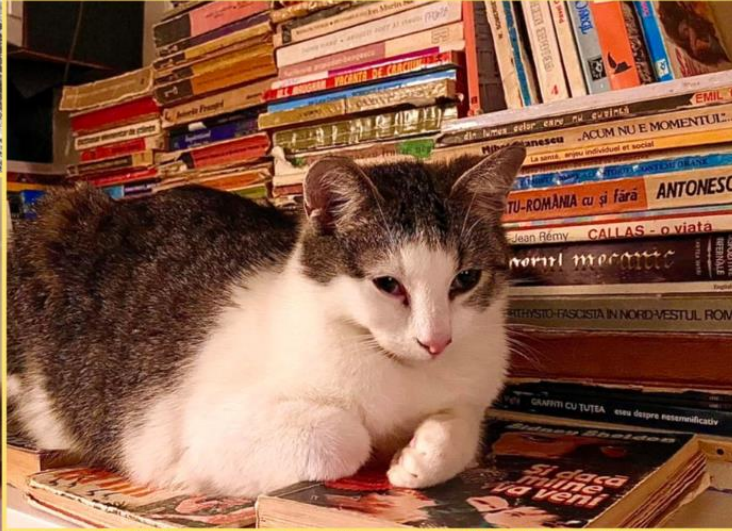
Simt că ceea ce am realizat până acum a contribuit foarte mult la dezvoltarea orașului Constanța. Tot ceea ce am făcut a fost de bunăvoie, nu am primit fonduri europene sau de la guvern. Tot ceea ce am construit prin intermediul Asociației Descoperă Constanța, deci și Biblioteca Colorată, a fost finanțat din fonduri proprii. Desigur, sunt și foarte multe resurse pe care le-am obținut din donații. Spre exemplu, multe dintre scaunele și mesele pe care le avem la Tomis Hub ne-au fost donate de către corporații foarte mari din București,



care și-au schimbat designul birourilor. Printre bunurile care ne-au mai fost donate se numără și varul, cu care am văruit personal tot spațiul. Îmi place să mă implic fizic în toate lucrurile de care oamenii beneficiază, astfel că am ajutat la amenajarea spațiului, la curățenie, la cărat mobilă și la multe altele. Consider că ar fi bine să existe mai multe hub-uri și biblioteci în orașul Constanța, deoarece oamenii au nevoie de locuri care promovează cultura, arta și socializarea. Dacă oamenii au resursele necesare, pot face lucruri uimitoare.

La Pisici

Cafe





Interviewer: Alexandra-Cristina Topală

Writer: Alexandra-Cristina Topală

Translated by Ana-Maria Paraschiv

Partner organization: Asociația House of Education and Innovation (HEI)

Title: The Cat Spot

Interviewees: Daniel Luncă Raichici și Sorin Lucian Stroia (La Pisici Cafe)

Instagram: [@lapisicicafe](https://www.instagram.com/lapisicicafe)

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Abstract: Having a special connection with one of the cafes in the city of Timisoara, Daniel and Petruța decide to take over a business, which by then had gone through several changes. They set up an NGO in the cafe to facilitate cat adoptions and fundraising. Even if the cleanliness standards are difficult to maintain, the cafe's employees work with love and passion, so that everything is perfect. As for cat care, it becomes much easier, thanks to the community contributing in countless ways. Whatever activities you enjoy, La Pisici Cafe is the place to be. In the coffee shop, you can read a good book while sipping a cup of aromatic coffee, spend time in a garden



in the company of kittens, play board games with friends or participate in the social and cultural events organized.

Keywords: café, NGO, cats, adoption, shelter, community.



The Cat Spot

Travel can improve your life and inspire you to change the world. Some people, charmed by the places they visit, manage to implement the same ideas in the city they come from. This is what happened to a couple of doctors from Timișoara. Thanks to the places they have visited throughout their lives, in 2019 they were motivated to take over a café in their community and dedicate themselves to a social cause that is important to them.

The café operated in the 700 Square for about 10 months. After this time, the business moved to its current location, the Student Complex in Timisoara, and since 2018 there have been three changes of management. However, many people have found solace in this café, have made friends, or found their soul mate. The love story of Daniel and Petruța is truly special, as they frequented the café five years ago, spending hours staring at the moon from a sort of huge shell-shaped couch with their legs dangling over the ground. When they were first approached about taking over the business, the two turned it down. They were still medical school students and it would have been impossible to take on such a commitment. In September 2019, they were given again the opportunity to take over



the business and this time, Daniel and Petruța accepted the challenge.

The two new owners have managed to combine the useful with the pleasant by setting up an NGO in the café. The aim of the NGO, The Cat's Society, was to help, rescue, and protect abandoned cats. Thus, La Pisici Café became a much more special place. The guiding principle of the cafés managers and employees is “Make the best out of what you have!” It's not a business where they want to make a huge profit, it's a place of the soul, where they spend their time with love and passion. They share with customers useful information for caring their cats, tell funny stories or difficult situations related to their four-legged friends. It's an incredible connection between people who share the love for animals.

From the moment you enter the café's gate, the vines steal the scene. The brambles also brighten up the entire garden, and the fig tree offers its sweet fruit to the wishful. Through simple, natural gestures, the kittens make a considerable contribution to creating a dreamy atmosphere. Either napping on comfortable sofas, climbing trees or frolicking in the beautifully landscaped garden, they succeed in brightening your day on the spot. Some people walk into the café extremely excited, knowing what awaits for them on the other side of the threshold, but others, weighed down by the problems in their



lives, appear frowning or sorrowful. It only takes an hour in this environment for any trace of frown to disappear. The café's employees call it "fur-therapy."

People who adopt cats send messages of thanks to the café administrators all the time, as well as messages to keep them updated about their progress. You can't help but enjoy it when you see that adopted cats live a beautiful life and are well cared for. Sorin Stroia, the manager of the café, recounts with delight one of the happy events experienced there. Apparently, one day a customer had come in to have a cold drink. He spotted a kitten and spent some time with it. Later, he found out that he could adopt her and without thinking for a second, he took the cat home. After two days he returned to the café to share the happy moments he is living with his new roommate. A little soul had appeared in his life that was waiting for him at the door until he got home. The cat was a companion who couldn't wait to sleep, eat, and play with him. Adopting a cat had changed his life in just two days.

La Pisici Café is not just a place where you can adopt a cat, Daniel and Petruța put a lot of emphasis on spending leisure time in a qualitative way, which is why many events take place in the café. One of them is Bla Bla Language Exchange, a social event where foreigners, temporarily or permanently settled in Timisoara, meet. It



is very pleasant to be in a place where about 20 people speak and share values, customs, and traditions in different languages of the Earth. Other examples of events are speed dating, movie nights, theatre, jazz, stand up, “open mic” or even live concerts and some evenings are dedicated to games such as Trivia, Trivia Championship, beer pong and flip cup. There’s also no shortage of adoption fairs or yard sales. In such evenings, people forget all their troubles, have fun, make friends, and become loyal customers. When events are not taking place, customers can simply enjoy nature, read a good book or choose a board game. All in the company of cats, with a special drink.

The Little Free Library is a very dear project of those in the café and it is based on the „take a book, leave a book” concept. It is a permanently supported project, which both the café’s employees and its customers care a lot about. People sometimes come into the café just to trade books or flip through a few pages while enjoying an excellent coffee. Another interesting initiative of the café is “Testimonial Monday.” With the help of people who have adopted cats and have agreed to send in photos, accompanied by various beautiful or funny stories, the café’s employees post a testimonial every Monday.



Sometimes, there can be even 25 cats in the café, receiving shelter, care, and love. Customers of the café, as well as other people in the community, frequently bring in stray cats, and if there is availability, the café managers welcome them, but they do have a few simple rules, so as not to endanger the health of other cats and to keep up with the standards of cleanliness. Every time a new person is hired, a training is organized, and it is very important that people are trained, especially when it comes to cleaning. The staff have quite a strict schedule and work very hard to maintain proper hygiene. As for the cats, they use the litterbox, which is the first thing they learn. when they join the La Pisici family. Also, no food can be prepared or served in the café, the only food allowed is packaged snacks, and the bar is completely isolated, so cats can't get into the drinks area.

Because welcoming places and good people attract others alike, the café collaborates with a committed and dedicated veterinarian, a former employee of the café, who visits the kittens at least once a week. However, the café staff are trained to give the cats first aid or administer treatments prescribed by the veterinarian. New kittens, as well as those who have been there for a long time are examined in a special area set up for this purpose. If their health is very good and if ten days have passed since the last vaccination,



the next step is to create posts on the Facebook page to increase the chances of the fur balls to find a home. Also, the optimal state of health allows them to play and nap in the café and garden, as well as interact with other cats and café customers. Otherwise, cats are isolated until the problem is overcome.

All the money needed to care for the cats comes from donations received by the NGO and from the profits of the café. This would not have been possible without the help of the people in the community, who, in addition to financial support, contribute to the cats' welfare by donating supplies. It's incredibly touching when you see people come through the gate with bags of food, litter, or toys. It fills your heart with happiness...

The NGO also gets help from young people, who get involved in volunteer activities. They hand out stickers, educational leaflets, take photos of the cats and help with their care. Daniel and Petruța could use a little help from public institutions, but they are very grateful for the support they receive from the community. Unfortunately, among the many daily messages in which people ask the NGO for help, there are also less pleasant situations, when cats cannot be taken in, due to lack of space or because of medical reasons. However, the NGO and café representatives do their best to help. It is very painful when this happens, but not drawing limits



would make the work very difficult and even impossible for them to provide proper care for the cats.

Very often, people abandon kittens at the door of the café or throw them away over the fence as a desire to free themselves of the responsibility to care for them. In these situations, although conditions are not favorable to welcoming more cats, it is impossible for them to remain indifferent. All the employees of the café adopted kittens, suffered when they were sick, and have become attached and emotionally and financially involved. However, after quite a long time in this business, they learned one very important thing, which is that their goal is to find the best possible families for their cats, where they can be cared for and loved as they deserve. In order to achieve this goal, Petruța, Daniel and the employees must continue to provide people with the most enjoyable and relaxing experience. At the same time, it is necessary to bring to people's attention the need for cats to have a home and the impact that adoptions have on their lives. Daniel and Petruța advise young entrepreneurs that it is very important to have courage, initiative, and dedication, but without a well-designed plan, the business can be doomed to failure.



Interviewator: Alexandra-Cristina Topală

Scriitor: Alexandra-Cristina Topală

Organizația parteneră: Asociația House of Education and Innovation

Titlu: La pisici

Intervievați: Daniel Luncă Raichici și Sorin Lucian Stroia (La Pisici Cafe)

Instagram: [@lapisicicafe](https://www.instagram.com/lapisicicafe)

Facebook: www.facebook.com/lapisicitm/

Abstract: Având o legătură specială cu una dintre cafenelele din orașul Timișoara, Daniel și Petruța se hotărăsc să preia o afacere care până atunci trecuse prin mai multe schimbări. Aceștia înființează un ONG în cadrul cafenelei pentru a putea facilita adopția pisicilor și strângerea de fonduri pentru acestea. Chiar dacă standardele de curățenie sunt dificil de menținut, angajații cafenelei muncesc cu drag și pasiune, pentru ca totul să fie perfect. Când despre îngrijirea pisicilor, aceasta devine mult mai ușoară datorită comunității care își aduce contribuția în nenumărate moduri. Indiferent de activitățile pe care îți face plăcere să le desfășori, La Pisici Cafe este locul ideal. În cadrul cafenelei poți citi o carte bună în timp ce savurezi o cafea aromată, poți petrece timpul într-o grădină de vis, în compania



pisicuțelor, poți juca jocuri de masă cu prietenii sau poți participa la evenimente sociale și culturale organizate.

Cuvinte cheie: cafenea, ONG, pisici, adopție, adăpost, comunitate.



La pisici

Călătoriile îți pot îmbunătăți viața și te pot inspira să schimbi lumea. Unii oameni, fermecați de locurile vizitate, reușesc să implementeze aceleași idei și în orașul din care provin. Așa s-a întâmplat și în cazul unui cuplu de medici din Timișoara. Datorită locurilor vizitate de-a lungul vieții, în 2019 au fost motivați să preia o cafenea din comunitatea lor și să se dedice unei cauze sociale importante pentru ei.

Cafeneaua cu pisici a funcționat în Piața 700 pentru aproximativ 10 luni. După acest timp, afacerea a fost mutată în locația actuală, Complexul Studentesc din Timișoara, iar din 2018 până în prezent s-au schimbat trei conduceri. Cu toate acestea, mulți oameni și-au găsit alinarea în această cafenea, au legat relații de prietenie ori și-au găsit sufletul pereche. Cu adevărat deosebită este povestea de iubire dintre Daniel și Petruța, care în urmă cu cinci ani frecventau cafeneaua, petrecând ore în șir uitându-se la lună, dintr-un fel de canapea imensă în formă de scoică, cu picioarele atârinate pe pământ. Atunci când li s-au făcut primele propuneri de preluare a afacerii, cei doi au refuzat. Erau încă studenți la facultatea de medicină și ar fi fost imposibil să își ia un astfel de angajament. În septembrie 2019 au primit, din nou, oportunitatea de a prelua



afacerea iar de data aceasta, Daniel și Petruța au acceptat provocarea.

Cei doi noi proprietari au reușit să îmbine utilul cu plăcutul, înființând un ONG în cadrul cafenelei. Scopul ONG-ului, The Cat's Society, urma să contribuie la salvarea și protejarea pisicilor abandonate. Astfel, La Pisici Café a devenit un loc mult mai special. Principiul după care se ghidează administratorii și angajații cafenelei este „Fă rai, din ce ai!”. Nu este o afacere din care se dorește un profit uriaș, este un loc de suflet, unde își petrec timpul cu drag și pasiune. Aceștia împărtășesc cu clienții informații utile pentru îngrijirea pisicilor, povestesc întâmplări amuzante sau situații dificile legate de patrupezii lor. Este incredibilă conexiunea dintre oamenii care au în comun dragostea pentru animale.

De când intri pe poarta cafenelei, viața de vie îți fură ochii. De asemenea, brăduții înmiresmează întreaga grădină iar smochinul își oferă fructele dulci pofticioșilor. Prin gesturi simple și naturale, pisicuțele aduc un aport considerabil în crearea unei atmosfere de vis. Fie că moșăie pe canapelele confortabile, se cațără prin copaci sau zburdă prin grădina frumos amenajată, reușesc să îți însenineze ziua pe loc. Unii oameni intră extrem de entuziasmați în cafenea, știind ce îi așteaptă imediat ce-i trec pragul însă alții, împovărați de problemele din viața lor, apar încruntați sau abătuți. Este suficientă o



oră petrecută în acest mediu, ca orice urmă de încruntare să dispară. Angajații cafenelei numesc asta „blanoterapie”.

Oamenii care adoptă pisici le trimit tot timpul mesaje de mulțumire administratorilor cafenelei, dar și mesaje prin care îi țin la curent cu evoluția acestora. Nu ai cum să nu te bucuri atunci când vezi că pisicile adoptate duc o viață frumoasă și sunt bine îngrijite. Sorin Stroia, managerul cafenelei, povestește cu încântare una dintre întâmplările fericite trăite acolo. Se pare că, într-o zi, un client intrase pentru a consuma o băutură rece. Acesta a zărit o pisicuță și a petrecut puțin timp cu ea. Ulterior, a aflat că o poate adopta și nu a mai stat nicio clipă pe gânduri, a luat pisica acasă. După două zile s-a întors în cafenea pentru a împărtăși din momentele fericite pe care le trăiește alături de noua sa colegă de locuință. În viața acestuia apăruse un sufletel care îl aștepta în prag până ajungea acasă. Pisica era un companion care abia aștepta să mănânce, să se joace și să doarmă alături de el. Adoptarea unei pisici îi schimbase viața în doar două zile.

La Pisici Café nu este doar un loc din care poți adopta o pisică, Daniel și Petruța pun foarte mult accent pe petrecerea timpului liber într-un mod calitativ, motiv pentru care în cadrul cafenelei au loc multe evenimente. Unul dintre acestea este Bla Bla Language Exchange, un eveniment de socializare, în care se întâlnesc străini,



stabiliți temporar sau definitiv în Timișoara. Este foarte plăcut să te afli într-un loc în care aproximativ 20 de persoane vorbesc și împărtășesc valori, obiceiuri și tradiții, în diferite limbi ale Pământului. Alte exemple de evenimente sunt cele de speed dating, serile de film, teatru, jazz, stand up, „open mic” sau chiar concerte live iar unele seri sunt destinate jocurilor precum Trivia, Trivia Championship, beer pong și „flip cup”. De asemenea, nu lipsesc nici târgurile de adopții sau de yard sale. În astfel de seri, oamenii uită de toate problemele, se distrează, își fac prieteni și devin clienți fideli. Atunci când nu au loc evenimente, clienții pot pur și simplu să se bucure de natură, pot citi o carte bună sau pot alege un joc de masă. Totul în compania pisicilor, alături de o băutură specială.

Un proiect de suflet al celor din cafenea este The Little Free Library, care are la bază conceptul „take a book, leave a book” Este un proiect susținut permanent, la care atât angajații cafenelei, cât și clienții acesteia, țin foarte mult. Oamenii intră uneori în cafenea doar pentru a face un schimb de cărți sau pentru a parcurge câteva pagini, în timp ce savurează o cafea excelentă. O altă inițiativă interesantă a cafenelei este „Lunea Testimonialelor”. Cu ajutorul oamenilor care au adoptat pisici și care au acceptat să trimită poze, însoțite de diverse povești frumoase sau amuzante, angajații cafenelei postează în fiecare luni câte un testimonial.



În cafenea sunt uneori chiar și 25 de pisici care primesc adăpost, îngrijire și iubire. Clienții cafenelei dar și ceilalți oameni din comunitate, aduc frecvent pisici fără stăpân, iar dacă sunt locuri disponibile, administratorii cafenelei le primesc cu drag însă impun câteva reguli simple, pentru a nu pune în pericol sănătatea celorlalte pisici și pentru a păstra standardele de curățenie. De fiecare dată când este angajată o persoană nouă sunt organizate training-uri, fiind foarte important ca oamenii să fie pregătiți, în special când vine vorba de curățenie. Personalul cafenelei are un program destul de strict și muncește foarte mult pentru păstrarea unei igiene adecvate. Cât despre pisici, acestea își fac nevoile la litieră, fiind primul lucru pe care îl învață când intră în familia La Pisici. De asemenea, în cafenea nu se poate prepara sau servi mâncare, singurele alimente permise fiind gustările ambalate iar barul este complet izolat, astfel încât pisicile să nu poată intra în zona unde se prepară băuturile.

Pentru că locurile primitive și oamenii buni atrag alți oameni asemenea, cafeneaua colaborează cu un medic veterinar implicat și devotat, fostă angajată a cafenelei, care vizitează pisicuțele cel puțin o dată pe săptămână. Cu toate acestea, personalul cafenelei este pregătit pentru a acorda pisicilor primul ajutor sau pentru a administra tratamentele prescrise de medicul veterinar. Astfel, într-un spațiu special amenajat în acest sens, sunt examinate atât



pisicuțele nou venite, cât și cele care se află de mai mult timp acolo. Dacă starea acestora de sănătate este foarte bună și dacă au trecut zece zile de la ultimul vaccin, urmează crearea postărilor pe pagina de Facebook, pentru a crește șansa blănoaselor de a-și găsi o căsuță. De asemenea, starea optimă de sănătate le permite acestora joaca și moșăitul în cafenea și în grădină dar și interacțiunea cu celelalte pisici și cu clienții cafenelei. În caz contrar, pisicile sunt izolate până când problema este depășită.

Toate cheltuielile necesare pentru îngrijirea pisicilor sunt susținute din donațiile primite de ONG, dar și din profitul cafenelei. Acest lucru nu ar fi fost posibil fără ajutorul oamenilor din comunitate, care, pe lângă suportul financiar, contribuie la bunăstarea pisicilor și prin donarea de consumabile. Este incredibil de emoționant atunci când vezi oamenii că intră pe poartă cu saci de hrană, nisip sau jucării. Ți se umple sufletul de fericire...

ONG-ul primește ajutor și din partea tinerilor, care se implică în activități de voluntariat. Aceștia împart stickere, pliante educative, realizează fotografii pisicilor și ajută cu mare drag la îngrijirea acestora. Lui Daniel și Petruței le-ar prinde bine și puțin ajutor din partea instituțiilor statului însă sunt foarte recunoscători pentru sprijinul pe care îl primesc din comunitate. Din păcate, printre multele mesaje zilnice în care oamenii solicită ajutorul ONG-ului, apar



și situații mai puțin plăcute în care pisicile nu pot fi preluate, din cauza lipsei de spațiu sau din motive medicale. Cu toate acestea, reprezentanții ONG-ului și ai cafenelei fac tot ce le stă în putință să le sară în ajutor. Este foarte dureros când se întâmplă astfel de situații, însă nerespectarea limitelor ar îngreuna foarte tare munca acestora și ar face imposibilă îngrijirea corespunzătoare a pisicilor.

De foarte multe ori, oamenii abandonează puii de pisică la poarta cafenelei sau îi aruncă peste gard, din dorința de a scăpa de responsabilitatea îngrijirii acestora. În astfel de situații, deși condițiile nu sunt prielnice primirii pisicilor, le este imposibil să rămână indiferenți. Toți angajații cafenelei au adoptat pisicuțe, au suferit atunci când acestea erau bolnave, s-au atașat și s-au implicat extraordinar de mult din punct de vedere emoțional și financiar. Însă, după destul de mult timp în acest domeniu, au învățat un lucru foarte important, și anume că scopul lor este să le găsească pisicuțelor familii care să le trateze cât mai bine posibil, unde să fie îngrijite și iubite așa cum merită. Pentru ca acest scop să poată fi atins, Petruța, Daniel și angajații cafenelei trebuie să continue să le ofere oamenilor o experiență cât mai plăcută și cât mai relaxantă. În același timp, este necesar să aducă în atenția oamenilor nevoia pisicuțelor de a avea un cămin și impactul pe care îl au adopțiile în viața acestora. Daniel și Petruța îi sfătuiesc pe tinerii antreprenori că este foarte important sa



ai curaj, inițiativă și dedicare, dar fără un plan gândit bine stabilit, afacerea poate fi sortită eșecului.

MamaPan

Social

Bakery





Interviewer: Alexandra-Cristina Topală

Writer: Alexandra-Cristina Topală

Translated by Andreea Cosma

Partner Organization: Asociația House of Education and Innovation
(HEI)

Title: Mothers with Skillful Hands

Interviewee: Irina Sorescu (MamaPan Social Bakery)

Web: www.mamapan.ro/

Abstract: The story describes the journey of Irina Sorescu, a social entrepreneur who has dedicated nineteen years of her life to fighting for women's rights in Romania. Irina and her team did not exactly have an obstacle-free experience while setting up their social business, MamaPan Social Bakery, whose projects aim at supporting women in need or with fewer opportunities. The story also recounts the stages, sacrifices and the moments of joy that an entrepreneur can face in their journey towards setting up and sustaining a social enterprise.

Keywords: feminism, equality, power, support, mother.



Mothers with Skillful Hands

It all started in 2015, when Irina Sorescu had the initiative of a social economy project, namely the MamaPan Social Bakery. The bakery was to function as a program of the Partnership for Equality Center, a foundation in Bucharest, which has existed since 2002. Until then, the foundation had carried out projects in several fields, especially focused on education and training, in order to apply the principles of equal opportunity between women and men, in companies where there were Human Resources managers. By the time the bakery was established, Irina had already gained experience in project management at the foundation.

Irina and her team chose to set up a bakery because they considered bread to be a highly addressable product, which would allow them to provide stable jobs for employees. Also, in order to differentiate themselves on the market, they chose the bread to be artisanal and to be made with leavened dough. When they opened the business, there were very few bakeries in Bucharest that used sourdough and this was their added value.

With a clear goal in their mind, soul, and business plan, Irina and her team chose to access European funds that were aimed precisely at this goal, namely the establishment of a social enterprise



aimed at creating decent jobs, for mothers in difficulty, where they should be treated with respect and appreciation for what they are and for the work they do. For example, mothers who raised their children alone, mothers with several young children, women who had no access to education or who had never had a formal job before. This grant allowed them to open the bakery, buy the equipment, form the team, create the recipes, test them, brand and launch the business.

In January they started looking for the space and eight months passed before they managed to sell their first loaf of bread. They also donated the first loaves they made, and before that, they did a lot of tests. During this period, they went through various stages, such as finding the space, arranging it, forming technology flow teams, finding equipment suppliers and organizing the recruitment period, among many others. They all came like a snowball.

This was the only source of external funding and it lasted about two-three months from the time they launched the bakery, and this is one of the difficulties that Irina and her team encountered, a problem that would probably make any entrepreneur at the beginning of the road to be afraid. After this period, the bakery supported itself in two directions, being designed in sustainable terms: on the one hand from the sale of products and on the other



hand from the sponsorship component, which they were able to access, being a foundation.

The disappointment came from the fact that they did not receive any help from state institutions and managing the tasks of the authorization process involved the need for management experience, as some things that you have to do, you may consider unnecessary, having no experience. However, they always had a lot of people around them who supported them at various times. Whenever they went through a difficult period, there was something or someone that saved them and helped them move forward.

In addition to the actual activity of the bakery, before the covid-19 pandemic, its staff happily carried out various social activities, such as receiving three-four series of students, during the periods when schools organized learning trips. The students went to the bakery, accompanied by the teachers, where small workshops for preparing and modeling the dough for bread were organized, as well as other interesting and educational activities for them. Also, once every few months, on Saturdays, the “open doors” days of the bakery were organized. During these days, people could enter the bakery to see the conditions under which the bread is prepared, how the staff works, but also to taste the products made in the bakery. People entered the bakery with great curiosity, to talk to the team,



to find out about the sourdough and how it is made, because when you don't have the store interface and you just prepare the products and the customers receive them at home, they want to know and see more about what's going on behind these products.

A very important component of a social enterprise is the reinvestment of the profit it makes in the causes it supports. Although the MamaPan bakery has made profit in very few years since its foundation, it has been investing in equipment, but also in donations for various groups, individuals and organizations. One thing that Irina proudly says is that through the bakery, donations of products are made very often. Thanks to a sponsorship program from Kaufland, they had long-term contracts, through which the products were already paid for, and the bakery staff prepared and distributed them. This program allowed the collaboration with ten day-centers. There have been small moments of crisis over time, but these have not been a constant problem. There were small episodes, for which it was necessary for the team to mobilize and which they successfully overcame. Also, the perseverance, determination and experience with which Irina, the bakery manager, overcame these small episodes, helped at keeping the business alive. Irina puts a lot of emphasis on the experience that team members should have before running a business. On the one hand the experience in the field in



which the social enterprise operates, and on the other hand the experience in management.

With a team of ten people, there were times when more than one person could not show up at work or was not able to perform their tasks, but working only on order, in such cases, the orders were stopped and the workload was limited. When it comes to employees, one thing to be proud of is that they have had very few loyalty issues, and even now they have employees who are in the bakery from the very beginning.

The plan of the whole team is to move to a larger space, because, at the moment, the bakery functions only as a production and distribution space. The bread is delivered to the customer or to the partners of the organization, there is not yet a store where people can come in and buy. The team would like the production and sale of the products to happen in the same place. They also want to diversify their product range.

Through the work of their Foundation, Partnership for Equality Center and the MamaPan social bakery, Irina had the opportunity to see progress in the status and attitude of women in society. She was able to see more and more women fighting for their rights, who notice sexist attitudes that they no longer accept. So, things seem to



be going in the right direction, especially due to initiatives that protect women and their status in society.

From Irina, we can learn that it is very important to give people an environment in which they can feel good and to take into account the needs they have. Also, the person who manages a social enterprise should have a team of skilled people, experienced in the field in which the enterprise operates and in management as well. The entrepreneur has to dedicate themselves exclusively to the company, because it involves a very high consumption of resources and someone is needed to be constantly connected with everything that is happening. Irina recalls, from her own experience, about the many personal sacrifices that come mainly due to the amount of time and effort dedicated to the company. Beyond these, it is also a permanent stress, which you have to assume, having people in your responsibility and knowing that what you do influences your employees and partners, especially when you run a fragile organization, such as a social enterprise.

However, in Irina's opinion, a person with a very good idea, but without experience, must be willing to take risks and start from something small. It is important that for this small initiative we have the necessary data to ensure that we can support it. Irina places great emphasis on the importance of making the best possible



business plan as well as market research, before one starts on this path. The question she asked people, with or without experience, who wanted to open a social bakery was "how many loaves of bread do you have to sell a day to support yourself?" According to her, about 80% failed this test, because they had not calculated how many loaves they would have to sell in a day in order to sustain themselves.



Interviewator: Alexandra-Cristina Topală

Scriitor: Alexandra-Cristina Topală

Organizația parteneră: Asociația House of Education and Innovation (HEI)

Titlu: Mame cu mâini pricepute

Intervievat: Irina Sorescu (Brutăria Socială MamaPan)

Web: www.mamapan.ro/

Abstract: Povestea descrie parcusul Irinei Sorescu, antreprenor în economie socială, care și-a dedicat nouăsprezece ani din viață în lupta pentru drepturile femeilor din România. Irina și echipa sa nu au avut tocmai o experiență lipsită de obstacole în timpul înființării Brutăriei Sociale MamaPan și implementării proiectelor lor, care vizează sprijinirea femeilor aflate în dificultate sau cu oportunități reduse. De asemenea, povestea relatează etapele, sacrificiile și bucuriile pe care un antreprenor le poate întâmpina în demersul său spre înființarea și susținerea unei întreprinderi sociale.

Cuvinte cheie: feminism, egalitate, putere, sprijin, mamă.



Mame cu mâini pricepute

Totul a început în orașul București sau “Micul Paris”, așa cum a fost denumit după Primul Război Mondial. București, cel mai populat oraș din România, cel mai important centru industrial și comercial al țării și totodată, capitala acesteia. Indiferent că alegi să crezi în legenda conform căreia este un oraș fondat de un oier pe nume Bucur sau îți pare mai realistă varianta întemeierii acestuia de către Mircea cel Bătrân, în secolul XIV, este imposibil să nu fii surprins de un astfel de oraș. Când te plimbi pe străzile Bucureștiului, atenția îți este captivată de traficul intens, de oamenii grăbiți și de clădirile vechi și impunătoare. Atmosfera este una specială, fiind și orașul cu cea mai multă activitate în domenii precum arta, cultura și politica.

În acest oraș, în anul 2015, Irina Sorescu a avut inițiativa unui proiect de economie socială, respectiv Brutăria socială MamaPan. Brutăria urma să funcționeze ca un program al fundației Centru Parteneriat pentru Egalitate din București, care exista deja din 2002. Până în acel moment, fundația derulase proiecte în mai multe domenii, în special axate pe educație și formare, cu scopul aplicării principiilor de egalitate de șanse între femei și bărbați, în companii cu manageri de resurse umane. Deci, până la data înființării brutăriei,



Irina acumulse deja experiență în gestionarea proiectelor, în cadrul fundației.

Irina și echipa sa au ales să înființeze o brutărie, deoarece au considerat că pâinea este un produs cu adresabilitate foarte mare, ceea ce le-ar permite să ofere locuri de muncă stabile angajatelor. De asemenea, pentru a se diferenția pe piață, au ales ca pâinea să fie artizanală și să fie dospită cu maia. În momentul în care au deschis brutăria existau în București foarte puține brutării care dospeau aluatul cu maia și aceasta a fost valoarea lor adăugată.

Având obiectivul clar stabilit în minte, în suflet și în planul de afaceri, Irina și echipa sa au ales să acceseze fonduri europene care vizau exact acest obiectiv, și anume, înființarea unei întreprinderi sociale care să aibă ca scop crearea unor locuri de muncă decente, pentru mame aflate în dificultate, unde să fie tratate cu respect și apreciere pentru ceea ce sunt și pentru munca pe care o depun. De exemplu, mame care își creșteau singure copiii, mame cu mai mulți copii mici, femei care nu au avut acces la educație sau care nu mai avuseseră până atunci un loc de muncă formal. Acest grant le-a permis să deschidă brutăria, să cumpere echipamentele, să formeze echipa, să creeze rețetele, să le testeze, să facă brandingul și să lanseze afacerea.



În luna ianuarie au început cu căutarea spațiului și până când au reușit să vândă prima pâine au trecut opt luni. De asemenea, primele pâini pe care le-au făcut le-au donat, iar înainte de asta au făcut foarte multe teste. În perioada aceasta, au trecut prin diverse etape, cum ar fi găsirea spațiului, amenajarea acestuia, formarea echipelor de fluxuri tehnologice, găsirea furnizorilor de echipamente și organizarea perioadei de recrutare, pe lângă multe altele. Toate le-au venit ca un bulgăre de zăpadă.

Aceasta a fost singura sursă de finanțare externă și a ținut aproximativ doua-trei luni de la momentul în care au lansat brutăria, iar aceasta este una dintre dificultățile pe care Irina și echipa sa le-au întâmpinat, problemă care probabil ar face orice antreprenor la început de drum să se teamă. După această perioadă, brutăria s-a susținut singură din două direcții, fiind gândită în termeni sustenabili: pe de o parte din vânzarea de produse și pe de altă parte, din componenta de sponsorizări, pe care au putut-o accesa fiind fundație.

Dezamăgirea a venit din faptul că nu au primit niciun fel de ajutor din partea instituțiilor statului, iar gestionarea sarcinilor procesului de autorizare a presupus nevoia experienței în management, deoarece unele lucruri pe care trebuie să le faci, neavând experiență, le consideri inutile. Însă, au avut mereu în jurul



lor foarte mulți oameni care le-au susținut în diverse momente. Ori de câte ori au traversat o perioadă dificilă, a existat ceva sau cineva care le-a salvat și le-a ajutat să meargă mai departe.

Pe lângă activitatea propriu-zisă a brutăriei, înaintea pandemiei de Covid-19, personalul acesteia desfășura cu bucurie și diverse activități sociale, precum primirea a câte 3-4 serii de elevi, în perioadele în care școlile organizau „Săptămâna altfel”. Elevii mergeau în brutărie, însoțiți de cadrele didactice, unde se organizau mici ateliere de pregătire și modelare a aluatului pentru pâine, dar și alte activități interesante și educative pentru ei. De asemenea, o dată la câteva luni, sâmbăta, se organizau zilele porților deschise la brutărie. În aceste zile, oamenii puteau intra în brutărie pentru a vedea care sunt condițiile în care se pregătește pâinea, cum se desfășoară activitatea personalului, dar și pentru degustarea produselor fabricate în brutărie. Oamenii intrau cu mare curiozitate în brutărie, pentru a vorbi cu echipa, pentru a afla despre maia și despre cum se fac aluaturile, deoarece atunci când nu ai interfața de magazin și doar prepari produsele, iar clienții le primesc acasă, aceștia își doresc să afle și să vadă mai multe despre ce se întâmplă în spatele acestor produse.

O componentă foarte importantă a unei întreprinderi sociale este aceea de reinvestire a profitului în cauza pe care aceasta o



susține. Deși brutăria MamaPan a avut profit în foarte puțini ani de când funcționează, acesta a fost investit în diverse echipamente, dar și sub formă de donații pentru diverse grupuri, persoane și organizații. Un lucru pe care Irina îl spune cu mândrie este acela că prin intermediul brutăriei se fac foarte des donații de produse. Datorită unui program de sponsorizare de la Kaufland, au avut contracte pe perioadă destul de lungă, prin care produsele erau deja plătite, iar personalul brutăriei le pregătea și le distribuia. Acest program a permis colaborarea cu zece centre de zi.

Au existat de-a lungul timpului și mici momente de criză, însă acestea nu au constituit o problemă constantă. Au fost mici episoade, pentru care a fost necesar ca echipa să se mobilizeze și pe care le-au depășit cu succes. De asemenea, perseverența, determinarea și experiența cu care Irina, managera brutăriei, a gestionat aceste mici episoade, au reușit să țină business-ul în viață. Irina pune foarte mult accentul pe experiența pe care ar trebui să o aibă membrii unei echipe înainte de a gestiona o afacere: pe de o parte, experiența în domeniul în care funcționează întreprinderea socială, iar pe de altă parte, experiența în management.

Având echipa formată din zece persoane, au fost și momente în care mai mult de o persoană nu s-a putut prezenta la locul de muncă, sau nu a fost aptă să își îndeplinească sarcinile, însă lucrând



numai pe comandă, în astfel de cazuri, comenzile au fost oprite și a fost limitat volumul de muncă. Atunci când vine vorba de angajați, un lucru demn de mândrie este acela că au avut foarte puține probleme de loialitate, având și în momentul de față angajate care se află încă de la început în brutărie.

Planul întregii echipe este să se mute într-un spațiu mai mare, deoarece brutăria funcționează doar ca spațiu de producție și distribuție. Pâinea este livrată acasă la client sau la partenerii organizației, nu există încă un magazin propriu. Echipa și-ar dori ca și producția și vânzarea produselor să se desfășoare în același loc. De asemenea, își doresc și diversificarea gamei de produse.

Prin intermediul activității fundației Centru Parteneriat pentru Egalitate și a brutăriei sociale MamaPan, Irina a avut ocazia să vadă progrese în ceea ce privește statutul și atitudinea femeii în societate. Aceasta a putut observa din ce în ce mai multe femei care luptă pentru drepturile lor și care sesizează atitudini sexiste pe care nu le mai acceptă. Așadar, lucrurile par să meargă într-o direcție bună, în special datorită inițiativelor care protejează femeia și statutul acesteia în societate.

De la Irina putem învăța că este foarte important să le oferi oamenilor un mediu în care să se simtă bine și să ții cont de nevoile pe care le au. De asemenea, persoana care gestionează o



întreprindere socială ar trebui să aibă o echipă de oameni pricepuți, cu experiență în domeniul în care întreprinderea își desfășoară activitatea și în management. Antreprenorul trebuie să se dedice exclusiv întreprinderii, deoarece aceasta presupune un consum foarte mare de resurse și este nevoie de cineva care să fie conectat în permanență cu tot ce se întâmplă. Irina povestește, din propria experiență despre numeroasele sacrificii personale care vin în special din cauza cantității de timp și efort dedicate întreprinderii. Dincolo de acestea, este vorba și de un stres permanent, pe care trebuie să ți-l asumi, având oameni în responsabilitatea ta și știind că ceea ce tu faci are efect asupra angajaților și partenerilor tăi, mai ales când conduci o organizație fragilă, cum ar fi o întreprindere socială.

Totuși, în opinia Irinei, o persoană cu o idee foarte bună, dar fără experiență, trebuie să fie dispusă să riște și să pornească de la ceva mic. Este important ca pentru această inițiativă să avem datele necesare care ne asigură că o putem susține. Irina pune foarte mult accentul pe importanța unui plan de afaceri cât mai bun și a unei cercetări de piață, înainte ca cineva să o ia pe această cale. Întrebarea pe care aceasta a adresat-o persoanelor, cu sau fără experiență, care voiau să deschidă o brutărie socială a fost “câte pâini trebuie să vinzi pe zi ca să te susții?” Din spusele ei, aproximativ

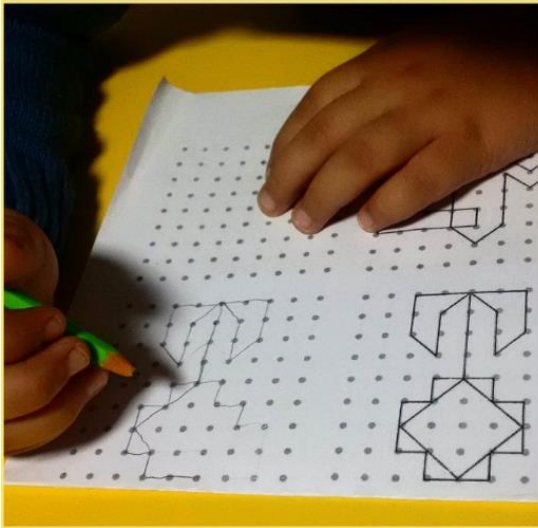


80% au picat acest test, pentru că nu își calculaseră câte pâini ar trebui să vândă într-o zi, ca să se poată susține.

Asociația

Micul

Îngeraș




Diplomă
TOP 30 TINERI BUZOIENI DE SUCCES
Laura Coman,
în semn de recunoștință a comunității buzoiene
pentru activitatea profesională desfășurată în anul 2019

Gala Tânăr în Buzău, ediția 2019





Interviewer: Alexandra-Cristina Topală

Writer: Alexandra-Cristina Topală

Translated by Ana-Maria Paraschiv

Partner organization: Asociația House of Education and Innovation (HEI)

Title: What goes around, comes around

Interviewee: Laura Coman (Asociația Micul Îngeraș)

Facebook: www.facebook.com/asociatia.miculingeras/

Abstract: Laura was very brave, determined, and creative from an early age. These qualities, coupled with an uncommon curiosity and support from those closest to her helped shape her into a well-rounded woman, empathetic therapist, ideal leader, and successful entrepreneur. Laura has had countless experiences, both educationally and professionally, until she finally found her true calling, to help people in any way possible. Today, all of Laura's resources are directed towards her business, where everything is run according to a well-defined plan.

Keywords: psychology, donations, sponsorships, support, children, disabilities.



What goes around, comes around

How was Laura, the child? Brave since I was little. I always stood out through my determined attitude, courage, and original ideas. I loved experimenting various and sometimes controversial areas. For a while I was fascinated by art in all its forms. I studied cinematography, photography, painting, and I joined the choir. These experiences developed my emotional understanding, creativity, visual memory and critical thinking. Later I realized how important all these were in my formation.

My first dream was to become a lawyer, because I wanted to help people and to protect them from injustice. I was often told that I was a persuasive, concise and rational person, which confirmed that I could be a successful lawyer. After a serious discussion with my parents, I realized that being a lawyer also meant defending people who committed certain crimes and I couldn't do that. I only wanted to help the good ones. When I decided to move temporarily to the city of Constanta to study social work, my mother cried. She didn't understand why, of all the options I had, of all the things I could do, I chose social work. After I arrived in Constanta, I had a period when I started to be attracted by the probation service. Again, I wanted to help people, only this time, I wanted to support the behavioral



rehabilitation process of offenders, thus contributing to the prevention of recidivism. Later, I realized that this system in Romania just meant burying yourself in paperwork and conforming to a pattern, and I wasn't fit for that.

Somehow, I don't know how, I managed to assert myself during my college years, and at one point, I had a teacher who wanted to get to know me better. My plans had materialized at a nursing home. I wanted to make it easier for elders to have access to palliative care, to give them emotional and spiritual support in very difficult times. In short, I wanted to contribute to improving their quality of life. I knew exactly what I had to do, in detail. After telling the professor all this, she took me under her wing. She helped me become a member of the Red Cross and got me involved in all the campaigns and projects that she had going. The highlight of this experience was a serious discussion about what it meant to work with the elderly, the good and the bad aspects, something I hadn't thought about. It also gave me the perspective of orienting all my resources in the psycho-pedagogical field. Although I attended a pedagogical high school, I had never thought that I could work with children. She gave me some advice that I have followed wholeheartedly. This changed my perspective completely. Afterwards, she got me involved in some projects, where the



beneficiaries were children in foster care, and I discovered the joy in helping them to make a progress.

That was the moment when my plans changed and materialized at last. While studying at the Faculty of Social Work I also enrolled in the Faculty of Psychology; then, I opted for a Master's degree in Clinical Psychology, specializing in therapeutic intervention and assessment. Wanting to gain as much experience as possible in this vast field, I worked in two associations and, for a while, I was an educational facilitator for a child with special educational needs. With this child, I went both to kindergarten and on trips, exchanges, shopping, church, and restaurants. I had the freedom to go with him into “real life,” where I could put into practice everything I was learning. It was very interesting for me to discover this field of working with people with autism, as it was totally different from what I was learning in college.

After about five years, I finished my studies and returned to Buzău, very optimistic, wanting to open an association. From the experience gained on the labor market in Constanța, I learned that through an association you can help children and parents more than through other forms of professional practice. The time had come to prove that all the educational and professional experiences, accumulated up to that moment would pay off.



I come from a family of entrepreneurs, with above-average incomes, so I could afford to put my plans into action. I already had experience, I knew the theoretical part very well, the plan was very well structured. Once I arrived in Buzău, I started to take steps to open an NGO, “Asociația Micul Înger” (EN: the Little Angel Association). This took two years. Two years in which I went the extra mile. I knocked on every door and called on everyone I knew. Nobody knew anything about this job. The law was different in Buzău than in Constanta as regards the registry of associations and foundations. At one point, they told me that what I wanted to do was illegal, because I couldn't be a clinical psychologist, employed with a working contract in an association, because it is a liberal profession, and you must belong to a practice or an association, like a notary's office. They made me lists of papers that had nothing to do with my type of business, they were more appropriate for a kindergarten or a private school. I was also forced to open my own psychology practice, through which I could work in parallel with the association. I had a lot of support from the Romanian College of Psychologists. In all these years, we have done a lot of work and invested a lot of money. Finally, I managed to complete this process and follow my dream. I rented a nationalized house with a very large yard in an area where there were only medical offices, and in time, I managed to form a



team of therapists. I received a gift from my father, a neon sign. The moment I got the sign up and running, the first grandmother came into the office. I explained to her the kind of services I offer, cognitive-behavioral therapy, speech therapy, and socialization sessions, and she told me that she has a grandchild herself that may need this kind of therapy. That's how we started, from the first grandchild.

As a fairly small and close-knit group, parents of children with disabilities brought one another to our practice. This is how we have managed, in the 11 years since we have opened the Little Angel Association and the Individual Psychology Practice, to have 60 children a day, 6 days a week. At the last census, we had 200 children registered and we take care of them every day. We work with young children and children with mental, language, behavioral and other disabilities, as well as children who are going through certain unfortunate situations. We prefer to work with these children from an early age and up to the age of 12-13. In this way, the intervention is very effective.

We helped parents of children with disabilities to get different kinds of sponsorships, and then, we made contracts with the sponsors and the parents. I don't charge extra for the management of the accounts, only the amount mentioned in the contracts made



with the parents, strictly for the therapies we carry out in the practice. There are children that we have been working with for several years; if it wasn't for this option of getting sponsorship, the financial support for these therapies would have been very difficult. In mental or behavioral disorders, therapy is a lifestyle. Through my experiences over the years, I have found that involving parents in the process of raising donations empowers them and helps them to become aware of the need for their involvement in the therapeutic process.

I am committed with all my resources and try, as much as possible, to help parents to make the most of the foundation that we are struggling to lay, because I am interested in the progress of each child. Without their involvement, it is very hard to get results. At the end of a therapy session, each parent receives an observation form, which tells them what the child has been working on and how they behaved. It is an effort for us to make this form while working with the child, but we try to do our best, because we want our work to be continued at home by the parents. We are aware that some of them do not read the form we give them or they even throw it away, and this saddens us, because this behavior slows down the children's development. Another disappointing aspect is that we realize from the children's behavior that they spend a lot of time using digital



tools, which we constantly point out that is very harmful. Therefore, the big problem in this profession is that most parents do not cooperate effectively, affecting the child's development. Also, through this way of doing my job, I have also managed to participate in various fairs, where I have raised funds for social or medical cases. If I had only set up my individual practice, without the NGO, I would not have been able to do all these things.

Over time, I have learned that some people are the embodiment of good. For example, the mother of a child who had come to our office some time ago, called me and said she wanted to meet me, because she had a present for me. I was surprised, because I hadn't kept in touch and I didn't know what to expect. I hadn't even worked with her child, because it wasn't my expertise, I only got to give her some advice, free of charge. The gift she wanted to give me was a donation of toys. She gave me so many toys that I barely had room in my car. Since then, this wonderful woman has been donating toys to the association every year for Christmas, and the number of toys increases considerably, from donation after donation. The same person told me that she also wanted to help social cases. As a result, I reached her when a medical problem arose for a girl I was working with in the office and whose parents could not afford to pay the full



cost of the surgery. The person who helped the girl financially didn't even think twice about it, she jumped right in.

It is very hard when a child comes to you and tells you that they haven't eaten anything all day just to afford to come to therapy. That is why I try so hard to help parents raise money for their children. I manage to do a lot of things for the kids through sponsorships and donations. I buy gifts for the children, useful gifts. One time I bought jackets, another time I bought shoes. There are people who just simply offer to pay for a child's therapies or buy them everything they need. For some social cases, I go and knock on doors that I know open at all hours. I present the social case, and the people behind the doors often help. How can you not help, when someone tells you that a family's house burned down, the parents are very young, and the child needs therapy? We really do everything that stands in our power. One of our initiatives has been to teach children to support each other. If one child has a pair of small boots, why not give them to another child? Unfortunately, it didn't work very well. The children were generous, but those who were given certain items felt embarrassed to accept them, even though we took them aside, there was no one there when we offered them the goods. The last thing I want is for them to feel humiliated.



The greatest joy of this job is when the child applies what we teach them in their daily lives. With this in mind, we have started to take children out. We went together to the sheepfold, to the farm, by train, by bus, to the cinema, to the fire station, to the park to feed the ducks and to the restaurant, where they learned to eat with cutlery and to order the food they wanted. The last time it snowed in Buzău, we decided to organize a few specific activities, so we went out with the children to the garden and played with the snow. Parents were reluctant at first, but now they are much more open. I explained that if we didn't have the guarantee that this works, we wouldn't make the decision to organize such activities. This way, we see the progress and make sure we are doing a great job. We also encourage children who have various talents to share them with us as a therapeutic method. This increases their self-esteem, relaxes them and makes them more open in expressing their feelings. We have had many proposals for partnerships, for example with karate circles, but I don't want to expand into areas in which I don't have any expertise, I want to stay in my field. I want to keep the essence from the very beginning and onward, to do what I know and do it well. From my point of view, the way I organize myself and the methods I use are the best, because the results are also the best.



I think one of the reasons why things run smoothly in the association is that I have a very good relationship with my employees. I make sure they go to the beauty salons whenever they need to, I occasionally provide them with meals and give them gifts. Some of my employees have children, and when they need to be with them, I immediately find ways to make this possible. I try to make them comfortable and reward them for all their efforts. It is very important to me that they do not lack anything, that they work in optimal conditions and that they are present when working with the children. They need comfort because working with children with disabilities is not easy. All these things also give me a sense of peace of mind because I rely on them, and I know that they can cope very well in any situation.

To have a successful business, you must make a lot of sacrifices. I get asked a lot how I manage to disconnect, to spend time just with me and for me. Well, I don't, I haven't had that luxury for 11 years. I can't afford to be upset or sick at work. I can't even afford to turn off my phone. If I unplugged, even for one day, it would be chaos. My phone has been ringing at 5 a.m. for various issues. If a therapy gets cancelled, I must go out of my way to change the whole schedule, and after I do that, another parent calls me to cancel the therapy. I'm the only one who knows each child's



schedule, residence, and availability, as well as their individual needs. I do all these things so that the other therapists can only deal with the children and not distract them at all.

My advice to future entrepreneurs is to start by experimenting and by volunteering. I promote this type of activity for young people, which is why we have three volunteers in our social activities, whom I also reward for their efforts. That way they find out if they are suitable for the job. We try to guide them along the way and help them understand everything that goes into it. I think it's very important to discover a job before you study or practice it, because things don't always work out the way you want them to. Another piece of advice, given to determined and ambitious people who have yet to take this step, is to do things their own way. Creativity and originality are the keys to a successful business.



Interviewator: Alexandra-Cristina Topală

Scriitor: Alexandra-Cristina Topală

Organizația parteneră: Asociația House of Education and Innovation (HEI)

Titlu: Bine faci, bine găsești

Intervievat: Laura Coman (Asociația Micul Îngerăș)

Facebook: www.facebook.com/asociatia.miculingeras/

Abstract: Laura a fost de mică foarte curajoasă, hotărâtă și creativă. Aceste calități, împreună cu o curiozitate ieșită din comun și cu sprijinul din partea celor apropiați, au contribuit la formarea unei femei echilibrate, unui terapeut empatic, unui lider ideal și a unui antreprenor de succes. Laura avut nenumărate experiențe, atât din punct de vedere educațional, cât și profesional, până când, într-un final, și-a găsit adevărata vocație, să ajute oamenii în toate modurile posibile. În prezent, toate resursele Laurei sunt îndreptate spre afacerea ei, unde totul se desfășoară după un plan foarte bine stabilit.

Cuvinte cheie: psihologie, donații, sponsorizări, sprijin, copii, deficiențe.



Bine faci, bine găsești

Cum era copilul Laura? Bătăioasă de mică. Întotdeauna m-am remarcat prin atitudinea hotărâtă, prin curaj și prin ideile originale pe care le aveam. Mi-a plăcut să experimentez domenii variate și, uneori, controversate. O perioadă am fost fascinată de artă, sub toate formele ei. Am studiat cinematografia, arta fotografică, pictura și m-am înscris în cor. Aceste experiențe mi-au dezvoltat înțelegerea emoțională, creativitatea, memoria vizuală și gândirea critică. Mai târziu mi-am dat seama cât de importante au fost toate acestea în formarea mea.

Primul meu vis a fost să fiu avocat, deoarece îmi doream să ajut oamenii și să îi apăr de nedreptăți. Mi se spunea frecvent că sunt o persoană convingătoare, concisă și rațională, ceea ce îmi confirma că aș putea fi un avocat de succes. După ce am purtat o discuție serioasă cu părinții mei, am conștientizat că a fi avocat presupunea și apărarea oamenilor care comit anumite infracțiuni, iar eu nu aș fi putut să fac acest lucru. Eu voiam să îi ajut doar pe cei buni. Când m-am hotărât să mă mut temporar în orașul Constanța pentru a studia asistența socială, mama mea a plâns. Nu înțelegea de ce, dintre toate opțiunile pe care le aveam, dintre toate lucrurile pe care le puteam face, eu am ales tocmai asistența socială. După ce am ajuns în



Constanța, am avut o perioadă în care începuse să mă atragă sistemul de probațiune. Din nou, îmi doream să ajut oamenii, doar că de această dată voiam să sprijin procesul de reabilitare comportamentală a infractorilor, contribuind astfel la prevenirea recidivei. Ulterior mi-am dat seama că sistemul de probațiune din România însemna doar să te îngropi în hârtii și să te conformezi unui tipar, iar eu nu eram potrivită pentru asta.

Cumva, nu știu cum, am reușit să mă afirm și în perioada facultății, iar la un moment dat am avut o profesoară care și-a dorit să mă cunoască mai bine. Planurile mele se concretizaseră la un cămin de bătrâni. Voiam să le facilitez oamenilor în vârstă accesul la îngrijiri paliative, să le ofer suport emoțional și spiritual în momentele foarte grele. Pe scurt, îmi doream să contribui la creșterea calității vieții acestora. Știam exact ce trebuie să fac, cu lux de amănunte. După ce i-am povestit toate acestea profesoarei, m-a luat sub aripa sa. M-a ajutat să devin membru în Crucea Roșie și m-a implicat în toate campaniile și proiectele pe care le avea în derulare. Punctul culminant al acestei experiențe a fost o discuție serioasă despre ce însemna lucrul cu persoanele în vârstă, cu bune și cu rele, aspecte la care eu nu mă gândisem. De asemenea, mi-a prezentat perspectiva orientării tuturor resurselor mele în domeniul psihopedagogic. Deși am urmat cursurile unui liceu pedagogic, nu mă gândisem niciodată



că aş putea lucra cu copii. Mi-a dat câteva sfaturi, pe care chiar le-am ascultat, în profunzime. Mi-a schimbat complet perspectiva. Ulterior, m-a implicat în câteva proiecte în care beneficiarii erau copiii din centre de plasament și am descoperit bucuria de a-i susține și de a-i ajuta să progreseze.

Acela a fost momentul în care planurile mele s-au schimbat și s-au definitivat. În paralel cu Facultatea de Asistență Socială m-am înscris și la Facultatea de Psihologie, apoi am urmat un master în Psihologie Clinică, specializându-mă pe intervenția și evaluarea terapeutică. Dorindu-mi să acumulez cât mai multă experiență în acest domeniu vast, am lucrat în două asociații și, o perioadă, am fost facilitator educațional pentru un copil cu cerințe educaționale speciale. Cu acest copil mergeam atât la grădiniță, cât și în excursii, în schimburi de experiențe, la cumpărături, la biserică și la restaurant. Aveam libertatea de a merge cu el în viața reală, unde puteam pune în practică tot ce îl învățam. A fost foarte interesant pentru mine să descopăr lucrul cu persoanele cu autism, fiind total diferit de ceea ce învățam în facultate.

După aproximativ cinci ani mi-am finalizat studiile și m-am întors în Buzău, foarte optimistă, dorindu-mi să deschid o asociație. Din experiența acumulată pe piața muncii din Constanța învățasem că prin intermediul unei asociații poți ajuta copilul și părinții mai mult



decât prin alte forme de exercitare a profesiei. Venise momentul să dovedesc că toate experiențele educaționale și profesionale, acumulate până în acel moment, vor da roade.

Provin dintr-o familie de antreprenori, cu venituri peste medie, deci îmi permiteam să îmi pun planurile în aplicare. Aveam deja o experiență, partea teoretică o știam foarte bine, planul era foarte bine structurat. Ajunsă în Buzău, am început să fac demersurile spre a deschide Asociația Micul Îngerăș. Doi ani a durat acest demers. Doi ani în care am dat din coate cât am putut, am bătut la toate ușile și am apelat la toți cunoscuții. Nimeni nu știa nimic despre meseria asta. Legea era diferită în Buzău, față de Constanța, în ceea ce privește registrul asociațiilor și fundațiilor. La un moment dat mi-au spus că este ilegal ce vreau să fac, pentru că nu puteam să fiu psiholog clinician, angajat cu carte de muncă într-o asociație, deoarece este o meserie liberală și trebuie să aparții de un cabinet sau de o asociație de tipul unui birou notarial. Mi-au făcut liste de acte care nici măcar nu aveau legătură cu ceea ce voiam eu să fac, se potriveau mai degrabă cu o grădiniță sau cu o școală privată. Am fost forțată să îmi deschid și un Cabinet Individual de Psihologie, prin intermediul căruia să funcționez în paralel cu asociația. Am avut foarte mare susținere din partea Colegiului Psihologilor din România. În toți acești ani am făcut o mulțime de demersuri și am investit



foarte mulți bani. Într-un final am reușit să finalizez acest proces și să îmi urmez visul. Am închiriat o casă naționalizată, cu o curte foarte mare, într-o zonă în care erau doar cabinete medicale, iar în timp am reușit să formez și o echipă de terapeuți. Am primit cadou, din partea tatălui meu, o reclamă luminoasă. În momentul în care am pus în funcțiune reclama luminoasă, a intrat în cabinet prima bunicuță. I-am explicat acesteia ce tip de servicii ofer, respectiv terapie cognitiv-comportamentală, logopedie și ședințe de socializare și mi-a zis că are și dumneaei un nepot. Așa am început, de la primul nepot.

Fiind un grup destul de restrâns și unit, părinții copiilor cu deficiențe s-au adus unul pe celălalt la noi în cabinet. Așa am reușit, în 11 ani de când am deschis Asociația Micul Îngeraș și Cabinetul Individual de Psihologie, să avem 60 de copii pe zi, 6 zile din 7. La ultimul recensământ aveam înregistrați 200 de copii, de care ne ocupăm zilnic. Lucrăm cu copii mici și foarte mici, cu deficiențe psihice, de limbaj, de comportament și copii care trec prin anumite situații nefericite. Preferăm să lucrăm cu acești copii de timpuriu și până la vârsta de 12-13 ani. În acest fel, intervenția este foarte eficace.

Am ajutat părinții copiilor cu deficiențe să obțină diferite tipuri de sponsorizări, apoi am făcut contracte de colaborare cu sponsorii și cu părinții. Eu nu percep nicio taxă în plus pentru administrarea



conturilor, doar suma menționată în contractele încheiate cu părinții, strict pentru terapiile pe care le desfășurăm în cadrul cabinetului. Sunt copii cu care lucrăm de ani buni; dacă nu ar fi existat această variantă de a obține sponsorizări, susținerea financiară a acestor terapii ar fi fost foarte dificilă. În tulburările psihice sau de comportament, terapia este un stil de viață. Datorită experiențelor acumulate de-a lungul timpului, am descoperit că implicarea părinților în procesul strângerii donațiilor îi responsabilizează mai mult și îi ajută să conștientizeze necesitatea implicării lor în procesul terapeutic.

Mă implic cu toate resursele mele și încerc, pe cât posibil, să ajut părinții să fructifice baza pe care noi o punem cu mare greutate, pentru că mă interesează progresul fiecărui copil. Fără implicarea acestora, este foarte greu să avem rezultate. La sfârșitul unei ședințe de terapie, fiecare părinte primește o fișă de observație, din care află ce a lucrat copilul și cum s-a comportat. E un efort pentru noi să facem această fișă, în timp ce lucrăm cu copilul, însă ne străduim, pentru că ne dorim ca munca noastră să fie continuată și acasă, de către părinți. Noi suntem conștiente că unii dintre ei nu citesc fișa pe care le-o dăm sau chiar o aruncă, iar asta ne doare, pentru că acest comportament încetinește evoluția copiilor. Un alt aspect dezamăgitor este acela că, din purtarea copiilor, ne dăm seama că



aceștia petrec foarte mult timp utilizând instrumente digitale, lucru pe care noi îl subliniem permanent ca fiind foarte dăunător. Deci marea problemă în această meserie este că majoritatea părinților nu cooperează eficient, afectând evoluția copilului. De asemenea, prin intermediul acestui mod de a-mi exercita meseria, am reușit să particip și la diferite târguri, unde am strâns fonduri pentru anumite cazuri sociale sau medicale. Dacă înființam doar cabinetul, nu puteam face toate aceste lucruri.

În timp, am aflat că unii oameni sunt întruchiparea binelui. De exemplu, mama unui copil care venise la noi la cabinet cu ceva timp în urmă, m-a sunat și mi-a zis că dorește să ne întâlnim, pentru că are un cadou pentru mine. Am fost uimită, pentru că nu păstrasem legătura, pur și simplu nu știam la ce să mă aștept. Nici măcar nu lucrasem cu copilul dumneaei, pentru că nu era de competența mea, am apucat doar să îi dau câteva sfaturi, pentru care nu am perceput niciun cost. Cadoul pe care dorea să mi-l ofere consta într-o donație de jucării. Mi-a dat atât de multe jucării, încât abia mai aveam loc în mașină. Din acel moment, omul acesta minunat donează jucării pentru asociație în fiecare an, de Crăciun, iar suma jucăriilor crește considerabil, de la o donație la alta. Aceași persoană mi-a zis că dorește să ajute și cazuri sociale. Drept urmare, am apelat la ea când a intervenit o problemă medicală a unei fetițe cu care lucram în



cadrul cabinetului și a cărei părinți nu își permitau să achite integral operația. Această persoană nici nu a stat pe gânduri, ne-a sărit imediat în ajutor.

Este foarte greu când un copil vine la tine și îți spune că el nu a mâncat nimic în ziua respectivă, doar pentru a-și permite să vină la terapie. Tocmai de aceea mă străduiesc să ajut părinții să strângă fonduri pentru copiii lor. Reușesc să fac foarte multe lucruri pentru copiii de la cabinet, prin intermediul sponsorizărilor și al donațiilor. Le cumpăr cadouri copiilor, cadouri utile. Într-o perioadă am cumpărat geți, altă dată am luat încălțăminte. Sunt persoane care pur și simplu se oferă să plătească terapiile unui copil sau să îi cumpere tot ceea ce îi este necesar. Pentru unele cazuri sociale, mă duc eu și bat la ușă care știu că se deschid la orice oră. Prezint cazul social, iar oamenii din spatele ușilor, de cele mai multe ori, ajută. Cum poți să nu ajuți, când îți spune cineva că unei familii i-a ars casa, părinții sunt foarte tineri, iar copilul are nevoie de terapii? Chiar facem tot ce putem. Una dintre inițiativele noastre a fost să îi învățăm pe copii să se sprijine unii pe alții. Dacă un copil are o pereche de ghetuțe mici, de ce să nu i le dea altui copil? Din păcate, nu a mers foarte bine. Copiii au fost darnici, dar cei cărora li se ofereau anumite obiecte se simțeau jenați să le accepte, deși îi luam deoparte, nu era nimeni de



față când le ofeream bunurile respective. Ultimul lucru pe care mi-l doresc este să se simtă umiliți.

Cea mai mare bucurie a acestei meserii este atunci când copilul pune în aplicare ceea ce îl învățăm, în viața de zi cu zi. În acest sens, am început să scoatem copiii din grupa mare în afara cabinetului. Am mers împreună la stână, la fermă, cu trenul, cu autobuzul, la cinematograful, la pompieri, în parc să hrănim rațele și la restaurant, unde au învățat să mănânce cu tacâmurile și să comande mâncarea dorită. Ultima dată când a nins în Buzău, am decis să organizăm câteva activități specifice, așa că am ieșit cu copiii în grădină și ne-am jucat cu zăpadă. Părinții au fost reticenți la început, însă acum sunt mult mai deschiși. Le-am explicat că dacă nu aveam garanția muncii noastre, nu mai luăm decizia de a organiza astfel de activități. În felul acesta vedem cel mai bine progresul și ne asigurăm că facem bine ceea ce facem. De asemenea, încurajăm copiii care au diverse talente să le împărtășească cu noi, ca o metodă terapeutică. Astfel, le crește stima de sine, se detensionează și sunt mai deschiși în exprimarea sentimentelor. Am avut multe propuneri de asocieri, spre exemplu cu cercuri de karate, dar nu vreau să mă extind în domenii în care nu am nicio expertiză, vreau să rămân în domeniul meu. Îmi doresc să păstrez esența cu care am pornit, să fac ce știu și să fac bine. Din



punctul meu de vedere, modul în care mă organizez și metodele folosite sunt cele mai bune, pentru că și rezultatele sunt pe măsură.

Consider că unul dintre motivele pentru care lucrurile merg armonios în cadrul asociației este acela că am o relație foarte bună cu angajatele mele. Am grijă să mergă de câte ori este nevoie la saloanele de înfrumusețare, ocazional le asigur masa și le ofer cadouri. Unele dintre angajatele mele au copii, iar în momentul în care trebuie să fie alături de ei, găsesc imediat soluții pentru ca acest lucru să fie posibil. Încerc să le asigur tot confortul și să le răsplătesc pentru toate eforturile lor. Pentru mine este foarte important ca ele să nu ducă lipsă de nimic, să lucreze în condiții optime și să fie prezente atunci când lucrează cu copiii. Au nevoie de confort, pentru că lucrul cu copiii cu deficiențe nu este cel mai ușor. Toate aceste lucruri îmi oferă și mie un sentiment de liniște, pentru că mă bazez pe ele și știu că se descurcă foarte bine în orice situație.

Pentru a avea o afacere de succes, trebuie să faci foarte multe sacrificii. Sunt întrebată foarte des cum reușesc să mă deconectez, să petrec timp doar cu mine și pentru mine. Ei bine, nu reușesc, de 11 ani nu îmi mai permit acest lux. Nu îmi permit să fiu supărată sau să fiu bolnavă la muncă. Nu îmi permit nici măcar să îmi închid telefonul. Dacă m-aș deconecta, chiar și pentru o zi, ar fi un haos total. Îmi sună telefonul de la 5 dimineața, pentru diverse probleme.

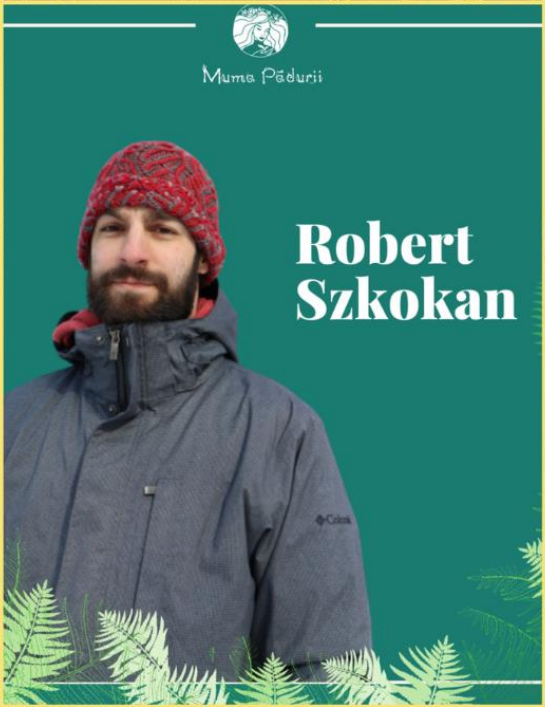


Dacă o terapie se anulează, trebuie să mă dau peste cap să modific tot programul, iar după ce fac acest lucru, un alt părinte mă sună să anuleze terapia. Eu sunt singura care știe programul, domiciliul și disponibilitatea fiecărui copil, dar și ce necesități are fiecare în parte. Fac toate aceste lucruri pentru ca celelalte terapeute să se ocupe doar de copii, să nu le distragă absolut nimic.

Sfatul meu pentru viitorii antreprenori este de a începe prin a experimenta, prin a face voluntariat. Eu promovez acest tip de activitate pentru tineri, motiv pentru care avem trei voluntari în cadrul activităților de socializare, pe care îi și răsplătesc pentru eforturile depuse. În felul acesta își dau seama dacă sunt potriviți pentru meseria respectivă. Încercăm să îi ghidăm pe acest drum și să îi ajutăm să înțeleagă tot ceea ce presupune parcurgerea lui. Mi se pare foarte important să descoperi o meserie înainte de a o studia sau practica, pentru că lucrurile nu funcționează întotdeauna așa cum îți propui.

Un alt sfat, de data aceasta destinat persoanelor hotărâte și ambițioase care au ajuns totuși să facă acest pas, este acela de a face lucrurile în maniera proprie. Creativitatea și originalitatea sunt cheile unei afaceri de succes.

Muma Pădurii





Interviewer: Alexandra-Cristina Topală

Writer: Alexandra-Cristina Topală

Translated by Ana-Maria Paraschiv

Partner organization: Asociația House of Education and Innovation (HEI)

Title: The Voice of the Forest's Mother

Interviewee: Filip Bașchir (Muma Pădurii)

Facebook: www.facebook.com/mumapaduriiro/

Abstract: Filip along with his friend Robert have discovered what logging is and have witnessed the destruction of the forest where Filip spent much of his childhood. This event motivated him to start a social business through which he could contribute to the reforestation of Romania. Moreover, he also provides jobs for people from disadvantaged backgrounds. The young entrepreneur has invested all his resources in developing the “Muma Pădurii” business, has worked day and night for his dream, and the results have not stopped coming.

Keywords: deforestation, logging, forest, trees, reforestation, planting.



The Voice of the Forest's Mother

Once upon a time, there was a beautiful young goddess of the forest, nicknamed the Mother of the Forest. This mysterious fairy lived in the woods and cared for all the flowers, trees, mushrooms, and beetles. Everything in the forest was hers, from the tiniest blade of grass to the oldest tree. Because she sensed the innocence and purity of the children, when they wandered through the forest, she would help them find their way home.

As much as she loved nature and children, she hated adults, and they were not welcome in her forest. As a result, when she sensed a man entering the forest or coming near it, the Mother of the Forest would turn into a monstrosity, bewitching them in unimaginable ways and disfiguring and killing them. It is said that all these atrocities that the Mother of the Forest did were in revenge for all the times that people cut down her trees, stole fruit, and polluted the forest. Her love for her forest and her desire to protect it from evil people were the cornerstones of all her deeds.

We may never find out whether the Mother of the Forest still dwells in the heart of the woods. What we do know for sure is that there are people among us who are carrying her fight forward, people who are protecting the forest, helping them to (re)grow and



passing on the love for nature to others. They are the voice of the Mother of the Forest.

One of the voices is Filip Başçir. From the age of two until he finished high school, he spent every summer day in the forest, near his family's holiday home in Arad. From morning to evening, he would run up and down the hills and through the green trees of the forest, he would hide behind the imposing trunks of the oak trees and admire the beauty of the flowers. He fondly remembers the fragrant smell of grass and flowers and the friendships he made on his expeditions through the forest.

This wonderful place has remained only in the memories of people who, like Filip, spent much of their childhood in the heart of the woods. In 2019, Filip returned to his family's holiday home to celebrate the end of the year. An amalgam of emotions swept over him when he discovered that the forest next to the house was missing a large part of its trees. He saw with his very own eyes the people who were ruthlessly cutting down the trees of his childhood. It was as if those trees that had not yet been cut down were there to lament the fate of the forest and beg for the slaughter to end.

Filip tried to talk to the men on the spot, hoping to stop them, or at least find out details about the action they were carrying out. These people claimed that what they were doing was completely



legal, and the reply he received from one of them was simple and resounding: “It takes a hundred years for a tree to grow and a hundred seconds for me to cut it down.” He was so outraged by this that he immediately went to the Forestry Office, together with his friend, Robert Szkokan, to find out more information. There they were met with indignation and coldness by people who felt and knew themselves that they were doing the right thing. In order to have a discussion with them, it was necessary for Filip and Robert to read the Forestry Code. After about four hours of study, they formulated their questions and were again interested to find out the reason for the deforestation. Unfortunately, this time they did not get the answers to their questions either, but they were sent to another representative of the Forestry Office, where they were given a good explanation of the situation.

It was devastating to learn that there was nothing they could do about the destruction of their favorite place of all, because the massive tree cutting was a legal action. It was the first time they had heard what logging sounded like. The sound of thick trunks being cut down and impressively tall trees crashing to the ground marked them for life. Filip and Robert have realized that the only solution to mitigate the effects of deforestation is to plant more trees than they can cut down. To achieve this goal, they first needed space. They



soon learned that this was only possible by contacting the forestry department again. They also needed a fair amount of money to buy the seedlings.

The future company also needed a way to be sustainable in the long term. Because they had both studied abroad, they had various social business models as examples and thus, they had the opportunity to familiarize themselves with the concept. 4Ocean is one of the social businesses that inspired the pair. It is that every 4Ocean product purchased comes with the promise of removing plastic from the ocean, rivers or shores. This not only funds the global effort to clean up the oceans, but also promotes the missions of the following movements: to end the dependence on single-use plastic and to stop polluting the oceans with it.

Following the example of 4Ocean, Filip and Robert came up with the idea of starting a social business based on the same concept of “one product, one cause,” but following their own social purpose, namely planting trees. Thus, this is how the “Muma Pădurii” (EN: The Mother of the Forest) business was born, whose social purpose was “one bracelet, one tree planted.” A very important aspect was the design of the bracelet and the material from which it was to be made. It was very important that the bracelet was special, so that people would want to buy it, but also enjoy wearing it.



They started their journey with hand-painted bracelets, which they were initially very excited about and which were to be available to buyers within a month. But the enthusiasm was quickly replaced by the certainty that the bracelets would not be wearable by buyers, as they were not practical at all. Two weeks before the deadline, they started to spread the word around the country that they were looking for someone to produce the much-desired bracelets.

At the suggestion of a friend, Filip and Robert contacted several NGOs in Arad and Timișoara, that might be willing to produce the bracelets in exchange for financial support. This is how they discovered the UnLoc NGO, which provides community-based housing and individualized support services for adults with disabilities, as an alternative to institutionalization.

They were keen to collaborate and got to know Eli, who would weave the Muma Pădurii bracelets from high quality materials. The mission they set out on, planting trees, turned out to be more beautiful than they imagined, as they were also providing a job for a person with special needs. Over time, the Muma Pădurii bracelets ended up being knitted by fourteen people from vulnerable backgrounds who were part of NGOs in Arad, Timișoara, Mediaș, and Bucharest. It all made sense, everyone knew what they had to do, and the fruits of their labors were expected like warm bread.



All this would not have been possible without financial support, but they needed a flawless business plan. Coincidentally, at the very beginning of their journey in the business field, the two entrepreneurs were drawing up a business plan so they could use it to apply for European funding through the Start-up Plus program. As this program is a funding line dedicated to those who want to start a business in an urban environment, it was exactly what they needed at that time. Even though the initial business plan was aimed at promoting Romania's image by selling classic Romanian products abroad, it was immediately adapted to the new mission that Filip and Robert had taken on. At the same time, adapting the plan was a piece of cake, as the new idea was based on the same business model, namely an e-commerce store with a strong social impact.

The moment when they got funding through the Start-up Plus program was a lifesaver; they finally had the resources to change the world. In addition to the approximately €38,000 they needed at the time; the program also gave them flexibility in managing that money. The young entrepreneurs chose to invest in marketing, which helped them a lot.

Accessing European funds was not a problem for them, but the road ahead was difficult, due to lack of experience. Also, through the Start-up Plus program, the two received advice from a mentor, but



they felt they needed someone much better trained and more present on their chosen path. For these reasons, but also because the idea wasn't innovative enough, Muma Pădurii ended up on the verge of bankruptcy not just once, but four times. So, by the third month of operation, Filip and Robert learned that nothing matters more than numbers. They learned to be more organized and pay attention to the business itself, then enjoy the results and invest in the social mission.

They committed all the resources they had to the Muma Pădurii project, even if, due to the lack of experience and the mistakes made, the results were not always what they had expected. Right from the start, they co-financed the business with all the money they had saved over the years, and for almost two years, they did not receive a salary. Besides the financial and time resources, it was the emotion that they had invested in the mission they took on that consumed them the most. It wasn't easy, especially when a situation seemed impossible to solve. Nevertheless, they worked day and night for their dream. At times, what they were doing was no longer a passion, but rather a chore. They needed someone to tell them to stop putting so much pressure on themselves.

There were times when sales did not go very well, so production also stagnated. At other times, they had to multiply



production capacity, but they didn't think it would be possible for the four people with special needs employed at that moment to produce more bracelets or learn more new designs, it seemed inhumane. They began to think of alternative methods, but these violated the social purpose of providing jobs for people facing difficult life situations. On top of that, they wouldn't want to give up the people who have been with them from the very beginning. The fact that they were making the Muma Pădurii bracelets was a source of great pride for these employees, who were telling everyone about their involvement in the project. They were making the bracelets at home, at work, and even in the shuttle; and so, Filip and Robert couldn't take this away from them. As a result, they made the best decision to continue in the same formula. It was the point where they proved that they were indeed social entrepreneurs.

Now, after unimaginable efforts, things are starting to look like the best of dreams. Together with the partners of Muma Pădurii, Tășuleasa Social and the Faculty of Siviculture in Suceava, a hectare of trees was planted in the village of Tăgșoru, Budești commune, Bistrița-Năsăud county, and two more hectares will be planted shortly. Many NGOs have also shown themselves willing to collaborate with Muma Pădurii.



Filip's participation on the Imperiul Leilor TV show (the Romanian version of Shark Tank), where he received a lot of support, gave them a breath of fresh air and opened new doors for Muma Pădurii. For the first time, Filip felt ready enough to detach himself from the business and listen more carefully to other people's ideas. He realized that the most important thing was to take care of himself, to be in a state of balance, both physically and mentally, in order to make things work around him. He realized he was lucky to have Robert by his side, on whom he could always rely and who was very involved in what he had to do.

Filip's vision is to give other young people the opportunity to take Muma Pădurii in the most innovative and surprising directions, with the capacity they have and the support of a team trained to do so. He wants to set up a coworking space in Arad, where he will invest all the social business ideas that he and his students have. He has a lot of faith in young people and wants to give them the opportunity to make their voices heard, develop their ideas and implement them. All this will be made possible through the Better Humans House project, supported by the Muma Naturii NGO. In the future, he would like the project to become a video marketing agency for projects, NGOs and social businesses. He wants to give others the support he so desperately needed



Filip's message to young entrepreneurs is short and comprehensive "emotion and numbers." He emphasizes emotion, because the road in social economy, that an entrepreneur must walk on is sprinkled with many moments of self-distrust and self-doubt. From his own experience, he says that there are so many variables that the road you want to take becomes much harder than you could imagine.

In order to function, a team also needs an optimistic leader who gives the business a chance and sees things through rose-colored glasses as much as possible. Frustration demotivates and worries the team members, and then, even if very good days are ahead, there remains a hint of doubt about the real situation. It is very important to learn how to manage your emotions, because after the moment of setting up a business, an avalanche of feelings and experiences is awaiting. Another important aspect that Filip emphasizes when talking about a social business refers to the numbers. Most people who don't have entrepreneurial experience tend to run away from numbers, but if you do that, then you are not running in the right direction, because they will catch up with you. All the bad times that Filip has been through have shown him that a story is not enough to sell, you must learn to understand the numbers really well.



Filip's story, an optimistic person who cares about nature and has lots of ideas, probably reached the Mother of the Forest too. With the help of people like him, the Goddess of the Woods will once again be present in Romania's forests, protecting trees and helping them to thrive.



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Titlu: Vocea Mumei Pădurii

Intervievat: Filip Bașchir (Muma Pădurii)

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Abstract: Filip, alături de prietenul său Robert, a descoperit ce înseamnă exploatarea forestieră și a fost martorul distrugerii pădurii în care și-a petrecut o mare parte din copilărie. Acest eveniment l-a motivat să pună bazele unei afaceri sociale, prin intermediul căreia să poată contribui la reîmpădurirea României. Mai mult decât atât, acesta oferă și locuri de muncă pentru persoane provenite din medii defavorizate. Tânărul antreprenor și-a investit toate resursele în dezvoltarea afacerii “Muma Pădurii”, a muncit zi și noapte pentru visul său, iar rezultatele nu au încetat să apară.

Cuvinte cheie: defrișare, exploatare forestieră, pădure, copaci, reîmpădurire, plantare.



Vocea Mumei Pădurii

A fost odată ca niciodată, o tânără și frumoasă zeiță a codrului, supranumită Muma Pădurii. Această zână misterioasă locuia în pădure și se îngrijea de toate florile, de toți copacii, de ciuperci și de gândaci. Tot ce era în pădure era al ei, de la cel mai plăpând fir de iarbă, până la cel mai bătrân copac. Pentru că simțea inocența și puritatea copiilor, atunci când aceștia se rătăceau în pădure, sărea în sprijinul lor, ajutându-i să își găsească drumul spre casă.

Pe cât de mult iubea natura și copiii, pe atât de mult ura adulții, care nu erau bine-veniți în pădurea ei. Drept urmare, atunci când simțea că un om intra în pădure sau poposea prin apropierea acesteia, Muma Pădurii se metamorfoza într-o monstruozitate, îl vrăjea în feluri neînchipuite, îl desfigura și îl ucidea. Se spune că toate aceste atrocități pe care Muma Pădurii le-a făcut au fost din răzbunare, pentru toate momentele în care oamenii nu au făcut decât să îi taie copacii, să le fure fructele și să polueze pădurea. Dragostea pentru pădurea ei și dorința de a o proteja de oamenii rău intenționați au fost pietrele de temelie ale tuturor faptelor sale.

Poate nu vom afla niciodată dacă Muma Pădurii mai sălășluiește sau nu în inima codrului. Ce știm sigur este că avem printre noi oameni care îi duc lupta mai departe, oameni care



protejează pădurile, care contribuie la (re)creșterea acestora și care transmit mai departe, altor oameni, dragostea pentru natură. Aceștia sunt vocea Mumei Pădurii.

Una dintre voci este Filip Bașchir. De la vârsta de doi ani și până la terminarea liceului, acesta și-a petrecut toate zilele de vară în pădurea de lângă casa de vacanță a familiei sale, aflată în Arad. De dimineața până seara alerga pe dealuri și printre copacii înverziți din pădure, se ascundea după trunchiurile impunătoare ale stejarilor și admira frumusețea florilor. Își amintește cu drag de mirosul îmbietor al ierbii și al florilor, dar și de prietenii pe care le-a legat pe parcursul expedițiilor prin pădure.

Acest loc minunat a rămas doar în amintirile oamenilor care, la fel ca și Filip, și-au petrecut mare parte din copilărie în inima codrului. În anul 2019, cu ocazia celebrării sfârșitului de an, Filip s-a reîntors la casa de vacanță a familiei sale. Un amalgam de emoții l-au cuprins atunci când a descoperit că pădurea de lângă casă rămăsese fără o mare parte din copaci. I-a văzut cu ochii lui pe oamenii care tăiau fără milă arborii copilăriei sale. Parcă aceia care nu fuseseră încă tăiați erau acolo să deplângă soarta pădurii și să implore oprirea masacrului.

Filip a încercat să vorbească cu oamenii de la fața locului, în speranța că îi poate opri sau măcar că va afla detalii despre acțiunea



pe care aceștia o desfășurau. Oamenii respectivi susțineau că ceea ce fac este complet legal, iar replica pe care a primit-o din partea unuia dintre ei a fost simplă și răsunătoare: “Unui copac îi ia o sută de ani ca să crească, iar mie o sută de secunde pentru a-l tăia”. Această întâmplare l-a revoltat în așa măsură, încât a mers imediat la Ocolul silvic, împreună cu prietenul său Robert Szkokan, pentru a afla mai multe informații. Acolo au fost întâmpinați cu indignare și răceală de oameni care, la rândul lor, simțeau și știau că fac ceea ce trebuie. Pentru a putea avea o discuție cu aceștia, a fost necesar să citească Codul silvic. După aproximativ patru ore de studiu și-au formulat întrebările și s-au arătat din nou interesați de a afla motivul defrișării pădurii. Din păcate, nici de data aceasta nu au primit răspunsurile la întrebările lor, însă au fost trimiși la un alt reprezentant al Ocolului silvic, unde li s-a explicat foarte bine cum stau lucrurile.

A fost devastator să afle că nu pot face nimic în privința distrugerii locului lor preferat dintre toate, deoarece tăierile masive ale copacilor constituiau o acțiune legală. Era pentru prima dată când auzeau cum sună exploatarea forestieră. L-a marcat pentru toată viața sunetul tăierii trunchiurilor groase și al izbirii copacilor, impresionant de înalți, de pământ. Filip și Robert și-au dat seama că singura soluție pentru a diminua efectele defrișării este să planteze mai mulți copaci decât pot ei tăia. Pentru îndeplinirea acestui



obiectiv aveau nevoie, în primul rând, de un spațiu. Au aflat imediat că acest lucru este posibil doar luând legătura, din nou, cu cei de la Ocolul silvic. De asemenea, pentru achiziționarea puieților de copaci aveau nevoie de o sumă destul de mare de bani.

Viitoarea întreprindere avea nevoie și de o modalitate de a fi sustenabilă pe termen lung. Datorită faptului că amândoi au urmat studii în străinătate, au avut drept exemplu diverse modele de afaceri sociale și, astfel, au avut ocazia să se familiarizeze cu acest concept. 4Ocean este una dintre afacerile sociale care i-a inspirat pe cei doi. Aceasta constă în faptul că fiecare produs 4Ocean achiziționat vine cu promisiunea scoaterii unui plastic din ocean, din râuri sau de pe țărm. În acest fel, nu numai că este finanțată operațiunea globală de curățare a oceanelor, dar sunt promovate și misiunile următoarelor mișcări: de a pune capăt dependenței de plasticul de unică folosință și de a opri poluarea oceanelor cu astfel de obiecte.

Urmând exemplul celor de la 4Ocean, Filip și Robert au venit cu ideea de a înființa o afacere socială bazată pe același concept “un produs, o cauză”, dar urmându-și propriul scop social și anume, plantarea copacilor. Așa a luat naștere afacerea Muma Pădurii, a cărui scop social era “o brățară, un copac plantat”. Un aspect foarte important era designul brățării și materialul din care aceasta urma să



fie făcută. Era foarte important ca brățara să fie specială, pentru ca oamenii să își dorească să o cumpere, dar și să o poarte cu plăcere.

Și-au început călătoria cu brățări pictate manual, de care inițial au fost foarte entuziasmați și care urmau să fie puse la dispoziția cumpărătorilor într-o lună. Însă entuziasmul a fost rapid înlocuit cu certitudinea că brățările nu vor putea fi purtate de către cumpărători, deoarece nu erau deloc practice. Cu două săptămâni înaintea termenului limită au început să dea sfoară în țară că sunt în căutarea unei persoane care să producă brățările mult dorite.

La sugestia unui prieten, Filip și Robert au contactat mai multe ONG-uri, din Arad și din Timișoara, care ar fi putut fi dispuse să producă brățările, în schimbul unui sprijin financiar. În felul acesta au descoperit ONG-ul UnLoc, care furnizează servicii de locuire în comunitate și sprijin individualizat pentru persoanele adulte cu dizabilități, ca alternativă pentru instituționalizare.

Aceștia s-au arătat dornici de o colaborare și, astfel, au ajuns să o cunoască pe Eli, cea care urma să împletească brățările Mumei Pădurii, din materiale de foarte bună calitate. Misiunea cu care au plecat pe acest drum și anume cea de plantare a copacilor, s-a transformat într-o poveste mai frumoasă decât cea pe care și-au imaginat-o, deoarece ofereau și un loc de muncă pentru o persoană cu nevoi speciale. Cu timpul, brățările Mumei au ajuns să fie împletite



de paisprezece persoane provenite din medii vulnerabile, care făceau parte din ONG-uri din Arad, Timișoara, Mediaș și București. Totul avea sens, fiecare știa foarte bine ce are de făcut, iar roadele muncii de până atunci erau așteptate mai ceva decât pâinea caldă.

Toate acestea nu ar fi fost posibile fără un sprijin financiar, însă aveau nevoie de un plan de afaceri fără cusur. Coincidența a fost că, la începutul călătoriei lor în domeniul afacerilor, cei doi antreprenori întocmeau un plan de afaceri, pentru a putea participa cu acesta în obținerea unei finanțări europene, prin programul Start-up Plus. Acest program fiind o linie de finanțare dedicată celor care vor să demareze o afacere în mediul urban, era exact ce aveau nevoie în acel moment. Chiar dacă planul de afaceri inițial avea ca scop promovarea imaginii României prin vânzarea externă a unor produse românești clasice, acesta a fost imediat adaptat în funcție de noua misiunea pe care Filip și Robert și-au asumat-o. Totodată, adaptarea a fost floare la ureche, deoarece noua idee se baza pe același model de afacere, și anume un e-commerce store, cu un puternic impact social.

Momentul în care au obținut finanțarea prin programul Start-up Plus a fost unul salvator; în sfârșit aveau resursele necesare pentru a schimba lumea. Pe lângă cei aproximativ 38.000 de euro atât de necesari în acel moment, programul le oferea și flexibilitate în



gestionarea respectivei sume de bani. Tinerii antreprenori au ales să investească în marketing, ceea ce i-a ajutat foarte mult.

Accesarea fondurilor europene nu a constituit o problemă pentru ei, însă drumul care a urmat a fost anevoios, din cauza lipsei de experiență. De asemenea, prin programul Start-up Plus, cei doi au beneficiat de consultanță din partea unui mentor, însă simțeau că au nevoie de un om mult mai bine pregătit și mult mai prezent în drumul pe care și-l aleseseră. Din aceste motive, dar și pentru că ideea nu era suficient de inovatoare, Muma Pădurii a ajuns în pragul falimentului nu doar o dată, ci de patru ori. Astfel, încă din a treia lună de funcționare, Filip și Robert au învățat că nimic nu contează mai mult decât numerele. Au învățat să fie mai organizați și să acorde atenția necesară afacerii în sine, apoi să se bucure de rezultate și să investească în misiunea socială.

Aceștia s-au implicat cu toate resursele pe care le aveau în proiectul Muma Pădurii, chiar dacă, din lipsa experienței și din cauza greșelilor făcute, rezultatele nu au fost întotdeauna cele la care se așteptau. Încă de la început, au cofinanțat afacerea cu toți banii economisiți de-a lungul timpului, iar pentru aproape doi ani, nu au primit niciun salariu. Pe lângă resursele financiare și de timp, ceea ce i-a consumat cel mai mult au fost emoțiile investite în misiunea pe care și-au asumat-o. Nu a fost deloc ușor, mai ales atunci când



situația părea imposibil de rezolvat. Cu toate acestea, au muncit zi și noapte pentru visul lor. În unele momente, ceea ce făceau nu mai era o pasiune, ci mai degrabă o corvoadă. Aveau nevoie de cineva care să le spună să nu mai pună atât de multă presiune pe ei.

Au fost momente în care vânzările nu au mers foarte bine, deci și producția a stagnat. În alte perioade trebuiau să multiplice capacitatea de producție, dar nu credeau că ar putea fi posibil ca cele patru persoane cu nevoi speciale, angajate în acel moment, să producă mai multe brățări sau să învețe mai multe modele noi, părea inuman. Au început să se gândească la metode alternative, însă acestea încălcau scopul social de a oferi locuri de muncă persoanelor aflate în situații dificile de viață. Mai mult decât atât, nu ar fi vrut să renunțe la persoanele care le-au fost alături încă de la început. Faptul că produceau brățările Mumei Pădurii era o mândrie extraordinară pentru acești angajați, care povesteau tuturor despre implicarea lor în proiect. Împleteau brățări acasă, la locul de muncă și chiar și în mijloacele de transport; astfel că Filip și Robert nu au putut să le răpească acest lucru. Drept urmare, au luat cea mai bună decizie și anume, de a continua în aceeași formulă. A fost punctul în care au dovedit că au stofă de antreprenori în economie socială.

Acum, după eforturi de neimaginat, lucrurile au început să arate ca în cele mai frumoase vise. Alături de partenerii Mumei,



Tășuleasa Social și Facultatea de Sivicultură din Suceava, a fost plantat un hectar de copaci, în satul Tăgșoru, comuna Budești, din județul Bistrița-Năsăud, iar în scurt timp vor mai fi plantate încă două hectare. De asemenea, foarte multe ONG-uri s-au arătat dornice să colaboreze cu Muma Pădurii.

Faptul că Filip a participat la emisiunea TV “Imperiul leilor”, de unde a primit foarte mult sprijin, le-a oferit o gură de aer proaspăt și a deschis noi uși pentru Muma Pădurii. Pentru prima dată, Filip s-a simțit suficient de pregătit să se detașeze afacere și să asculte mai atent ideile celor din jur. Acesta și-a dat seama că cel mai important lucru este să aibă grijă de el, să fie într-o stare de echilibru, atât fizic, cât și psihic, pentru a reuși să facă lucrurile să meargă în jurul său. A realizat că este norocos să îl aibă alături pe Robert, pe care se poate baza în orice moment și care a fost întotdeauna foarte implicat în ceea ce a avut de făcut.

Viziunea lui Filip este să le ofere și altor tineri oportunitatea de a duce Muma Pădurii în direcții cât mai inovatoare și mai surprinzătoare, cu capacitatea pe care o au și cu sprijinul unei echipe pregătite în acest sens. Acesta dorește să pună bazele unui coworking space în Arad, în care va investi toate ideile de afaceri sociale pe care el și elevii le au. Are foarte multă încredere în tineri și își dorește să le ofere acestora oportunitatea de a se face auziți, de a-



și dezvolta ideile și de a le pune în aplicare. Toate acestea vor fi posibile prin intermediul proiectului Casa Better Humans, susținut de Asociația Muma Naturii. Pe viitor, și-ar dori ca acest proiect să devină o agenție de videomarketing, pentru proiecte, ONG-uri și afaceri sociale. Își dorește să le ofere altora sprijinul de care el a avut atât de multă nevoie.

Mesajul lui Filip pentru tinerii antreprenori este scurt și cuprinzător “emoție și numere.” Acesta pune accentul pe emoție, pentru că drumul pe care îl are de parcurs un antreprenor în economia socială este presărat cu foarte multe momente de neîncredere în sine și în propriile puteri. Acesta povestește, din propria experiență, că apar atât de multe invariabile, încât drumul pe care îți dorești să îl parcurgi devine mult mai greu decât ți-ai putea imagina.

De asemenea, o echipă, pentru a funcționa, are nevoie de un lider optimist, care dă o șansă afacerii și care vede lucrurile cât mai roz. Frustrarea îi demotivează și îi îngrijorează pe membrii acesteia, apoi, chiar dacă urmează zile foarte bune, rămâne o urmă de îndoială asupra situației reale. Este foarte important să înveți să îți gestionezi emoțiile, pentru că, după momentul înființării unei afaceri, va veni o avalanșă de sentimente și trăiri.



Un alt aspect important pe care Filip îl evidențiază atunci când vorbește despre o afacere socială sunt numerele. Majoritatea celor care nu au experiență antreprenorială fug de numere, însă dacă fugi de ele, nu fugi unde trebuie, pentru că acestea te vor prinde din urmă. Toate momentele neplăcute prin care Filip a trecut i-au demonstrat că o poveste nu este suficientă pentru a vinde, trebuie să înveți să înțelegi foarte bine numerele.

Povestea lui Filip, o persoană optimistă, căreia îi pasă de natură și cu foarte multe idei, probabil a ajuns și la Muma Pădurii. Cu ajutorul oamenilor ca el, Zeița Codrului va fi din nou prezentă în pădurile din România, protejând copacii și ajutându-i să se înmulțească.

FRANCE

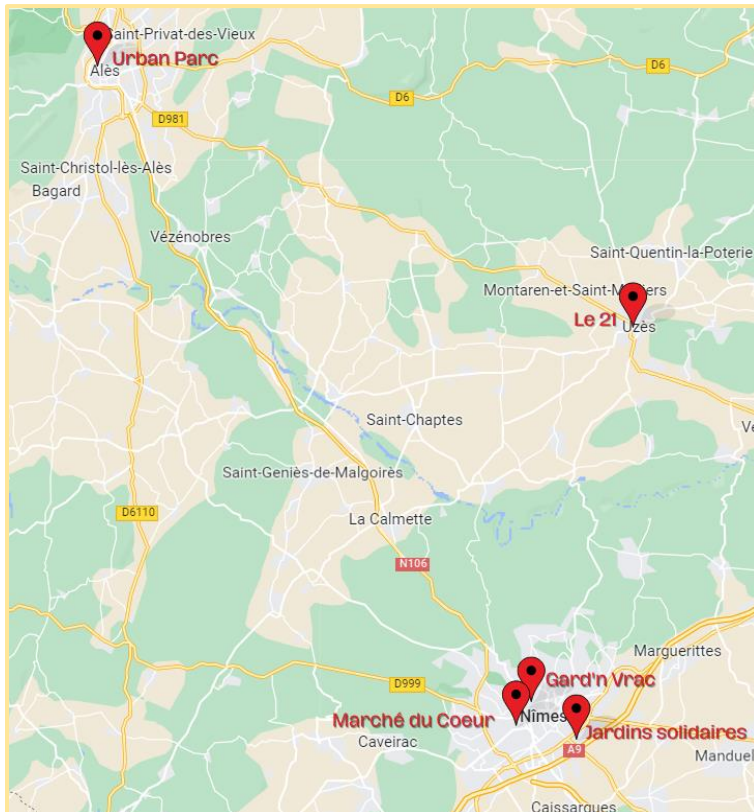
Gard'n Vrac

Marché du Coeur

Le 21

Urban Parc

Jardins Solidaires





Mapping Social Entrepreneurship

EN:

There are different motivations and circumstances that enabled the entrepreneurs featured in this e-book to make their businesses thrive in these specific locations. The choice of location for at least two businesses is linked to the specific audience for which the project was designed. Indeed, "Gard'n Vrac" and the "Marché du Coeur" were set up in the main streets of the city of Nîmes, precisely because of the need to reach a mixed and varied public. The "Marché du Coeur" targets, on the one hand, a public sensitive to ecology, and, on the other hand, a public with little means, which finds it convenient to access food products at half price. « Gard'n Vrac » is a company that was created to serve a socially mixed public: elderly people who prefer access to unpackaged products, young people who are sensitive to environmental causes, and immigrants who are sometimes used to shopping at the city market rather than at the supermarket. In the case of the latter company, the choice of location was also linked to two other factors. On the one hand, there was the need to locate the business in a medium-sized town, neither too small (since "bulk" itself is an urban concept) nor too large,



because of the risk of competition with other similar shops. On the other hand, the choice of organic and zero-kilometre products implied the need to choose a city like Nîmes, characterised by a strong development of organic farming in its surroundings.

As far as the company "Urban Parc" and the association "Les jardins solidaires" are concerned, the accounts show how the problems of the city or the district taken into consideration gave birth to these projects. On the one hand, "Les jardins solidaires" were born in a political district of the city of Nîmes, a district with a very high immigration and unemployment rate. It is precisely in this area that the association was born with the aim not only of integrating people on the fringes of the city's social life, but also of helping them find a job. Similarly, "Urban Parc" was born from the observation that there was no meeting and leisure centre in Alès, a city in decline since the closure of the mines that made the city's fortune in the 1970s. Based on this awareness, the creators of the park set up a leisure centre to make up for this lack in the town where they lived. In addition, the fact that they grew up and worked in Alès allowed one of the creators of the park to benefit from a network that had already been built up since the beginning of his project. Finally, as far as "Le 21" is concerned, the location did not influence the creation of the company. In fact, the story shows how the third place was



created almost by chance from a situation of need: the need for several companies to share premises due to the real estate crisis. Based on this need, the representatives of the organisations present in the same building determined how their skills could be remunerated with the aim of creating a third place that could offer different types of complementary services. Finally, "le 21" and "Les jardins solidaires" proved to be two social enterprises capable of integrating their beneficiaries into the company itself, offering the public the opportunity to become entrepreneurs themselves by joining the project.

FR:

Il existe différentes motivations et circonstances qui ont permis aux entrepreneurs présentés dans cet e-book de faire prospérer leurs entreprises dans ces lieux spécifiques. Le choix de l'implantation d'au moins deux entreprises est lié au public spécifique pour lequel le projet a été conçu. En effet, "Gard'n Vrac" et le "Marché du Cœur" ont été installés dans les rues principales de la ville de Nîmes, précisément en raison de la nécessité de toucher un public mixte et varié. Le « Marché du Cœur » a pour cible, d'une part, un public sensible à l'écologie, et, d'autre part, un public avec peu de moyens, qui trouve pratique d'accéder à des produits alimentaires à



moitié prix. De son côté, « Gard'n Vrac » est une entreprise née pour servir un public mixte sur le plan social : des personnes âgées qui privilégient l'accès à des produits non emballés, des jeunes sensibles aux causes environnementales, ou encore un public immigré, parfois habitué à faire les courses au marché de la ville plutôt qu'au supermarché. En ce qui concerne cette dernière entreprise, le choix de l'emplacement est également lié à deux autres facteurs. D'une part, il y avait la nécessité d'implanter l'entreprise dans une ville moyenne, ni trop petite (puisque le « vrac » en soi est un concept urbain), ni trop grande, en raison du risque de concurrence avec d'autres magasins similaires. D'autre part, le choix des produits bio et zéro kilomètre impliquait la nécessité de choisir une ville comme Nîmes, caractérisée par un fort développement de l'agriculture biologique dans ses alentours.

En ce qui concerne l'entreprise « Urban Parc » et l'association « Les jardins solidaires », les récits montrent comment ce sont les problématiques de la ville ou du quartier pris en considération qui ont donné naissance à ces projets. D'une part, « Les jardins solidaires » sont nés dans un quartier politique de la ville de Nîmes, quartier où le taux d'immigration et de chômage est très élevé. C'est précisément à cet endroit qu'est née l'association dans le but non seulement d'intégrer les personnes en marge de la vie sociale de la



ville, mais aussi de les aider concrètement à trouver un emploi. De même, « Urban Parc » est né du constat qu'il n'existait pas de centre de rencontre et de loisirs à Alès, ville en déclin depuis la fermeture des mines qui faisaient la fortune de la ville dans les années 1970. Partant de cette prise de conscience, les créateurs du parc ont monté un centre de loisirs pour pallier ce manque dans la ville où ils vivaient. En plus de cela, le fait d'avoir grandi et travaillé à Alès a permis à l'un des créateurs du Parc de bénéficier d'un réseau déjà tissé depuis le début de son projet. Enfin, en ce qui concerne « Le 21 », le lieu n'a pas influencé la création de l'entreprise. En fait, l'histoire montre bien comment le tiers-lieu s'est créé presque par hasard à partir d'une situation de besoin : la nécessité pour plusieurs entreprises de partager des locaux en raison de la crise immobilière. Partant de ce besoin, les représentants des organismes présents dans le même édifice ont déterminé comment leurs compétences pouvaient être rémunérées dans le but de créer un tiers-lieu qui pourrait offrir différents types de services complémentaires. Enfin, « le 21 » et « Les jardins solidaires » s'avèrent être deux entreprises sociales capables d'intégrer leurs bénéficiaires au sein même de l'entreprise, offrant au public l'opportunité de devenir lui-même entrepreneur en adhérant au projet.

Gard'n

Vrac





Interviewer: Léonie RITTER et Monika OSZMANIEC

Writer: Lucie PITAUD

Translated by Lucie PITAUD

Partner organization: Maison de l'Europe de Nîmes

Title: The diary of a Muesli

Interviewees: Gaëlle TUDURY & Eric FLIELLER

Website: www.gardnvrac.fr/

Abstract: In an endless tumble, a muesli falls into a dispenser bin at the "Gard'n Vrac" grocery store. The muesli describes the room it is in, lined with spices, liquids, and cosmetics. Gaëlle and Eric, the managers of the grocery store, take care of customers with their smile and their natural kindness. By observing the people who frequent the shop and their behavior, the muesli soon realizes that "Gard'n Vrac" is not a grocery store like the others...

Keywords: muesli, grocery, local, container, product.



The diary of a Muesli

In a never-ending tumble, I've just arrived. I don't know exactly where but I'm not alone. So many of the same around me, hundreds of cereals... we're all here for the same reason: to be sold.

The light turns on, the store opens, I finally see, through the transparent container where I've been crammed, the store. The dispenser bin in which I was placed gives me the advantage of being high enough to have a good view. Dozens of dispensers line my row but also the one above and below, as many foodstuffs offered to the consumer. Opposite, there are also silos for liquids, the tables in the middle of the store are full of spices or cosmetics. Near the door, the cash register. I love the paintings that hang on the wall behind, each one has a particular style, a certain artistic signature. I wonder who did them.

I understand very quickly that I am not in a grocery store like any other. Here, customers come with their own containers and serve themselves the quantities they need. Unlike my fellow cereals that are packaged in a plastic bag and then in another cardboard bag before being put on the shelf, I'm only in a simple container that you help yourself to by filling your own cereal box that is reused. That's the way every product works, whether it's chickpeas, turmeric, oil



and coffee or even dry shampoo, there's no packaging, the customer is supposed to already have it with him when he shops.

Around these shelves and tables filled with products, Gaëlle and Eric are busy. They are the managers of the grocery store that seems to be called "Gard'n vrac". Gaëlle is a woman in the prime of her life, always smiling, she welcomes customers and accompanies them in their shopping in a friendly and kind manner. She alternates the cashier with Eric who, with his humor and his knowledge of the products, makes the customers' purchases more animated. Their professionalism gives Gard'n'Vrac a pleasant and serene experience. It must be said that this store is not just a simple grocery store, it is above all a project, a desire to make the world a better place and Gaëlle and Eric's passion, put to the test throughout the entrepreneurial process, is noticeable within the store.

Looking through the windows, I can see a busy street. A warm sun illuminates the people and the cars that are in a hurry but also the trees along the avenue offering shady areas like a beautiful spring day in the South of France. Actually, we are on the Boulevard Gambetta, one of the dynamic streets of Nîmes. At the crossroads between different districts of the city, the social mix is welcome. The location of the store reflects the different customers who shop here. Very quickly, I could see an old lady rediscovering the time of the



past as when she used to shop in her youth, but also a ‘bobo’ (a wealthy person who is into making the world a better place by having a responsible consumption) from the well-to-do districts coming to assert his social status by an innovative and responsible consumption without forgetting a Maghrebian woman whose market culture called “souk” is similar to what Eric and Gaëlle propose, especially for the spices.

Forced to contemplate, I wonder about the past of the products around me. Do they have a history similar to mine? What was their journey? For my part, I don't come from far away. Eric came to pick me up from my producer a few kilometers from Nîmes. Michel comes from the “Cevennes”, precisely from Valbonne, a small village lost in the mountains. His hobby is chestnuts. He produces all sorts of organic chestnut-based products, including, me: muesli.

The other products are not great travelers either. By reading the small informative labels on their containers, I realize that we’re all from the region and for the most part from organic farming. This is also one of the principles of the Gard’n’vrac project: to propose products without packaging but also from local farmers. Finally, the issue here is not to know who has the most exotic origin but rather who has emitted the least greenhouse gases. And there is no need to travel long distances to go on an adventure in the Gard. Eric paid the



price when he came to pick me up. The road is long and winding to get to the farm where I've been produced. The road is almost impassable with a huge hill, he thought he would never find it.

As for my comrades, they come from Beaucaire, Saint-Gilles, Saint Hippolyte du Fort... No one is more than 160 km away from the store. Gaëlle and Éric took care to choose only local products for a lower cost in terms of gas emissions but also to maintain the agriculture around Nîmes which is more and more in perdition.

An animated discussion brings me out of my thoughts. A regular customer offers to display one of her artworks and why not put it on sale in the store. Gaëlle accepts and compliments her on her painting. I finally understand what these frames are exposed in the store for.

A very interesting conversation ensued between Gaëlle and the regular customer about the history of the shop. It's an exciting adventure that I hear about.

Four years ago, in the Paris region, while Gaëlle and Eric, respectively responsible for social integration structures and a marketing executive, were putting away their freshly bought groceries, they realized that there was more waste in the bin than food in the fridge. It was like a shock. They had a trigger: to radically change their way of consuming so that they would no longer produce



waste. They had vaguely heard about bulk grocery stores and in a short time of reflection the course of their lives had changed. It was decided, they would open their own bulk store. They obviously succeeded because here I am today telling the story of their success.

The customer is eager for details, she asks Gaëlle about the path taken between this click and the grocery store today. I don't understand everything, the story is getting a little too technical for me. It seems that at first, in order to carry out this project, it was necessary to study the different issues that a business like this requires. The main problem was finding the perfect location. In a place that was too rural, they wouldn't have reached enough people, in a big city, there would have been too much competition. We needed a town of human size in a region of farmers. Nîmes turned out to be the perfect place. The Gard is an area oscillating between mountains and sea, agriculture is very developed there, in particular organic agriculture. Moreover, there was no bulk grocery store before Eric and Gaëlle came.

A few formalities later, on September 27, 2017, Gard'n'Vrac opened its doors. With a pronounced laugh, the customer remembers coming for the opening and that the paint on the railing to get down into the store was not yet dry, she had gotten her hands



full. A crazy laugh is heard. Gaëlle replies that they had painted it in the middle of the night, it hadn't had time to dry.

The regular throws a glance in the store and notices that a beautiful evolution took place, there are so much more products proposed than at the beginning. This time, it is Eric who answers. He explains that this was the biggest work upstream the creation of the company. Searching for all types of organic foodstuffs just in the Gard requires a lot of effort. The Internet and farmers' markets were their greatest allies in finding what they needed to supply the store. They are constantly looking for new products and they now have hundreds ready to be consumed, always with the customers' own containers.

We are many, for sure...

After this long conversation, the containers weighed and the purchases settled, Gaëlle and Eric resume their activities. They don't always do the same thing. First of all, it's Eric who came to get me and who poured me in my container, I conclude that he's in charge to go to recover the products and to manage the stocks. As for Gaëlle, I noticed that she was often immersed in notebooks full of numbers, she must be in charge of the accounting. However, they are both very involved in the relationship with the customer, whether it is to accompany them in their shopping or to manage the cash register.



Suddenly the door opens... Nothing unusual in appearance. A man of about forty years old rushes into the store kindly welcomed by the managers. He goes towards the silos containing the oil. He takes out his bottle ready to be filled. When suddenly Gaëlle intercepts him. The container in which this customer was about to put the oil is very dirty. Gaëlle reminds him that for hygienic reasons, the containers brought by the customers must be clean.

The owners of Gard'n'Vrac came close to a legal problem. This man was nothing more than a controller who came to check if Eric and Gaëlle respected the laws concerning hygiene in food sales. Since bulk grocery stores are innovative concepts, the laws are not always adapted to this kind of concept and it's sometimes complex to comply with the norms when there are in fact none.

The sun is starting to come down on Nîmes, the colors are warming up with a nice orange. Gard'n'Vrac will soon close, my two owners start to tidy up and prepar_e the store for tomorrow. A last customer passes the door, it's a young man probably a student. He noticed that consuming bulk food was making him save money on his rather limited food budget. Since here, he has the possibility to manage his quantities, it is the same for the price. However, he seems tormented as if an intense reflection was tugging at him. I understand his state of mind better when he asks Eric for advice for a



young entrepreneur like him. Eric smiles and answers willingly. The most important advice is to be fully aware of all the aspects that the creation of a company requires. It's not only a question of implementing a project that is close to one's heart, it's also necessary to anticipate the problems that one may encounter. You have to be aware that it's exhausted because being permanently operational is not an option but an obligation if you want to obtain results. There are hard moments when you feel like dropping everything but knowing how to get back up is what makes a start-up successful. Then seeing your dream come true little by little is the best motivation. The young man seems satisfied with Eric's answer and I believe that deep down he has made his choice.

He then begins his shopping with a serene face. He approaches the Muesli, positions his container below the dispenser, presses the lever and in a long tumble I land at the bottom of his cereal box. This is where my experience at Gard'n'Vrac, the grocery store like no other, ends.



Interviewer: Léonie RITTER et Monika OSZMANIEC

Auteur: Lucie PITAUD

Traduit par Lucie PITAUD

Organisation partner: Maison de l'Europe de Nîmes

Titre: Le journal intime d'un Muesli

Personnes interviewées: Gaëlle TUDURY & Eric FLIELLER

Site web: www.gardnvrac.fr/

Résumé: Dans une dégringolade sans fin, un muesli tombe dans un bac distributeur de l'épicerie « Gard'n Vrac ». Le muesli décrit la pièce où il se trouve, tapissée d'épices, de liquides et de cosmétiques. Gaëlle et Eric, les gérants de l'épicerie, se prennent soin des clients avec leur souris et leur bienveillance naturelle. En observant les gens qui fréquentent la boutique et leur comportement, le muesli s'aperçoit bientôt que « Gard'n Vrac » n'est pas une épicerie comme les autres...

Mots-clés: muesli, épicerie, local, contenant, produit.



Le journal intime d'un Muesli

Dans une dégringolade sans fin, je viens d'arriver. Je ne sais pas exactement où mais je ne suis pas seul. Tellement de semblables autour de moi, des centaines de céréales... nous sommes tous ici pour la même raison : être vendu.

La lumière s'allume, le magasin ouvre, j'aperçois enfin, à travers le contenant transparent où l'on m'a entassé, la boutique. Le bac distributeur dans lequel on m'a mis me donne l'avantage d'être assez surélevé pour avoir une vue d'ensemble. Des dizaines de bacs distributeurs s'alignent sur ma rangée mais aussi celle d'au-dessus et d'en dessous, autant de denrées proposées au consommateur. En face, il y a aussi des silos pour les liquides, les tables au milieu de la boutique sont pleines à craquer d'épices ou de cosmétiques. Près de la porte, la caisse. J'aime les peintures qui sont suspendues au mur derrière, chaque tableau a un style particulier, une certaine signature artistique. Je me demande bien qui les a faits.

Je comprends très vite que je ne suis pas dans une épicerie comme une autre. Ici, les clients viennent avec leurs propres contenants et se servent les quantités dont ils ont besoin. A la différence de mes confrères céréales qui sont empaquetés dans un sachet en plastique puis dans un autre en carton avant d'être mis en



rayon, moi, je ne suis que dans un simple contenant sur lequel on se sert en remplissant sa propre boîte à céréales qui est réutilisée. C'est le mode de fonctionnement de chaque produit, que ce soient les pois chiches, le curcuma en passant par l'huile et le café ou même le shampoing sec, il n'y a aucun emballage, le client est censé déjà l'avoir avec lui au moment de ses courses.

Autour de ces étagères et tables remplies de produits, Gaëlle et Eric s'activent. Ils sont les gérants de l'épicerie qui semble s'appeler « Gard'n' vrac ». Gaëlle est une femme dans la fleur de l'âge, toujours souriante, elle accueille les clients et les accompagne dans leurs courses dans la bienveillance et l'amabilité. Elle alterne la caisse avec Eric qui lui avec son humour et sa connaissance des produits rend les achats des consommateurs plus animés. Leur professionnalisme donne à l'expérience Gard'n'Vrac un côté agréable et serein. Il faut dire que cette boutique n'est pas qu'une simple épicerie, c'est avant tout un projet, une volonté de faire un monde meilleur et la passion de Gaëlle et Eric, mise à l'épreuve tout au long du processus entrepreneurial, se fait remarquer au sein du magasin.

En observant à travers les vitres, j'aperçois une rue passante. Un soleil chaud illumine les gens et les voitures qui se pressent mais aussi les arbres longeant l'avenue offrant des zones ombragées tel une belle journée de printemps dans le Sud de la France. Nous



sommes en fait sur le Boulevard Gambetta, une des rues dynamiques de Nîmes. A la croisée entre différents quartiers de la ville, la mixité sociale y est la bienvenue. L'emplacement du magasin est à l'image des différents clients qui consomment ici. Très vite, j'ai pu voir une vieille dame retrouvant le temps d'autrefois comme lorsqu'elle faisait ses courses dans sa jeunesse mais aussi un bobo des quartiers aisés venant affirmer son statut social par une consommation innovante et responsable sans oublier une maghrébine dont la culture du marché appelée souk s'apparente à ce que propose Eric et Gaëlle surtout pour les épices.

Force de contemplation, je m'interroge sur le passé des produits autour de moi. Ont-ils une histoire semblable à la mienne ? Quel a été leur voyage ? Pour ma part, je ne viens pas de loin. Eric est venu me chercher chez mon producteur à quelques kilomètres de Nîmes. Michel vient des Cévennes précisément de Valbonne, un petit village perdu dans la montagne. Son dada, c'est la châtaigne. Il produit toutes sortes de choses d'origine biologique à base de châtaigne dont moi : le muesli.

Les autres produits ne sont pas des grands voyageurs non plus. En lisant, les petites étiquettes à but informatives sur leur contenant, je m'aperçois que nous sommes tous de la région et pour la plupart issu de l'agriculture biologique. C'est aussi l'un des principes du



projet de Gard'n' vrac : proposer des produits sans emballages mais aussi provenant d'agriculteurs locaux. Finalement, l'enjeu ici n'est pas de savoir qui a l'origine la plus exotique mais plutôt qui a émis le moins de gaz à effet de serre. Et puis pas besoin de faire de longs trajets pour partir à l'aventure dans le Gard. Eric en a payé les frais lorsqu'il est venu me récupérer. Le chemin est long et sinueux pour arriver jusqu'à la ferme où je suis produit. La route est presque impraticable avec une énorme côte, il a bien cru qu'il ne trouverait jamais.

Quant à mes camarades, ils viennent de Beaucaire, Saint-Gilles, Saint Hippolyte du Fort... Personne n'est à plus de 160 km du magasin. Gaëlle et Éric ont pris soin de choisir des produits uniquement locaux pour un coût moindre en termes d'émissions de gaz mais aussi pour entretenir l'agriculture autour de Nîmes qui est de plus en plus en perdition.

Une discussion animée me fait sortir de mes pensées. Une cliente habituée propose d'afficher une de ses œuvres et pourquoi pas la mettre en vente dans la boutique. Gaëlle accepte et la complimente sur sa peinture. Je comprends enfin quels sont ces cadres exposés dans le magasin.

Il s'ensuit une conversation très intéressante entre Gaëlle et l'habituée sur l'histoire de l'épicerie. C'est une aventure trépidante



que j'entends là. Il y a 4 ans de cela, dans la région parisienne, alors que Gaëlle et Eric, respectivement responsable dans des structures d'insertion et cadre dans le marketing, rangeaient leurs courses fraîchement achetées, ils se sont aperçus qu'il y avait plus de déchets dans la poubelle que d'aliments dans le frigo. Ce fut comme un choc. Ils ont alors eu un déclic : celui de changer radicalement leur manière de consommer de façon à ce qu'ils ne produisent plus de déchets. Ils avaient vaguement entendu parler des épiceries vrac et en un court temps de réflexion le cours de leur vie avait changé. C'était décidé, ils ouvriraient leur propre magasin de vrac. Ils ont manifestement réussi car je suis là aujourd'hui en train de raconter ce succès.

La cliente est friande de détails, elle interroge Gaëlle sur le chemin parcouru entre ce déclic et l'épicerie aujourd'hui. Je ne comprends pas tout, l'histoire devient un peu trop technique pour moi. Il semble que dans un premier temps, pour mettre à bien ce projet, il a fallu étudier les différents enjeux que requiert une entreprise comme celle-ci. Le problème fut surtout de trouver l'endroit idéal. Dans un lieu trop rural, ils n'auraient pas touché assez de public, dans une grande ville, il y aurait eu trop de concurrence. Il fallait une ville de taille humaine dans une région d'agriculteur. Nîmes s'est avérée être l'endroit parfait. Le Gard est un département oscillant entre montagne et mer, l'agriculture y est très développée



en particulier l'agriculture biologique. De plus, il n'y avait aucune épicerie vrac avant la venue d'Eric et Gaëlle.

Quelques formalités après, le 27 Septembre 2017, Gard'n Vrac ouvrait ses portes. Dans un rire prononcé, la cliente se rappelle être venue pour l'ouverture et que la peinture de la rambarde pour descendre dans le magasin n'était pas encore sèche, elle s'en était mis pleins les mains. Un fou rire se fait entendre. Gaëlle réplique qu'ils l'avaient peinte en pleine nuit, ça n'avait pas eu le temps de sécher.

L'habituée lance un regard dans le magasin et remarque qu'une belle évolution a eu lieu, il y a tellement plus de produits proposés qu'au début. Cette fois-ci, c'est Eric qui répond. Il explique que ce fut le plus gros travail en amont de la création de l'entreprise. Rechercher tous types de denrées issues de l'agriculture biologique juste dans le Gard demande un sacré effort. Internet et les marchés de producteurs ont été leur plus grand allié pour trouver ce dont ils avaient besoin afin d'approvisionner le magasin. Ils sont en quête permanente de nouveaux produits et à ce jour ils en comptabilisent des centaines, prêts à être consommés toujours avec les propres contenants de clients. Il est vrai que nous sommes beaucoup...

Après cette longue conversation, les contenants pesés et les achats réglés, Gaëlle et Eric reprennent leurs activités. Ils ne font pas



toujours la même chose. Déjà, c'est Eric qui est venu me chercher et qui m'a versé dans mon contenant, j'en conclus que c'est lui en charge d'aller récupérer les produits et de gérer les stocks. Quant à Gaëlle, j'ai remarqué qu'elle se plongeait souvent dans des carnets pleins de chiffres, elle s'occupe sûrement de la comptabilité. Pour autant, ils sont tous les deux très impliqués dans la relation avec le client que ce soit pour les accompagner dans leurs courses ou pour gérer la caisse. D'un coup la porte s'ouvre... Rien d'inhabituel en apparence. Un homme d'une quarantaine d'année s'engouffre dans la boutique, gentiment accueilli par les gérants. Il se dirige vers les silos contenant l'huile. Il sort sa bouteille prête à être remplie. Quand soudainement Gaëlle l'intercepte. Le récipient dans lequel ce client s'apprêtait à mettre l'huile est très sale. Gaëlle lui rappelle que pour des raisons d'hygiène, les contenants apportés par les consommateurs se doivent d'être propres.

Les propriétaires de Gard'n' Vrac ont frôlé le problème juridique. Cet homme n'était rien d'autre qu'un contrôleur venu vérifier si Eric et Gaëlle respectaient les lois concernant l'hygiène dans la vente alimentaire. Puisque les épiceries vrac sont des concepts innovants, les lois ne sont pas toujours adaptées à ce genre de concept et il est parfois complexe d'être aux normes quand il n'y en a en fait pas.



Le soleil commence petit à petit à descendre sur Nîmes, les couleurs se réchauffent d'un bel orange. Gard'n Vrac ne va pas tarder à fermer, mes deux propriétaires commencent à ranger et à préparer la boutique pour demain. Un dernier client passe la porte, c'est un jeune homme, sûrement un étudiant. Il a constaté que consommer en vrac lui faisait faire des économies sur son budget alimentaire assez restreint. Puisqu'ici, il a la possibilité de gérer ses quantités, il en va de même pour le prix. Toutefois, il semble tourmenté comme si une réflexion intense le tirait. Je comprends mieux son état lorsqu'il demande à Eric des conseils pour un jeune entrepreneur comme lui. Ce dernier sourit et lui répond volontiers. Le conseil primordial, c'est d'être en totale connaissance de tous les aspects que la création d'une entreprise requiert. Il n'est pas seulement question de mettre en œuvre un projet qui tient à cœur, il faut aussi anticiper les problèmes qu'on peut rencontrer. Il faut être conscient que c'est très fatigant car être en permanence opérationnel n'est pas une option mais une obligation si on veut obtenir des résultats. Il y a des moments durs où l'on a envie de tout laisser tomber mais savoir se relever c'est ce qui fait d'une start-up une réussite. Puis voir son rêve se réaliser petit à petit est la meilleure des motivations. Le jeune homme paraît satisfait de la réponse d'Eric et je crois bien qu'au fond de lui, il a fait son choix.



Il commence, alors, ses courses avec un visage serein. Il s'approche du Muesli, positionne son contenant en dessous du bac distributeur, appuie sur le levier et dans une longue dégringolade j'atterris au fond de sa boîte à céréales. C'est ici que s'achève mon expérience à Gard'n Vrac, l'épicerie pas comme les autres.

Marché du Coeur



Interviewer: Lucie PITAUD et Sarah DRAMÉ

Writer: Lucie PITAUD

Translated by Lucie PITAUD

Partner Organization: Maison de l'Europe de Nîmes

Title: How solidarity became a work of heart

Interviewee: Caroline RIBEIRO

Abstract: Everyday thousands of tons of consumable food are discarded by supermarkets according to aesthetic criteria or expiry dates. Caroline got fed up and decided to invest herself fully in the fight against waste. Without any knowledge in the cooperative environment, she embarked on the adventure by creating her own association. This story tells of the pitfalls that Caroline had to overcome to achieve her dream. His determination and his conviction allowed her to create the market of her heart.

Keywords: waste, market, heart, unsold.



How solidarity became a work of heart

Le Marché du Coeur is a store located in the city center of Nîmes. It's a small unpretentious grocery store that promises to sell unsold supermarket products at very low prices. However, the story of the Marché du Coeur is above all the story of a woman and the project of a better world, it's the story of Ribero Caroline.

Caroline stops school when she is only 16, without any diploma, she does a series of small jobs. The years go by and the world of work, the fact of having a boss, of bending to the goodwill of companies does not suit her anymore, she needs a change. An idea blossomed little by little in her head: to create an association, to become her own boss and especially to work for a noble cause. The stakes are high, can one be an entrepreneur without qualifications? Does she have the shoulders to put in place a project of this scale? Finally, is it possible to accomplish one's dreams? Caroline answered "yes" to this question and we will tell you how.

At first, when Caroline had the project to create an association and to become an entrepreneur, she had to look for an idea, a concept that would not only be close to her heart but that would also find its public. The idea quickly took hold when one day at the supermarket, she noticed the number of products still consumable



that were thrown away by the food stores. Products that had just expired or were damaged were thrown away, wasted despite the many people who suffer from hunger every day. This was all it took for Caroline, with the help of her family, to set up a plan of action. It was decided, they would open a solidarity market, they would recover all these unsold goods from the supermarkets to resell them at knock-down prices.

Ok, Caroline and her new partners, formerly her relatives (even if they still are), have the idea, the concept, the vocation to make this world a little bit better every day, now it has to become a reality.

It is often said that "the Internet has the answer to all our questions", this is not a myth. What better way to find out how to create an association than to search the internet? That's what Caroline did, she got as much information as possible to know all the steps, the legal elements, and why not the obstacles involved in the creation of an association, especially a food association. Once the administrative steps were done, it was also necessary to find partners, large supermarkets that would accept to give their unsold goods to Caroline and her team. This was not very complicated because this kind of structures are tax exempt when they make donations to non-profit associations. So, all Caroline had to do was to



approach the supermarkets and sign an agreement in order to receive the goods. A few months later, Caroline has done all the necessary steps and the association "Le marché du Coeur" is officially created.

Of course, it would be too easy and not very interesting if the story stopped here.

The association exists on paper, the partners are ready to provide foodstuffs but for the moment nothing concrete exists because they have to find the material means to give life to this ambition. The next step, and not the least, was to find a local, a real place that would allow to resell these unsold foodstuffs from supermarkets, initial goal of this adventure.

It took almost five months because without a financial guarantee, the owners tended not to accept the association in their premises. Finally, it is in the rue de la République that Caroline and her relatives were able to settle down and concretize the action of the association. It was then necessary to buy the furniture to create the store. Without any subsidy, Caroline's savings and those of her relatives financed the association's expenses.

In the end, Le Marché du Coeur opened its doors in December 2020.

Caroline's dream was accomplished.



Today, the daily life of Caroline and her team is punctuated by Le Marché du Coeur. Caroline is, therefore, the president of the association and her family are her teammates. At 10 am, the store opens, they receive the merchandise that the vice-president went to get beforehand. They check the conformity of the merchandise and then label the prices to finally place it on the shelves while waiting for the customers. These last ones are very varied, there are people in need as well as people dedicated to the ecology and the anti-waste. The customers are coming more and more, Caroline sees only evolution for her association, she is going to take one more person in her team next month and then she would like to buy more furniture or even improve the one already present.

Thus, for one year, the inhabitants of Nîmes have been getting to know this little store with a big heart and they are very satisfied.

There is still a long way to go for Le marché du Coeur but Caroline has succeeded without an ounce of doubt her challenge. She is the proof that without a diploma you can create projects, you have to be a fighter because when you want, you can, you just have to give yourself the means.



Interviewer: Lucie PITAUD et Sarah DRAMÉ

Auteur: Lucie PITAUD

Traduit par Lucie PITAUD

Organisation partner: Maison de l'Europe de Nîmes

Titre: Comment la solidarité est devenue un travail de coeur

Personne interviewée: Caroline RIBEIRO

Résumé: Chaque jour des milliers de tonnes de nourritures consommables sont jetés par les supermarchés selon des critères esthétiques ou des dates de péremption. Caroline en a eu marre et décide de s'investir pleinement dans la lutte antigaspi. Sans aucune connaissance dans le milieu coopératif, elle se lance dans l'aventure en créant sa propre association. Cette histoire raconte les embûches que Caroline a dû surmonter pour atteindre son rêve. Sa détermination et sa conviction lui ont permis de créer le marché de son cœur.

Mots-clés: gaspillage, marché, coeur, invendus.



Comment la solidarité est devenue un travail de coeur

Le marché du coeur est une boutique située dans le centre-ville de Nîmes. C'est une petite épicerie sans prétention qui a pour promesse de vendre les invendus de supermarchés à des prix très cassés. Pourtant, l'histoire du marché du coeur c'est avant tout l'histoire d'une femme et le projet d'un monde meilleur, c'est l'histoire de Caroline Ribero.

Caroline arrête l'école lorsqu'elle n'a que 16 ans, sans diplômes, elle enchaîne les petits boulots. Les années passent et le monde du travail, le fait d'avoir un patron, de se plier au bon vouloir des entreprises ne lui convient plus, elle a besoin de changement. Une idée fleurit petit à petit dans sa tête, celle de créer une association, de devenir son propre patron et surtout d'œuvrer pour une noble cause. L'enjeu est de taille, peut-on, sans qualification, vouloir entreprendre ? A-t-elle les épaules pour mettre un projet de cette envergure en place ? Finalement, est-ce possible d'accomplir ses rêves ? Caroline a répondu « oui » à ces questions et on va vous raconter comment.

Dans un premier temps, lorsque Caroline a eu pour projet de créer une association et de devenir entrepreneuse, il a fallu chercher une idée, un concept qui non seulement lui tiendrait à coeur mais qui



trouverait aussi son public. Le déclic est vite arrivé quand un jour au supermarché, elle a remarqué le nombre de produits encore consommables jetés par les enseignes alimentaires. Des produits à peine périmés ou abîmés, jetés aux poubelles, gaspillés en dépit des nombreuses personnes souffrant de la faim tous les jours. Il n'en fallut pas plus pour que Caroline, aidée de ses proches, mettent en place un plan d'action. C'est décidé, ils ouvriraient un marché solidaire, ils récupéreraient tous ces invendus des grandes surfaces pour les revendre à prix cassé.

Ok, Caroline et ses nouveaux partenaires, anciennement ses proches (même s'ils le sont toujours), ont l'idée, le concept, la vocation pour rendre ce monde un peu meilleur chaque jour, maintenant il faut que ça se concrétise.

On dit souvent « Internet a réponse à toutes nos questions », ce n'est pas un mythe. Quel meilleur moyen que de chercher sur internet pour savoir comment créer une association ? C'est ce que Caroline a fait, elle s'est informé un maximum pour connaître toutes les étapes, les éléments juridiques, et pourquoi pas, les obstacles qu'implique la création d'une association et particulièrement, une association alimentaire. Les démarches administratives étant faites, il faut aussi trouver des partenaires, des grandes surfaces qui accepteraient de donner leurs invendus à Caroline et son équipe. Ce



ne fut pas très compliqué car ce genre de structures se fait défiscaliser une partie de ses impôts lorsqu'elle fait des dons à des associations à but non lucratif. Aussi, il a juste suffi à Caroline de démarcher les supermarchés et de signer une convention afin de recevoir la marchandise. Quelques mois passent, Caroline a fait toutes les démarches nécessaires et l'association « Le marché du Coeur » est officiellement créée.

Bien sûr, ce serait trop facile et pas très intéressant si l'histoire s'arrêtait là.

L'association existe sur le papier, les partenaires sont prêts à fournir les denrées alimentaires mais pour le moment rien de concret existe car il faut trouver les moyens matériels pour donner vie à cette ambition. La prochaine étape, et pas des moindres, fut celle de trouver un local, un véritable endroit qui permettrait de revendre ces invendus de grandes surfaces, but initial de cette aventure.

Cela a pris presque cinq mois car, sans garantie financière, les propriétaires avaient tendance à ne pas accepter l'association dans leurs locaux. Finalement, c'est dans la rue de la République que Caroline et ses proches ont pu s'installer et concrétiser l'action de l'association. Il a fallu ensuite acheter le mobilier afin de créer le magasin. Sans subvention, ce sont les économies de Caroline et de ses proches qui ont financé les frais de l'association.



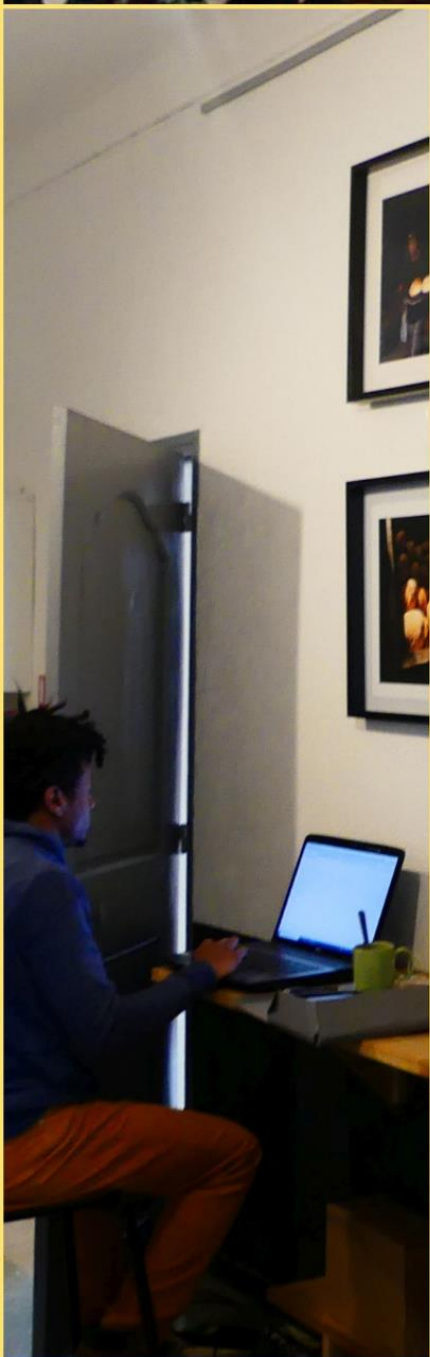
En définitive, le marché du coeur a ouvert ses portes en décembre 2020.

Le rêve de Caroline a été accompli.

Aujourd'hui, le quotidien de Caroline et son équipe est rythmé par le marché du coeur. Caroline est donc présidente de l'association et ses proches sont ses coéquipiers. À 10h, le magasin ouvre, ils reçoivent la marchandise que le vice-président est allé chercher au préalable. Ils en vérifient la conformité puis étiquettent les prix pour enfin la placer sur les étagères en attendant les clients. Ces derniers sont très variés, il y a des gens dans le besoin comme des gens voués à l'écologie et l'anti-gaspillage. Les clients affluent de plus en plus, Caroline ne voit que de l'évolution pour son association, elle va d'ailleurs prendre une personne de plus dans son équipe le mois prochain et puis, par la suite, elle souhaiterait acheter plus de mobilier ou même améliorer celui déjà présent.

Ainsi, depuis un an, les habitants de Nîmes apprennent à connaître cette petite boutique au grand coeur et ils en sont très satisfaits. Il reste encore un long chemin pour le marché du coeur mais Caroline a réussi sans une once de doute son défi. Elle est la preuve que sans diplôme, on peut créer des projets, il faut être battant car quand on veut, on peut, il faut juste s'en donner les moyens.

Le 21





Interviewer: Sarah DRAMÉ et Lucie PITAUD

Writer: Lucie PITAUD

Translated by Lucie PITAUD

Partner organization: Maison de l'Europe de Nîmes

Title: It's time

Interviewee: Jourdan MARTIAL

Website: www.le21-asso.fr/

Abstract: As the mother of little Anna, Céline is determined to protect her daughter from a violent past. One morning, she decides to break her silence and goes to the police station. This decision has far-reaching consequences for Céline, who finds herself lost and with nowhere to turn with her daughter. She is advised to go to an address called "Le 21". She knocks on the door. A man in his forties opened the door for Céline, all smiles. At that very moment, Céline feels a strange sensation she thought she'd forgotten. For the first time in a long time, she felt safe. Could this be the start of a new adventure?

Keywords: third place, artist, project, tiers lieu, artiste, projet, domestic abuse.



It's Time

The sound of footsteps on the stairs, first a whisper, then louder and louder, truer and truer, the danger is rising and will soon arrive at the door. Céline knows it, she knows these footsteps by heart, those of alcohol, of disinhibition but above all those of the beginning of a long evening.

The footsteps are now constant, all 18 steps of the staircase have been taken, only a few meters left before... The door opens. Céline watches the drops of coffee slowly flow into the jug like an hourglass, waiting for her husband to find her, a matter of seconds. It's 8.42pm, the concert is about to start:

« Beaucoup de bruit mais très peu de public. On chante des chansons que personne n'aime entendre, des chansons pour célébrer la mauvaise entente, des chansons qui font peur aux enfants tard dans la nuit, c'est le bruit des assiettes qui fait l'harmonie. »

Laylow – *HELP !!!*



It's 5.24 am, Céline hasn't slept much, her body is aching, she gets up as best she can without making any noise to avoid waking Anna. After yesterday's cacophony, she joined her daughter in her room to wipe away the tears and get away from the danger. The reflection in the bathroom mirror exhausts her, the bruises on her thighs torture her, the wound in her heart bruises her. She closes her wet eyes, takes a deep breath and rests her gaze on the woman she has become. However, a spark appears in that gaze, the spark of hope and determination. It's decided, there will never be another concert. She finishes dressing and goes out into the streets of this town she has loved so much. Uzès is where she grew up, her parents lived on Calade street in the historic centre near the medieval garden. Her youth was spent between the restaurants of the Place aux Herbes, walks in the Eure valley and her job as a guide for tourists wishing to visit the duchy. Céline left her roots while studying at the Beaux Arts in Nîmes before returning to settle here and open her art gallery. Shortly afterwards, she became pregnant and made the choice to devote herself to her new full-time job of being a mother. Life was good and happy, she saw her daughter grow up day by day and had a loving husband. Until the love overflowed, exploded...



It is 6.07 am, the first rays of the sun are hitting the Fenestrelle Tower. Céline puts out her cigarette and heads for the police station. As she crosses the streets, a weight is felt in her stomach, it is painful, it has slowed her down. It is the weight of this poisonous love, of doubt, of consequences. The heart has its reasons, but the lacerations that have marred Céline's heart for several years now, push her to move forward, to open the door of the police station and reveal her story.

It is 11.39 am, Céline has been heard, this is only the first step towards her freedom. The police have gone to her home to pick up Anna, they will not go back there tonight, Céline hopes they will never go back. Tonight, they will sleep in an emergency shelter for women. But before that, she will be put in touch with a mediator who will help her with the long and painful administrative and legal procedures that lie ahead.

It is 2.56pm, Céline is holding Anna's hand, they are walking through the streets of the city centre at an unusually fast pace on this fine spring afternoon. Anna doesn't understand. Everything happened so fast, Mum just told her that Dad was being naughty. It's true that Daddy often screams at night and that makes Mummy cry, but it's always been like that, why should Daddy be mean today in particular?



It's 3.04pm, the Place aux Herbes is joyfully noisy, people are taking advantage of the sunshine to have a drink on the terrace or to eat an ice cream. Céline is looking for something else, she was told to go to “Le 21”. She didn't really understand what it was but she will find help there for her and her daughter. It is above a bar that Celine sees the letters T.I.E.R.S 2.1 stuck to the windows. A door is open on the ground floor under the porch, Celine rushes in while pulling Anna by the hand. From the outside, it looks like the entrance to a private building. A staircase leads to the first floor, which houses a double wooden door. Various signs are posted on it, including the name of what is behind it: “Le 21”. No doubt, this is the place Céline is looking for.

It's 3.12 pm, a man in his forties opens the door to Céline with a smile. It's not really the kind of place she would have imagined to welcome a woman in distress. The entrance is a sort of computer room with various computers at her disposal. A door on the left leads to a kitchen and a small terrace. At the end of the entrance there is a large opening that leads to a dining room, or at least what appears to be a dining room, a table and lots of chairs around it, although it doesn't seem that the main purpose of the place is to eat. There are many paintings hanging on the walls, all in a different style. The man introduces himself to Celine as Martial Jourdan, a



self-employed special needs educator. Martial explains to her the place where she and her daughter are. It's called un Tiers-Lieu, a place where people from different professional backgrounds come together to work, create projects and meet new people.

It's 3.20 pm, Céline and Anna are settled in a small and charming office overlooking La place aux Herbes where they were earlier. Céline feels at ease but above all safe. A warm atmosphere reigns in “Le 21”, something reassuring and even pleasant for Céline who feels the adrenaline of this morning transforming into a heavy and necessary fatigue. The reason for her meeting with Martial is mainly motivated by the need for support in the steps that will enable her to move away from her husband but above all the future that her decision reserves for her daughter.

It is 4.02 pm, in the space of 6 hours, Céline has already told her story twice, twice with silent tears and painful words, twice with feelings of shame and guilt mixed with distress. She had expected it, she suspected that making the choice to raise her voice, to make herself heard and above all to be helped, would involve the repetition of the violence of the story. Martial had heard her, he would be one of those who would accompany her. After a brief explanation of her rights and of what might happen next, Martial gives her an appointment for the following week. Céline takes



Anna's hand again and heads for the exit, she stops for a few moments in front of the paintings, a tear moistens the contour of her eye, this was not really her style, she preferred bright colours and realism in her works.

It is 10:14 a.m., 7 days later, Céline is crossing the streets of the centre of Uzès at an abnormally fast pace, this time she is late for the appointment Martial has set for her, the shelter where she is staying is far from the centre of town and her bus was late this morning. She climbs the stairs four at a time and rings the doorbell of “Le 21”. An older woman opens the door, wearing large square glasses, the sunlight reflecting off the room making her copper hair glare, there’s paint on her fingers. Celine thinks to herself that if every time this door opens a new person appears, she will start to believe that there are secret rooms in this flat to accommodate so much activity. This thought makes her smile and announce with surprising excitement that she has an appointment with Mr Jourdan.

It's 10:19 am, Céline is in Martial's office, they take stock of the situation together. Céline has obtained a protection order for herself and her daughter, she has also been able to establish a medical certificate attesting to her injuries and her husband has been heard by the police. She will now have to put together the



case for the trial. The educator also talks about Anna's situation and asks Céline how the little girl reacts to these brutal changes. He advises Celine on how to deal with her daughter in this delicate situation and suggests that at the next appointment Anna should accompany her mother. The interview is coming to an end but Celine's curiosity pushes her to ask some questions about “Le 21”.

It's 11:03 a.m. Céline is walking to her bus stop, her head in her thoughts. She is more and more attracted to “Le 21”, an idea has blossomed in her head, it is only the draft of a project motivated by her passion but Céline enjoys dreaming about it anyway. Earlier, Martial told her that the place where they meet is basically the ambition of two broken people to open their own business: Martial himself and a certain Olivier. They both needed well-located and affordable premises in Uzès, quite an oxymoron in this pretty town. The idea of taking a common location for both companies came naturally. At the beginning, there was a social support company, founded by Martial, and a business support company, founded by Olivier. A few months later, the premises next door became available and the two new entrepreneurs took the opportunity to expand theirs. With a bigger place, they welcomed a third person, the woman who opened the door to Céline this morning: Martine, a painter. It is, therefore, by chance that these ambitious people have



created a third place. They realized this and said to themselves that they were going to turn it into an association. In July 2019, “Le 21” was born. According to Martial, at the time of her consultation at his place, there are 30 companies scattered in three different places in Uzès. As Céline almost reaches her destination, the simple fantasy that was born a few kilometres away becomes a certainty. In any case, now that she has broken the chains that prevented her from doing anything, she has to think about herself, her future and that of her daughter.

It's 8.16 pm, 3 years later at “Le 21”, It's the big night! It has been a long and winding road from rebuilding a shattered life to preparing for this trial, which is like the last page of a book that you turn, knowing that you will remember it for the rest of your life. Céline held on, she kept on holding on for those three long years. Her daughter and her newfound ambition have played an essential role in what Céline has accomplished tonight.

It is 8:21 pm, tonight we celebrate the inauguration of the exhibition "It's Time" of Céline MERCIER an artist who recently joined the association of “Le 21” as a drawing teacher.



Interviewer: Sarah DRAMÉ et Lucie PITAUD

Auteur: Lucie PITAUD

Traduit par Lucie PITAUD

Organisation partner: Maison de l'Europe de Nîmes

Titre: Il est temps

Personne interviewée: Jourdan MARTIAL

Site web: www.le21-asso.fr/

Résumé: Maman d'une petite Anna, Céline veut à tout prix protéger de sa fille d'un passé violent. Un matin, elle décide de sortir du silence et se rend à la gendarmerie. Cette décision est lourde de conséquences pour Céline qui se retrouve perdue sans repère et ne sachant où aller avec sa fille. On lui conseille de se rendre à une adresse « Le 21 ». Elle toque à la porte. Un homme d'une quarantaine d'années ouvre à Céline tout sourire. A ce moment précis, Céline ressent une sensation étrange qu'elle pensait avoir oubliée. Elle se sent pour la première fois depuis longtemps en sécurité. Serait-ce le début d'une nouvelle aventure ?

Mots-clés: tiers lieu, artiste, projet, violences conjugales.



Il est temps

Le bruit des pas qui retentit dans l'escalier, d'abord un murmure puis de plus en plus fort, de plus en plus vrai, le danger s'élève et arrivera bientôt au seuil de la porte. Céline le sait, elle connaît ces pas par coeur, ceux de l'alcool, de la désinhibition mais surtout ceux du début d'une longue soirée.

Les pas sont maintenant constants, toutes les 18 marches de l'escalier ont été franchies, plus que quelques mètres avant que... La porte s'ouvre. Céline observe les gouttes du café s'écouler lentement dans la verseuse tel un sablier dont le temps serait compté en attendant que son mari la trouve, l'affaire de quelques secondes.

Il est 20h42, le concert va commencer :

« Beaucoup de bruit mais très peu de public. On chante des chansons que personne n'aime entendre, des chansons pour célébrer la mauvaise entente, des chansons qui font peur aux enfants tard dans la nuit, c'est le bruit des assiettes qui font l'harmonie. »

Laylow – *HELP !!!*



Il est 5h24, Céline n'a pas beaucoup dormi, le corps courbaturé, elle se lève tant bien que mal sans faire de bruit pour éviter de réveiller Anna. Après la cacophonie d'hier, elle a rejoint sa fille dans sa chambre pour essuyer les larmes et s'éloigner du danger. Le reflet dans le miroir de la salle de bain l'épuise, ses bleus sur ses cuisses la torturent, la blessure dans son coeur la meurtrit. Elle ferme ses yeux humides, prend une grande inspiration et repose son regard sur la femme qu'elle est devenue. Toutefois, une étincelle apparaît dans ce regard, l'étincelle de l'espoir et de la détermination. C'est décidé, il n'y aura plus jamais de concert. Elle finit de s'habiller et sort dans les rues de cette ville qu'elle a tant aimé. Uzès l'a vu grandir, ses parents vivaient rue de la Calade dans le centre historique près du jardin médiéval. Sa jeunesse s'est passée entre les restaurants de la place aux herbes, les balades dans la vallée de l'Eure et son job de guide pour les touristes souhaitant visiter le duché. Céline a quitté ses racines le temps de ses études aux Beaux-Arts de Nîmes avant de revenir s'installer ici et d'ouvrir sa galerie d'art. Peu de temps après, elle est tombée enceinte et a fait le choix de se consacrer à son nouvel emploi à plein-temps, celui d'être mère. La vie était belle et joyeuse, elle voyait sa fille grandir de jour en jour et avait un mari aimant. Jusqu'à ce que l'amour déborde, explose...



Il est 6h07, les premiers rayons du soleil viennent frapper la tour Fenestrelle. Céline éteint sa cigarette et prend le chemin de la gendarmerie. Au fur et à mesure qu'elle traverse les rues, un poids se fait sentir dans son ventre, il est douloureux, il l'a ralenti. C'est le poids de cet amour poison, du doute, des conséquences. Le coeur a ses raisons mais les lacérations qui entachent celui de Céline depuis plusieurs années déjà la pousse à avancer, à ouvrir la porte du commissariat et à dévoiler son histoire.

Il est 11h 39, Céline a été entendue, ce n'est que la première étape vers sa liberté. Les gendarmes se sont rendus à son domicile pour récupérer Anna, elles n'y retourneront pas ce soir, Céline espère qu'elles n'y retourneront jamais. Cette nuit, elles dormiront dans un hébergement d'urgence pour femmes. Mais avant ça, elle va être mise en relation avec médiateur qui va l'aider dans les démarches administratives et judiciaires qui s'annoncent, longues et douloureuses.

Il est 14h56, Céline tient Anna par la main, elles traversent les rues du centre-ville à une allure anormalement rapide en ce bel après-midi de printemps. Anna ne comprend pas. Tout s'est passé à une vitesse folle, maman lui a juste dit que papa avait été méchant. C'est vrai que papa crie souvent le soir et ça fait pleurer maman mais



ça a toujours été comme ça, pourquoi papa serait méchant aujourd'hui particulièrement ?

Il est 15h04, la place aux Herbes est joyeusement bruyante, les gens profitent des rayons de soleil pour boire un coup en terrasse ou pour manger une glace. Céline cherche tout autre chose, on lui a dit de se rendre au "21". Elle n'a pas vraiment compris ce que c'était mais elle trouvera de l'aide là-bas pour elle et sa fille. C'est au-dessus d'un bar que Céline aperçoit les lettres T.I.E.R.S 2.1 collées aux fenêtres. Une porte est ouverte au rez-de-chaussée sous le porche, Céline s'y engouffre tout en tirant Anna par la main. De l'extérieur, ça ressemble à l'entrée d'un immeuble pour particulier. Un escalier mène à l'étage qui abrite une porte en bois à double battant. Différentes affiches sont placardées dessus, dont le nom de ce qui se cache derrière : "Le 21". Pas de doute, c'est l'endroit que Céline cherche.

Il est 15h12, un homme d'une quarantaine d'années ouvre à Céline tout sourire. Ce n'est pas vraiment le genre de lieu qu'elle aurait imaginé pour accueillir une femme en détresse. L'entrée est une sorte de salle informatique avec différents ordinateurs mis à disposition. Une porte sur la gauche mène à une cuisine et une petite terrasse. Au bout de l'entrée, il y a une grande ouverture qui mène sur une salle à manger du moins ce qui semble l'être, une table et



pleins de chaises autour quand bien même il ne semble pas que le but principal de ce lieu soit de manger. Il y a beaucoup de peintures suspendues aux murs, toutes dans un style différent. L'homme se présente à Céline sous le nom de Martial Jourdan, il est éducateur spécialisé à son propre compte. Martial lui explique le lieu dans lequel elle et sa fille sont. C'est ce qu'on appelle un tiers-lieu, un endroit où des gens de milieux professionnels différents se retrouvent pour travailler, créer des projets et faire des nouvelles connaissances.

Il est 15h20, Céline et Anna sont installées dans un petit bureau très charmant qui donne sur la grande place aux herbes où elles étaient tout à l'heure. Céline se sent à l'aise mais surtout en sécurité. Une ambiance chaleureuse règne dans "Le 21", quelque chose de rassurant et même d'agréable pour Céline qui sent l'adrénaline de ce matin se transformer en une fatigue lourde et nécessaire. La raison de son entrevue avec Martial est principalement motivée par le besoin d'un accompagnement dans les démarches qui vont lui permettre de s'éloigner de son mari mais surtout l'avenir que sa décision réserve à sa fille.

Il est 16h02, en l'espace de 6 heures, Céline a déjà raconté son histoire deux fois, deux fois des larmes silencieuses et des mots douloureux, deux fois le sentiment de la honte et de la culpabilité



mélangé à celui de la détresse. Elle s’y attendait, elle se doutait bien que faire le choix d’élever sa voix, de se faire entendre et surtout d’être aidée, impliquerait le ressassement de la violence du récit. Martial l’a entendu, il fera partie de ceux qui vont l’accompagner. Après une brève explication de ses droits et de ce que potentiellement sera la suite des événements, Martial lui donne rendez-vous pour la semaine prochaine. Céline reprend la main d’Anna et se dirige vers la sortie, elle s’arrête quelques instants devant les peintures, une larme humidifie le contour de son œil, ce n’était pas vraiment son style, elle préférait les couleurs vives et le réalisme dans ses œuvres.

Il est 10h14, 7 jours plus tard, Céline traverse les rues du centre d’Uzès à une allure anormalement rapide, cette fois-ci, elle est en retard au rendez-vous que Martial lui a fixé, le foyer dans lequel elle est hébergée est loin du centre-ville et son bus est passé avec du retard ce matin. Elle monte les marches de l’escalier quatre à quatre et sonne à la porte de “Le 21”. Une femme d’un certain âge lui ouvre la porte, elle porte de grosses lunettes carrées, la lumière du soleil qui réfléchit dans la pièce rend ses cheveux cuivrés éblouissants, elle a de la peinture sur les doigts. Céline se fait la réflexion que si à chaque fois qu’on lui ouvre cette porte, une nouvelle personne apparaît, elle va commencer à croire qu’il y a des pièces secrètes



dans cet appartement pour accueillir autant d'activités. Cette pensée la fait sourire et annonce avec un engouement surprenant qu'elle a rendez-vous avec M. Jourdan.

Il est 10h19, Céline est installée dans le bureau de Martial, ils font ensemble le point sur l'évolution de la situation. Céline a obtenu une ordonnance de protection pour elle et sa fille, elle a aussi pu établir un certificat médical attestant de ses blessures et son mari a été entendu par la police. Il va, maintenant falloir monter le dossier pour le procès, chose qu'elle commencera accompagnée de son avocat d'ici quelques jours. L'éducateur évoque aussi la situation d'Anna et demande à Céline comment la petite fille réagit face à ses bouleversements. Il conseille Céline sur la posture à adopter avec sa fille dans cette situation délicate et propose qu'au prochain rendez-vous Anna accompagne sa mère. L'entretien tend vers sa fin mais la curiosité de Céline la pousse à poser quelques questions sur le "Le 21".

Il est 11h03, Céline se rend à son arrêt de bus, la tête dans ses pensées. "Le 21" l'attire de plus en plus, une idée a fleuri dans sa tête, ce n'est que l'ébauche d'un projet motivé par sa passion mais Céline s'amuse à en rêver quand même. Un peu plus tôt, Martial lui a raconté que le lieu dans lequel ils se rencontrent, est à la base l'ambition de deux personnes fauchées d'ouvrir leur propre



entreprise : Martial lui-même et un certain Olivier. Ils avaient, tous les deux, besoin de locaux bien situés et à un coût abordable dans Uzès, un sacré oxymore dans cette jolie ville. L'idée de prendre un lieu commun pour les deux sociétés est venue tout naturellement. Au départ, il y avait donc qu'une entreprise d'accompagnement social, fondée par Martial, et d'accompagnement d'entreprise, fondée par Olivier. Quelques mois après, les locaux d'à côté se sont libérés et les deux nouveaux entrepreneurs en ont profité pour agrandir les leurs. Avec un lieu plus grand, ils ont accueilli une troisième personne, la femme qui a ouvert la porte à Céline ce matin : Martine, une artiste peintre. C'est, donc, par hasard que ces gens ambitieux ont créé un tiers-lieu. Ils s'en sont aperçu et se sont dit qu'ils allaient en faire une association. En juillet 2019 naissait "Le 21". D'après Martial, au moment où elle consulte chez lui, ils sont 30 entreprises dispatchées à trois endroits différents dans Uzès. Alors que Céline arrive presque à destination le simple fantasme qui naissait quelques kilomètres plus loin devient une certitude. De toute façon, maintenant qu'elle a brisé les chaînes qui l'empêchaient de tout, il faut bien qu'elle pense à elle, à son futur et celui de sa fille.

Il est 20h16, 3 ans plus tard à "Le 21", c'est le grand soir ! Le chemin a été long et sinueux entre la reconstruction d'une vie fissurée et la préparation de ce procès semblable à la dernière page

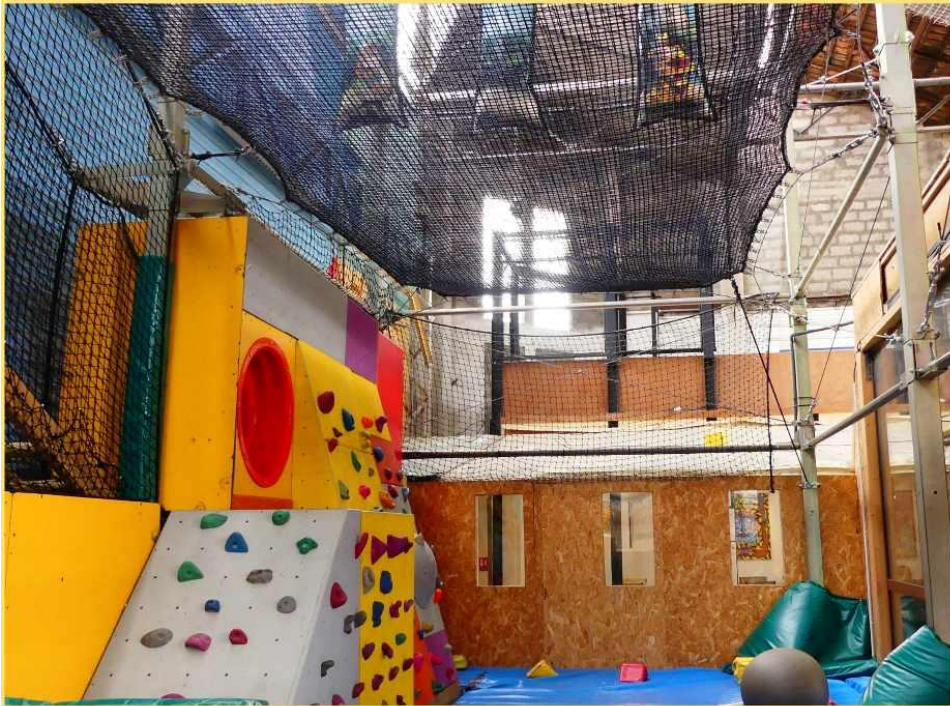


d'un livre qu'on tourne tout en sachant qu'on s'en souviendra pour le restant de ses jours. Céline a tenu, elle n'a cessé de tenir pendant ces trois longues années. Sa fille et sa nouvelle ambition ont joué un rôle essentiel dans ce que Céline accompli ce soir.

Il est 20h21, ce soir on fête l'inauguration de l'exposition « Il est temps » de Céline MERCIER, une artiste ayant récemment rejoint l'association de "Le 21" en tant que professeur de dessin.

Urban

Parc





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Partner organization: Maison de l'Europe de Nîmes

Title: The Hangar of Marcel Paul Street

Interviewee: Charlie RUCKLY

Site web: www.urbanparc.fr/

Abstract: How to involve young people in a small town in the South? For Charlie, the solution was to practice skateboarding. Having become a real enthusiast, he decided to devote all his time to it to make it his job. During his professional experiences, Charlie meets Sandrine and Tim with whom he shares the desire to create a real meeting place for young people in his hometown, Alès. The idea is there, but Charlie fears going into entrepreneurship without any experience. Fortunately, he can count on the help of his associates to carry out this project.

Keywords: skateboard, meeting place, youngsters, experience, hangar, partners.



The Hangar of Marcel Paul Street

Children's voices are heard at the end of the rue Marcel Paul, when you get closer, the shouts and laughter come clearly from this large shed. It is not a hangar like the others, it is as if it were alive. Paintings are spread out all over the surface, a terrace shaded by pergolas leads to the entrance above which a huge red and orange sign reads "Urban Parc Up". Through the large windows along the hangar, small helmeted heads pass and disappear in an incessant rhythm. The squealing of the wheels of the skates and rollerblades on the wooden structure accompanies the shouts and laughter that we heard earlier. As the door is crossed, a woman and a man smile at us, busy behind a bar. We enter a vast room filled with chairs and tables, on the wall colored paintings are hung everywhere. The room which seems to be the restaurant is separated from the biggest part of the hangar, the playground. On the other side, where the children play, a huge skatepark made of wood takes all the right part of the playground, the left part is structured by a "tree climbing" course between suspension bridge and obstacles to cross. The man who was behind the bar comes to approach us. His name is Charly, he is the manager of the park. He is going to tell us the singular history of this place full of life that is the Urban Parc.



Charly grew up in Alès, in the south of France. Until the 70's, it was a very dynamic city thanks to its coal mines. People had work there, the city was in full swing. As the years went by, the mines closed one after the other in France and Alès paid the price as well. That's how the city's economy fell and the dynamism it brought to the region gradually disappeared. Charly grew up there in the 90's, Alès was already at the end of its rope and was timidly trying to regain its vigor. As a teenager, there wasn't much to do. In spite of this, Charly found a hobby, a passion that made him forget the gloom of his life: skateboarding. After several trips and professional experiences, he decided to share and teach his passion by giving skateboarding lessons. Through various associations in the region, he offered his knowledge to young people who wanted to handle the skateboard in turn. It was in this context that Charly met his two future partners with whom he created Urban Parc. First Caroline, an architect, then Flavien, the manager of a tree climbing park, who both had a common project, that of creating an indoor leisure park that would mix both tree climbing and skateboarding. The trio had to work together to realize this project. The advantage of these new partners is that each one had a specific skill, knowledge and know-how. Caroline, thanks to her profession as an architect, was able to bring neglected buildings up to standard and



to conceptualize the layout of the place. Flavien, the manager of an adventure park, had experience in entrepreneurship and business. Charly knew the subject of the future park, sliding sports. However, it was not directly a trio, indeed, Charly was reluctant to the idea of creating a leisure park because he had known from far or near similar projects that had not been able to prove themselves. Moreover, he did not necessarily have a good opinion of what entrepreneurship and business were. Indeed, if the project failed, the status of auto-entrepreneur does not necessarily offer any security, especially unemployment benefits, unlike the status of employee, and the idea of creating a business only to make money was not in his values. So, at first, he preferred to help with the conceptualization of the place without being part of the plan. However, the more the project progressed, the more it seemed feasible and coherent, and his judgement on the role of business manager evolved in the right direction. Simply because the creation of a business when you put values that stimulate you and that belong to you, the financial aspect loses its interest and takes second place. That's when Charly joined the project as a partner and director of the Urban Parc.



From there, all that remained was to transform the trio's ideas into a concrete business plan. On paper, the Urban Parc is, therefore, a friendly leisure park for children and families on Wednesday afternoons, weekends and school vacations in a sporty setting with both sliding sports and tree climbing. It is in 2016, that the Urban Parc opens its doors. The company immediately found its public because it is a place of exchange, of meetings as it exists in some cities and which, according to the three partners, was missing in Alès. Also, as Charly is a native of the city, having been employed by various associations, he already had a small network of inhabitants who could become future clients. On the other hand, having worked with local suppliers and the municipality's administration to implement the project allowed the park to be known even before it opened. As a result, the park has had no trouble finding customers.

In addition, setting up an eco-responsible approach was also important to the trio, and they did not stop advancing the project without omitting this aspect. In this way, the building was renovated using environmentally friendly materials, the choice of equipment was designed to save energy and the park's restaurant offers meals prepared with organically grown food. Nevertheless, this eco- responsible approach is limited since it is implemented at



the level of the company's means, so that it does not draw on their finances. Anyway, it is one of the most frequent issues in the creation of a company, how to be respectful of the environment without losing money? The goal is not to reach perfection, especially in small businesses that do not necessarily have many resources, but rather to offer the best. Moreover, some very simple eco-responsible procedures already allow a lot in the minimization of the ecological impact.

Little by little, Charly discovered his new role as manager of a company. It was not so easy because when you have employees, customers, and money coming in, you have to do a lot of things, things you had never done before. Charly was well accompanied and was able to learn on the job but, for him, he should have done some training, especially in management because managing a team is not necessarily easy. One should not be too friendly, too lax, treating one's employees as friends of the same status as oneself blurs the role of the person in charge. On the other hand, being too strict can cause a bad atmosphere within the team. In the end, there is nothing to prevent you from being friendly as long as the person in charge gives directions and guides the others where he wants them to go. As the months go by, Charly thinks of making the park evolve, he develops a place which always proposes leisure activities



but which also holds art exhibitions, concerts, in other words a space dedicated to culture and improves the catering service with a chef and home-made recipes. All these new events add a new dynamism to the place, bring new customers to the main activity of the park and conversely the parents of children who come to enjoy the leisure activities can be challenged by the restaurant or the posters of the next concerts. It's a virtuous circle and this new versatility that the Urban Parc offers is a great strength of the company.

Today the leisure park is known by all the inhabitants of Alès and its surroundings for its conviviality, its activities, its restaurant, its exhibitions and its concerts. It is one of the liveliest places in the city that allows those who want to get together to have a good time. Charly and his associates have already been approached to build Urban Parc in other cities like Alès. There are many prospects for the future within the existing place but also why not new parks everywhere in the region.

As Charly finishes telling us his story, a pleasant smell makes our nostrils quiver. The chef is preparing the dishes that will be on the menu for lunch. Charly notices that we are beginning to be distracted by the culinary scents and invites us to order from the menu what he would like us to have. We settle down at one of the



tables and ask for burgers. While waiting for our order, we notice at the bottom of the room, a small stage, surely the one which welcomes the concerts that Charly organizes every Friday. Finally, our plates arrive, we taste our delicious hamburgers. Later, we leave the hangar, always with the cries and the laughter of children punctuating our departure, moving away little by little as we go in the street.



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Organisation partner: Maison de l'Europe de Nîmes

Titre: Le hangar de la rue Marcel Paul

Personne interviewée: Charlie RUCKLY

Site web: www.urbanparc.fr/

Résumé: Comment occuper les jeunes dans une petite ville du Sud ?

Pour Charlie, la solution c'était de pratiquer du skateboard. Devenu un véritable passionné, il décide d'y accorder tout son temps pour en faire son métier. Au cours ses expériences pro, Charlie rencontre Sandrine et Tim avec qui il partage le souhait de créer un véritable lieu de rencontre pour les jeunes de sa ville natale, Alès. L'idée est là, mais Charlie craint de se lancer dans l'entrepreneuriat sans aucune expérience. Heureusement, il pourra compter sur l'aide de ses associés pour mener ce projet.

Mots-clés: skateboard, lieu de rencontre, jeunes, expérience, hangar, associés.



Le hangar de la rue Marcel Paul

Des voix d'enfants s'élèvent au fond de la rue Marcel Paul, lorsqu'on s'approche, les cris et les rires proviennent distinctement de ce grand hangar. Ce n'est pas un hangar comme les autres, il est comme vivant. Des peintures s'étalent de long en large sur toute la surface, une terrasse ombragée par des pergolas mène à l'entrée au-dessus de laquelle un immense panneau rouge et orange affiche

« Urban Parc Up ». À travers les grandes vitres longeant le hangar, des petites têtes casquées passent et disparaissent dans un rythme incessant. Le crissement des roues des skates et rollers sur la structure en bois accompagnent les cris et rires qu'on entendait plus tôt. Alors que la porte est franchie, une femme et un homme nous sourient, s'affairant derrière un bar. On entre dans une vaste pièce remplie de chaises et de tables, au mur, des tableaux colorés sont suspendus un peu partout. La salle qui semble être le restaurant est séparé de la plus grosse partie du hangar, l'aire de jeu. De l'autre côté, là où les enfants jouent, un énorme skatepark fait de bois prend toute la partie droite de l'aire de jeu, la partie gauche se structure par un parcours d'accrobranche entre pont à suspension et obstacles à traverser. L'homme qui était derrière le



bar vient nous aborder. Il s'appelle Charly, il est le gérant du parc. Il va nous raconter la singulière histoire de ce lieu plein de vie qu'est l'Urban Parc.

Charly a grandi à Alès, dans le sud de la France. Jusque dans les années 70, c'était une ville très dynamique grâce à ses mines de charbon. Ainsi, les gens y avaient tous du travail, la ville battait son plein. Au fur et à mesure des années, les mines fermaient les unes après les autres en France, et Alès en a fait les frais. C'est comme ça que l'économie de la ville a chuté et le dynamisme qu'elle apportait à la région a petit à petit disparu. Charly y a grandi dans les années 90, Alès était déjà à bout de souffle et tentait timidement de retrouver de sa vigueur. En tant qu'adolescent, il n'y avait pas énormément de quoi s'occuper. Malgré cela, Charly trouva un passe-temps, une passion qui sut lui faire oublier la morosité de son lieu de vie : le skateboard. De ce sport, Charly en a fait son métier, après quelques voyages et expériences professionnelles en tout genre, il fit le choix de partager et d'enseigner sa passion en donnant des cours de roller et de skate. A travers différentes associations de la région, il proposait son savoir aux jeunes qui voulaient à leur tour manier la planche à roulettes. C'est dans ce contexte que Charly rencontre ses deux futurs associés avec qui il créera l'Urban Parc. D'abord Caroline, une architecte, puis Flavien, le gérant d'un parc d'accrobranche qui,



tous deux, avaient un projet commun, celui de créer un parc de loisir intérieur qui mêlerait à la fois l'accrobranche et le skateboard. Il n'en manquait pas moins pour que le trio se forme et travaille à la réalisation de ce projet. L'avantage de ces nouveaux associés est que chacun avait une compétence, des connaissances et un savoir-faire bien spécifiques. Caroline, grâce à son métier d'architecte, était capable de remettre aux normes des bâtiments délaissés et de conceptualiser l'aménagement du lieu. Flavien, le gérant d'un parc d'accrobranche, avait de l'expérience dans l'entrepreneuriat et le commerce. Tandis que Charly connaissait bien le sujet auquel allait se prêter le futur parc, autrement dit les sports de glisse. Toutefois, ce ne fut pas directement un trio. En effet, Charly était réticent à l'idée de créer un parc de loisir car il avait connu de loin ou de près des projets semblables qui n'avaient pas su faire leurs preuves. De plus, il n'avait pas forcément une bonne opinion de ce qu'était l'entrepreneuriat et le commerce. En effet, si le projet venait à échouer, le statut d'auto-entrepreneur n'offre pas forcément de sécurité, notamment le chômage, à la différence du statut de salarié. De plus, l'idée de créer un business pour uniquement faire de l'argent n'était pas dans ses valeurs. Alors, dans un premier temps, il préféra aider à la conceptualisation du lieu sans pour autant faire partie intégrante du plan. Cependant, plus le projet avançait, plus il



lui semblait tout à fait réalisable et cohérent et son jugement sur le rôle de chef d'entreprise évoluait dans le bon sens. Tout simplement parce que la création d'un commerce lorsqu'on y met des valeurs qui nous stimulent et qui nous appartiennent, l'aspect pécuniaire perd de son intérêt et passe au second plan. C'est à ce moment-là que Charly intégra le projet en tant qu'associé et directeur de l'Urban Parc.

À partir de là, il ne restait plus qu'à transformer les idées du trio en un business plan concret. Sur le papier, l'Urban Parc est, donc, un parc de loisir convivial pour les enfants et les familles les mercredis après-midi, les weekends et les vacances scolaires dans un cadre sportif qui mêle à la fois les sports de glisse et l'accrobranche. C'est en 2016 que l'Urban Parc ouvre ses portes. L'entreprise trouve tout de suite son public car c'est un lieu d'échange, de rencontres comme il en existe dans certaines villes et qui, d'après les trois associés, manquaient à Alès. Aussi, Charly étant originaire de la ville, ayant été employé pour différentes associations, il avait déjà un petit réseau d'habitants propices à devenir de futurs clients. D'autre part, le fait d'avoir travaillé avec des fournisseurs locaux et avec l'administration de la municipalité à la mise en œuvre du projet a permis de faire connaître le parc avant même qu'il n'ouvre. Le parc n'a donc eu aucun souci à trouver sa clientèle.



Par ailleurs, mettre en place une démarche éco-responsable tenait aussi à coeur au trio, ils n'ont pas cessé de faire avancer le projet sans omettre cet aspect. De cette manière, le bâtiment a été rénové à l'aide de matériaux respectueux de l'environnement, le choix des équipements a été pensé de manière à économiser de l'énergie et le restaurant du parc propose des repas préparés avec des aliments issus de l'agriculture biologique. Néanmoins, cette démarche éco-responsable est limitée puisqu'elle est mise en place à hauteur des moyens de l'entreprise, de sorte qu'elle ne puise pas dans leurs finances. Quoi qu'il en soit, c'est l'un des enjeux les plus fréquents dans la création d'une entreprise, comment être respectueux de l'environnement sans y perdre de l'argent ? Le but n'étant pas d'atteindre la perfection surtout dans les petites entreprises qui n'ont pas forcément beaucoup de ressources mais plutôt de proposer son maximum. De plus, certaines procédures éco-responsables très simples permettent déjà beaucoup dans la minimisation de l'impact écologique.

Petit à petit, Charly découvrait son nouveau rôle de gérant d'une entreprise. Ce ne fut pas si simple car lorsqu'on a des employés, des clients, des rentrées d'argent, on se retrouve à faire plein de choses, des choses qu'on n'avait jamais fait auparavant. Charly était bien accompagné et a pu apprendre sur le tas mais,



pour lui, il aurait dû faire des formations notamment en management car gérer une équipe n'est pas forcément évident. Il ne faut pas être trop amical, trop laxiste, traiter ses employés comme des amis du même statut que soi floute le rôle de celui qui dirige. D'un autre côté, être trop sévère peut provoquer une mauvaise ambiance au sein de l'équipe. Finalement, rien n'empêche d'être sympathique tant que celui qui gère donne les directions et guide les autres là où il a envie de les mener. Au fur et à mesure des mois, Charly pense à faire évoluer le parc, il développe un lieu qui propose toujours des activités loisirs mais qui tient aussi des expositions, des concerts, autrement dit, un espace dédié à la culture et qui améliore le service de restauration avec un chef cuisinier et des recettes faites-maisons. Tous ces nouveaux événements qui rajoutent un nouveau dynamisme au lieu, ramènent des nouveaux clients à l'activité principale du parc et inversement : les parents des enfants qui viennent profiter des loisirs peuvent être interpellés par le restaurant où les affiches des prochains concerts. C'est donc un cercle vertueux et cette nouvelle polyvalence que l'Urban Parc propose est une grosse force de l'entreprise.

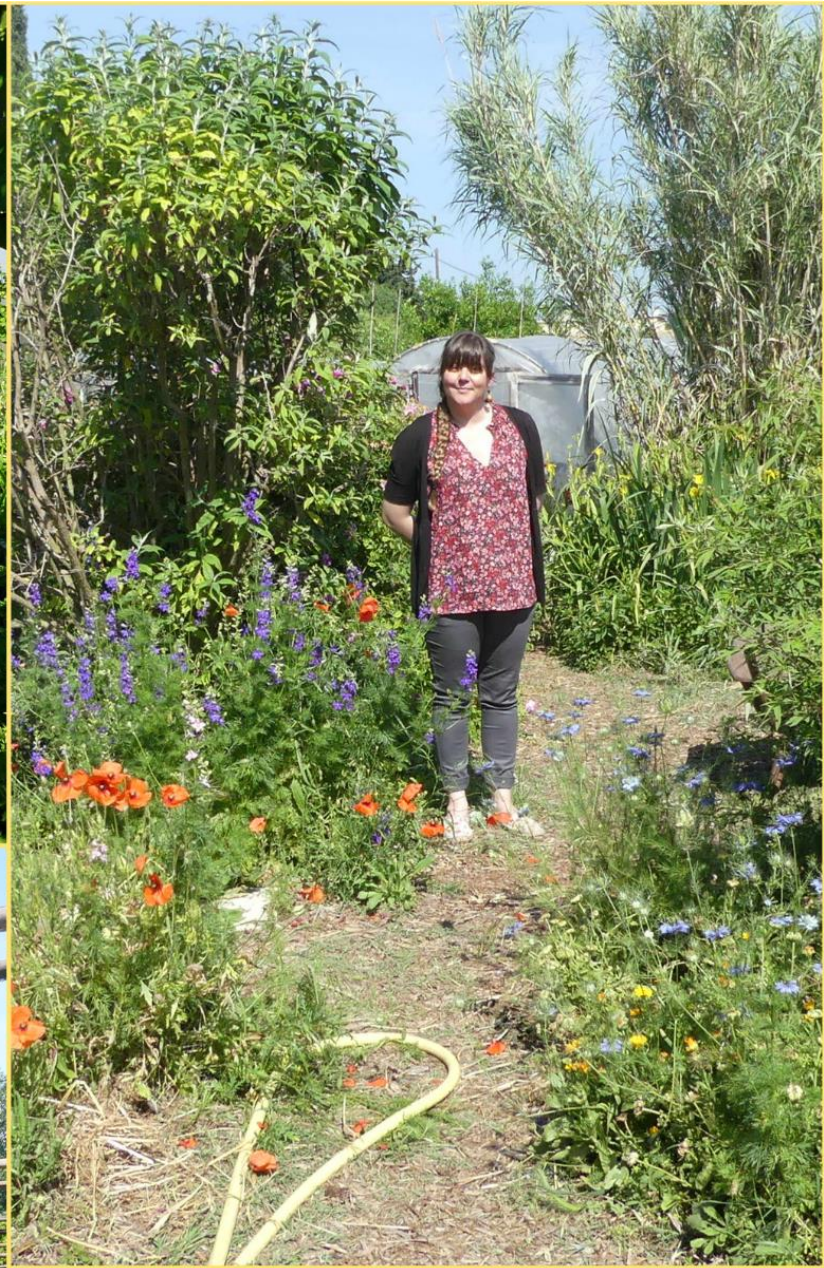
Aujourd'hui, le parc de loisir est connu de tous les habitants d'Alès et des alentours à la fois pour sa convivialité, ses activités, son restaurant, ses expositions et ses concerts. C'est un des lieux les



plus vivants de la ville qui permet à ceux qui le veulent de se réunir pour passer un bon moment. Charly et ses associés ont déjà été approchés pour construire des Urban Parc dans d'autres villes comme celle d'Alès. Pleins de perspectives d'avenir s'offrent à eux au sein du lieu déjà existant mais aussi par des nouveaux parcs un peu partout dans la région.

Alors que Charly termine de nous raconter son histoire, une agréable odeur fait frémir nos narines. La chef-cuistot est en train de préparer les plats qui seront sur la carte ce midi. Charly remarque que nous commençons à être déconcentrées par les effluves culinaires et nous invite à commander sur la carte ce qu'il nous ferait plaisir. Nous nous installons à une des tables et demandons des burgers. En attendant notre commande, on remarque au fond de la salle une petite estrade, sûrement celle qui accueille les concerts qu'organise Charly chaque vendredi. Finalement, nos assiettes arrivent, nous dégustons nos délicieux hamburgers. Nous quittons le hangar, toujours avec les cris et les rires d'enfants rythmant notre départ, s'éloignant petit à petit à mesure que nous nous dirigeons dans la rue.

Jardins Solidaires





Interviewer: Sarah DRAMÉ et Lucie PITAUD

Writer: Sarah DRAMÉ

Translated by Sarah DRAMÉ

Partner organisation: Maison de l'Europe de Nîmes

Title: Seeds of a lifetime

Interviewee: Amanda GAVACHE

Website: www.cote-jardins-solidaires.fr/

Abstract: Aitana is an Egyptian woman who has just moved to France. She does not speak the language and has not yet had the opportunity to socialize in the new country. On the other hand, Claire is a single mother who shares her life between family and volunteering and who has great difficulty reintegrating into the world of work. The meeting between the two women at the "solidarity gardens" will give birth to a beautiful friendship that would change their careers. With mutual support, Claire and Aitana will finally discover the right path to follow in their life journeys.

Keywords: migration, inclusion, solidarity, party, botany, priority neighborhood, outskirts



Seeds of a Lifetime

She wandered around, her eyes almost tearing up as she thought about the land she had left behind. Everything seemed so unfamiliar and the language was totally foreign to her. How can you start your life again at that age? How can you have the strength to start over without family and friends around you? While she was asking herself all these questions, Aitana walked yet this neighborhood for the first time. It had been a few months since she had arrived in France but had not had the time or the strength yet to discover what was around her. "How strange... Are these buildings common here? Standing before her was an imposing, out of the ordinary, boat-shaped building. It was the Nemausus. At that moment, Aitana saw 5 cheerful and smiling women carrying baskets overflowing with fruits and vegetables with their hands full of dirt. Before leaving her country, Aitana often gardened with her mother. Gardening was a moment of quality time that she shared with her mother. She stopped for a moment to watch the women load a small van with their baskets of vegetables. One of the ladies in the group spotted her and waved at her hello. This lady was small in stature with long red hair. She had a big smile on her face that almost made us forget that she had a little bit of dirt on the tip of her nose. Aitana



shyly said hello to her then entered her building where she discovered something in her mailbox...

"Well... I've been in the association for five months already. Time is going by so fast. I need to think about what I'm going to do next." she thought. Claire tied her hair and began to get ready for the day. "Boys, are you ready? Don't take too long, you'll be late for school!".

After the birth of her two boys, Claire stopped working. She wanted to go back to work after a few months off, but it turned out that having twins required more time and attention than she had anticipated. Her family lived in the north, so it was difficult to ask them for assistance. After a few months of focusing on her two boys, she decided to stop working completely and would focus on raising them. They were now 14-year-olds and quite independent. Claire kissed their freckled cheeks and opened the front door of their apartment, watching them leave with their well-filled backpacks. "Well what do I have to do today?" Claire looked at her schedule where she had written a multitude of things to do: Leaflet distribution, fruit and vegetable harvesting, job interview. "I should drink my coffee and go! I'm going to be late too and the girls are already waiting for me." Claire got on her bike and rode towards Nemausus where the association Les Jardins Solidaires was located.



After distributing the leaflets for the neighborhood party that the association was hosting to welcome its new residents, the women of the association would harvest the fruits and vegetables in the garden to be able to cook for the party. While loading the van with the baskets, Claire saw an unfamiliar face. "A new face in the neighborhood!" she thought. "I hope she comes to the party." Claire waved her hand to say hello. The woman shyly replied hello.

It's the big day! The neighborhood party was on a Saturday and the weather was sunny but not very hot. Claire was worried. In previous years, not many people had come to the party, especially since the pandemic, and she still hadn't figured out what to do after her employment counseling. Aitana was worried. She loved gardening and she wanted to make new friends, but she didn't speak French very well and she was shy.

This neighborhood party was very important because, for Les Jardins Solidaires, it meant fighting against the neighborhood's issues. The association is located in a special neighborhood: even though this neighborhood is lively thanks to the association's presence, it is still difficult for people to gather because the neighborhood is divided by two big roads, which make gatherings rare. Les Jardins Solidaires is an association focused on professional integration through gardening which is located in this priority



district* of the city. For Les Jardins Solidaires this party was also a way to share their values, their actions but also to define themselves as a place where people from all backgrounds and life paths can meet.

"There are many more people than last year! The leaflet distribution worked" said Claire to the association's president. There were now twenty people present and the atmosphere was good. Old members and local residents mixed with new ones, and new friendships were in the making. Aitana arrived at the premises, anxious and fascinated. "I'd like to make some new friends today," she said to herself. It had been a while since she had been to a party, especially by herself without knowing anyone, but her anxiety disappeared as she looked at the multitude of herbs, spices, fruits and vegetables that were being used as decoration. She moved to a corner of the room to examine the jars of herbs. Claire saw Aitana and immediately remembered her. She approached her to say hello.

- "Oh I see you are holding a local plant! We used it in our salads today. I don't remember the name though..."

- "Hyssop is it?"

Aitana was like a fish in water. Even though she couldn't speak French perfectly, she had a vast vocabulary on botany.



- "My name is Claire and yours?"
- "Aitana"
- "I saw you the other day walking into your building."
- "Yes. I remember you and your red hair"
- "My red hair? Yes, it's not common to be a redhead in this region. I come from the north of France. Would you like something to drink?"
- "Girls, I'm sorry but I'm going to have to close the premises... It's getting late."

Without realizing it, Claire and Aitana had been talking for hours and hours as if they had already known each other. They looked at each other and laughed. The time on Claire's watch indicated 10 p.m.

- "I really have to get home, my two boys are home alone. Monday we're having a workshop on making organic oil. I hope to see you again."

- "I'll give you my phone number." Aitana wrote her number on a piece of paper and put it in Claire's bag.

- "Have a nice evening" they said at the same time.

Aitana prepared herself while thinking about the party on Saturday. She was looking forward to seeing Claire and the other women of the association and sharing her knowledge of oil. Aitana had lived in Reggio Calabria, Italy for many years. For her, sharing her



culture means opening up and giving others the opportunity to understand who she is without the language barrier.

Aitana was the first participant to arrive. You could feel the enthusiasm emanating from her and the president of the association was not insensitive to this. The participants arrived little by little and among them, Claire. They were happy to meet again to continue their discussions. During these two hours of workshop where they had their hands in different oils and their noses exposed to different soothing smells, they had time to get to know each other: Claire is a single mother who had to stop working after having her twins. She worked at a local newspaper and loved her job even though it was very demanding mentally and physically. She was very ambitious but since the birth of her children, many things have changed, especially her priorities. Claire had not worked for many years and with each passing year, she was more and more worried about getting back to work, about her failures and her limited financial resources. She joined Jardins Solidaires because the association aimed to accompany people on their path to professional integration.

Aitana is an Egyptian-Italian woman who was born in Egypt. She moved to Italy at the age of 19 to study. Even though she was familiar with Italian culture since her father was Italian, she found it difficult to adjust to the new country without her siblings, with whom



she was very close. She met her husband during her second year of university and they moved to Egypt together after graduation. Everything was going well for them until her husband lost his job and found another one in France. She followed him to France and has been living here for a few months now.

The two women had different lives and struggles but they understood and empathized with each other. "And in three weeks your organic carrot oil will be ready to use!" said the president enthusiastically. The workshop was already over. Time flies by when you are in good company!

As time went on, the bond between the two women became stronger. Aitana's gentleness made Claire realize that having fears at any age was normal and Claire realized that it was okay if she didn't have everything figured out in her life. At the end of her coaching period with the association, she realized that she was not ready to get back to work yet and decided to take more time to discover herself. Her bond with Aitana remains as strong as ever. The person she was before she had her children is not the same person she is today. Thanks to Claire's strength and positivity, Aitana became the first employee in the association. Aitana's knowledge of botany and gardening impressed the president and was very useful to the association. She started to diversify the garden's plantations and



came up with the idea of distributing vegetable baskets for people in the neighborhood with limited means. Her French has improved a lot over the months and she is able to do her paperwork without the help of the association members.

It only takes a tiny seed of a smile to plant a whole field of friendship.

*The priority districts are the districts identified by the public services, according to their rate of unemployment, precariousness and insecurity. According to the figures national elected officials decide and define these districts, which are called peripheral areas.



Interviewer: Sarah DRAMÉ et Lucie PITAUD

Auteur: Sarah DRAMÉ

Traduit par Sarah DRAMÉ

Organisation partner: Maison de l'Europe de Nîmes

Titre: Les graines d'une vie

Personne interviewée: Amanda GAVACHE

Site web: www.cote-jardins-solidaires.fr/

Résumé: Aitana est une femme Égyptienne qui vient de s'installer en France. Elle ne parle pas la langue et n'a pas encore eu l'occasion de tisser des relations sociales dans le nouveau pays. De l'autre côté, Claire est une mère célibataire qui partage sa vie entre famille et bénévolat et qui a beaucoup de mal à se réinsérer dans le monde du travail. De la rencontre entre les deux femmes aux « jardins solidaires » va se créer une belle amitié qui changera leur carrière. Grâce à un soutien mutuel, Claire et Aitana vont enfin découvrir la bonne voie à suivre dans leurs parcours de vie.

Mots-clés: migration, inclusion, solidarité, fête, botany, quartier prioritaire, banlieu.



Les graines d'une vie

Elle se baladait, les yeux presque en larmes en repensant à la terre qu'elle avait quittée. Tout lui paraissait si inconnu et la langue lui était totalement étrangère. Comment refaire sa vie à cet âge-là ? Comment peut-on avoir la force de recommencer à 0 sans famille ni amis autour de soi ? Pendant qu'elle se posait toutes ces questions, Aitana marchait dans ce quartier pour la première fois. Cela faisait quelques mois qu'elle était arrivée en France mais n'avait pas eu le temps ni la force de découvrir ce qu'il y avait autour d'elle. "Qu'est-ce que c'est étrange... Est-ce que ces bâtiments sont communs ici?" Se trouva devant elle un bâtiment imposant, hors du commun, en forme de bateau. C'était le Nemausus. À ce moment-là, Aitana vit 5 femmes rayonnantes et souriantes portant des paniers débordant de fruits et légumes avec leurs mains pleines de terre. Avant de partir de son pays, Aitana s'occupait souvent de son jardin avec sa mère. Le jardinage représentait ce moment intime et privilégié qu'elle partageait avec sa mère. Elle s'arrêta quelques instants pour observer ces femmes charger une petite camionnette avec leurs paniers de légumes. Une des dames du groupe l'aperçu et la salua en lui faisant un signe avec sa main. Cette dame était petite de taille avec une longue chevelure rousse. Elle avait un grand sourire sur son



visage qui nous ferait presque oublier qu'elle avait un petit peu de terre sur le bout de son nez. Aitana lui dit timidement bonjour puis entrant dans son bâtiment elle découvrit quelque chose dans sa boîte aux lettres...

“Bon... ça fait déjà 5 mois que je suis dans l'asso. Le temps passe tellement vite. Je dois réfléchir à ce que je vais faire après.” pensa-t-elle. Claire s'attacha les cheveux et commença à se préparer pour la journée. “Les garçons vous être prêts? Ne tardez pas trop, vous allez arriver en retard à l'école !”.

Après la naissance de ses 2 garçons, Claire s'arrêta de travailler. Elle voulut reprendre son travail après quelques mois de congés mais il s'est avéré qu'avoir des jumeaux nécessitait plus de temps et d'attention que ce qu'elle avait prévu. Sa famille habitait dans le nord et donc il était difficile de leur demander de l'aide. Après quelques mois sans répit où elle porta son attention sur ses deux garçons, elle décida d'arrêter de travailler et de se concentrer sur leur éducation. Ils avaient maintenant 14 ans et étaient assez autonomes. Claire embrassa leurs joues pleines de tâches de rousseurs et ouvrit la porte d'entrée de leur appartement en les regardant partir avec leurs cartables bien remplis. “Bon qu'est-ce que j'ai à faire aujourd'hui?” Claira regarda son agenda où était écrit une multitude de choses qu'elle devait faire: distribution de tracts,



récolte des fruits et légumes, entretien d'embauche. "Je bois mon café et zou ! Moi aussi je vais être en retard et les filles doivent déjà m'attendre". Claire prit son vélo et partit en direction de Nemausus où se trouvait l'association Les Jardins Solidaires. Après avoir distribué les tracts pour la fête de quartier que l'association organise pour accueillir ses nouveaux habitants, les femmes de l'association récoltent les fruits et légumes dans le jardin pour pouvoir cuisiner lors de la fête. En chargeant la camionnette avec les paniers, Claire aperçut un visage qui ne lui était pas familier. "Un nouveau visage dans le quartier !" pensa-t-elle. "J'espère qu'elle viendra à la fête." Claire lui fit un signe de la main pour lui dire bonjour. La femme lui répondit timidement.

C'est le grand jour! La fête de quartier était organisée un samedi et le temps était ensoleillé sans qu'il fasse très chaud pour autant. Claire était inquiète. Les années précédentes, peu de personnes étaient venues à la fête surtout depuis la pandémie et elle n'avait toujours pas trouvé quoi faire après son accompagnement. Aitana était inquiète. Elle avait besoin de rencontrer des personnes, elle aimait le jardinage mais elle ne parlait pas très bien français et elle était timide.

Cette fête de quartier était très importante car, pour les jardins solidaires, c'était se battre contre les problématiques de ce



quartier. L'association se trouve dans un quartier spécial: même si ce quartier vit grâce aux associations présentes, il reste quand même difficile de se rassembler car il est morcelé et divisé par deux grandes routes, ce qui rend les rassemblements rares. Cette association est un jardin d'insertion qui se trouve dans un quartier prioritaire de la ville*. Pour les jardins solidaires cette fête était aussi une manière de partager leurs valeurs, leurs actions mais aussi de se définir comme un lieu propice à la rencontre pour les gens de tous milieux aux différents parcours de vie.

“Il y a beaucoup plus de personnes que l'année dernière! La distribution de flyers a marché” dit Claire à la présidente de l'association. Il y avait maintenant 20 personnes présentes et l'ambiance était bonne. Les anciens adhérents et habitants du quartier se mélangeaient avec les nouveaux, de nouvelles amitiés se créaient. Aitana arriva dans les locaux, anxieuse et fascinée. “J'aimerais me faire de nouveaux amis aujourd'hui.” se dit-elle. Cela faisait un moment qu'elle n'était pas allée à une fête, d'autant plus toute seule sans connaître personne, mais son anxiété disparut aussitôt en regardant la multitude d'herbes, épices, fruits et légumes qui était utilisée comme décoration. Elle se mit dans un coin de la salle pour examiner les bocaux à herbes. Claire aperçut Aitana et elle



se souvint immédiatement d'elle. Elle s'approcha pour lui dire bonjour.

-“Oh je vois que tu tiens une plante locale! On l'a utilisée dans nos salades aujourd'hui. Je ne me souviens plus du nom...”

-“Hysope c'est ça ?”

Aitana était dans son élément. Même si elle ne pouvait pas parler français parfaitement, elle avait un vocabulaire vaste sur la botanique.

-“Je m'appelle Claire et toi ?”

-“Aitana”

-“Je t'avais aperçue l'autre jour rentrer dans ton bâtiment”

-“Oui. Je me souviens de toi et tes cheveux rouges”

-“Mes cheveux roux? Oui, c'est que ce n'est pas commun d'être rousse dans cette région. Je viens du nord de la France. Est-ce que ça te dit de boire quelque chose?”

-“Les filles, je suis désolé mais il va falloir que je ferme les locaux... Il se fait tard.”

Sans s'en apercevoir, Claire et Aitana avaient parlé des heures et des heures comme si elles se connaissaient déjà. Elles se



regardèrent et se mirent à rire. L'heure sur la montre de Claire indiquait déjà 22 heures.

- "Il faut vraiment que je rentre, mes deux garçons sont à la maison seuls. Lundi on organise un atelier sur la confection d'huile bio. J'espère te revoir."

- "Je te donne mon numéro de téléphone." Aitana écrivit sur un bout de papier son numéro puis le mit dans le sac de Claire.

- "Bonne soirée" dirent-elles en même temps.

Aitana se prépara en pensant à la fête du samedi. Elle avait hâte de revoir Claire et les autres femmes de l'association et partager ses connaissances sur l'huile. Aitana vécut de longues années à Reggio de Calabre en Italie. Pour elle, partager sa culture signifiait s'ouvrir et donner l'opportunité aux autres de comprendre qui elle est sans avoir la barrière de la langue.

Aitana était la première participante à être arrivée. On pouvait ressentir l'enthousiasme émaner d'elle et la présidente de l'association n'était pas insensible à ça. Les participants arrivaient petit à petit et parmi eux Claire. Elles furent contentes de se retrouver pour continuer leurs discussions. Pendant ses 2 heures d'atelier où elles avaient leurs mains dans des huiles et leurs nez



exposés à différentes odeurs apaisantes, elles eurent le temps de se découvrir: Claire est une mère célibataire qui a dû arrêter de travailler après avoir eu ses jumeaux. Elle travaillait dans un journal local et elle adorait son travail même s'il était très demandant mentalement et physiquement. Elle était très ambitieuse mais depuis la naissance de ses enfants, beaucoup de choses avaient changé, surtout ses priorités. Claire n'avait pas travaillé depuis de nombreuses années et avec chaque année qui défilait, elle avait de plus en plus d'inquiétude sur la reprise d'emploi, sur ses échecs et ses ressources financières. Elle rejoint les Jardins Solidaires parce que l'association avait pour but d'accompagner les personnes dans leur parcours d'insertion professionnelle.

Aitana est une femme égypto-italienne, née en Egypte. Elle déménagea à 19 ans pour aller faire ses études en Italie. Même si la culture italienne lui était familière puisque son père était italien, elle eut du mal à s'habituer à ce nouveau pays sans ses frères et sœurs, avec qui elle était très proche. Elle rencontra son mari pendant sa deuxième année d'université et ils partirent ensemble en Egypte après la fin de leurs études. Tout allait bien pour eux jusqu'à ce que son mari perde son travail et en trouve un autre en France. Elle le suivit jusqu'en France et cela fait maintenant quelques mois qu'elle vit ici.



Les deux femmes avaient des vies et des combats différents mais elles se comprenaient et ressentait de l'empathie l'une envers l'autre. "Et dans 3 semaines votre huile de carotte bio sera prête à être utilisée!" dit la présidente avec enthousiasme. L'atelier était déjà terminé. Qu'est-ce que le temps file quand on est en bonne compagnie !

Au fur et à mesure du temps, le lien entre les deux femmes est devenu plus fort. La douceur d'Aitana a fait comprendre à Claire qu'avoir des peurs à tout âge était normal et Claire s'est rendue compte que ce n'était pas grave si elle n'avait pas tout planifié dans sa vie. À la fin de son accompagnement, elle a compris qu'elle n'était pas prête à travailler et a décidé de prendre plus de temps pour se découvrir et son lien avec Aitana reste toujours aussi fort. Celle qu'elle était avant ses enfants n'est pas la même personne qu'elle est aujourd'hui. Grâce à la force et à la positivité de Claire, Aitana est devenue la première salariée dans l'association. Sa connaissance sur la botanique et le jardinage avait impressionné la présidente et avait été de grande utilité à l'association. Elle a commencé à diversifier les plantations du jardin et a eu comme idée de distribuer des paniers à légumes pour les personnes du quartier ayant des moyens plus restreints. Son français s'est beaucoup amélioré au fil des mois et elle arrive à faire ses papiers sans l'aide des membres de l'association.



Il suffit d'une minuscule graine de sourire pour planter tout un champ d'amitié.

* Les quartiers prioritaires sont les quartiers repérés par les services publics, selon leur taux de chômage, de précarité et d'insécurité. En fonction des chiffres, des élus nationaux décident et définissent les quartiers politiques, c'est ce qu'on appelle les banlieues.

PORTUGAL

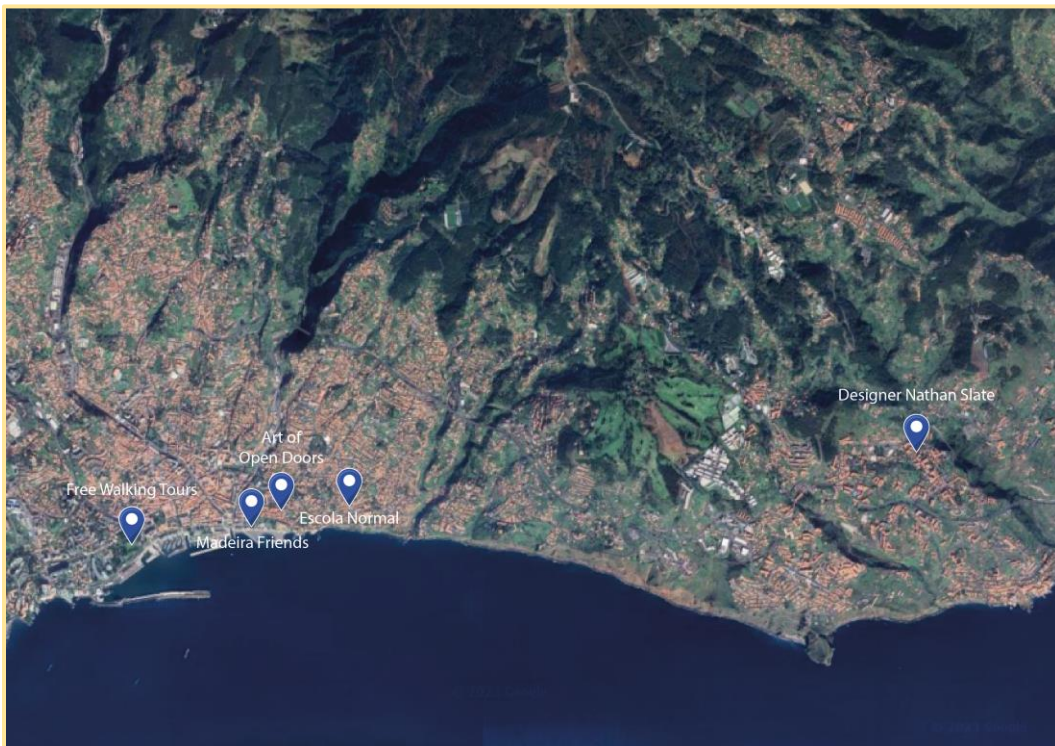
Art of Open Doors

Escola Normal

Free Walking Tours in Funchal

Madeira Friends Community

Fashion Designer Nathan Slate





Mapping Social Entrepreneurship

EN:

One could think that the island of 'eternal spring' with bananas and perfect weather makes people content and... ambitionless. The five stories from the island of Madeira prove that the entrepreneurial spirit is alive and thriving on the island in the Atlantic Ocean. Through innovation, groups of entrepreneurs influenced the social and cultural identity of the community. We explored how these individuals found and developed solutions that are deeply intertwined with the local environment and the values of Madeira, showcasing their remarkable impact on the island. The Madeira Friends community has united digital nomads on the island, creating opportunities for collaboration, healthy living, and investment.

Designer Nathan Slate, as an ambassador of living a harmonious life in Madeira, promotes fashion that is sustainable and connected to nature. By highlighting the importance of sustainable materials and ethical production, Slate addresses the root causes of the fashion industry's environmental impact.

Lisa Camacho provides in-demand tours in Funchal but with a unique twist —her tours are free of charge. This innovative business model



enables her to move and market her other tour services, fostering economic growth. Camacho's initiative not only allows tourists to explore the city but also showcases the local community's warmth and generosity.

Escola Normal is a community for artists and musicians, providing creative space for collaboration and musical expression. By addressing the root causes of limited opportunities for musicians, the community offers a platform for creativity to flourish. Through their musical productions, they bring the sounds of Madeira to life, showcasing the island's unique cultural heritage.

Finally, following severe floods that devastated central districts and caused loss of life, the Art of Open Doors initiative emerged to revive the affected area. By bringing back businesses and revitalizing the cultural fabric of Funchal, this artistic initiative addresses the root causes of urban decay and loss of community spirit. Through street art, exhibitions, and events, Art of Open Doors contributes to the city's identity by transforming its scars into vibrant expressions of resilience and creativity.

These entrepreneurs and their initiatives have had a profound impact on the city of Funchal and the broader island of Madeira. They have addressed the causes of various societal challenges, fostering positive change while preserving and enhancing the local



community's social and cultural identity. Through their collective efforts, they have transformed physical spaces, created economic opportunities, and promoted sustainable practices. The result is a more vibrant and inclusive location that celebrates its natural beauty, artistic talent, and the spirit of collaboration.

PT:

Alguém poderia pensar que a ilha da 'primavera eterna' com bananas e clima perfeito torna as pessoas satisfeitas e... sem ambição. As cinco histórias da ilha da Madeira provam que o espírito empreendedor está vivo e a prosperar na ilha atlântica. Por meio da inovação, grupos de empreendedores influenciaram a identidade social e cultural da comunidade. Exploramos como estes indivíduos encontraram e desenvolveram soluções que estão profundamente interligadas com o ambiente local e os valores da Madeira, mostrando o seu notável impacto na ilha.

A comunidade Madeira Friends uniu nómadas digitais na ilha, criando oportunidades de colaboração, vida saudável e investimento. O designer Nathan Slate, como embaixador de uma vida harmoniosa na Madeira, promove uma moda sustentável e ligada à natureza. Ao destacar a importância de materiais sustentáveis e produção ética,



Slate aborda as causas profundas do impacto ambiental da indústria da moda.

Lisa Camacho oferece passeios no Funchal, mas com um toque único –os seus passeios são gratuitos. Este modelo de negócios inovador permite que ela se mova e comercialize seus outros serviços turísticos, promovendo o crescimento econômico. A iniciativa dela não apenas permite que os turistas explorem a cidade, mas também mostra o calor e a generosidade da comunidade local.

A Escola Normal é uma comunidade para artistas e músicos, proporcionando espaço criativo para colaboração e expressão musical. Ao abordar as causas básicas das oportunidades limitadas para os músicos, a comunidade oferece uma plataforma para o florescimento da criatividade. Através das suas produções musicais, dão vida aos sons da Madeira, dando a conhecer o património cultural único da ilha.

Finalmente, após fortes inundações que devastaram os bairros centrais e causaram perdas de vidas, surgiu a iniciativa Arte de Portas Abertas para revitalizar a área afetada. Ao trazer de volta negócios e revitalizar o tecido cultural do Funchal, esta iniciativa artística aborda as causas profundas da degradação urbana e perda do espírito comunitário. Por meio de arte de rua, exposições e eventos, Art of



Open Doors contribui para a identidade da cidade, transformando suas cicatrizes em expressões vibrantes de resiliência e criatividade.

Estes empresários e as suas iniciativas tiveram um impacto profundo na cidade do Funchal e na ilha da Madeira. Eles abordaram as causas de vários desafios sociais, promovendo mudanças positivas, preservando e aprimorando a identidade social e cultural da comunidade local. Através de seus esforços coletivos, eles transformaram espaços físicos, criaram oportunidades econômicas e promoveram práticas sustentáveis. O resultado é um local mais vibrante e inclusivo que celebra sua beleza natural, talento artístico e espírito de colaboração.

**Art of
Open
Doors**





Interviewer: Anastasia Mazur

Writer: Anastasia Mazur

Translated by Paulo Silva

Partner organization: Association ARTE.M

Title: Art of Open Doors

Interviewee: José Zyberchema

Website: www.arteportasabertas.com

Abstract: The "Art of Open Doors" project in Funchal, Madeira, transformed the Old Zone after devastating floods in 2010. Over 200 doors were painted by 100 artists, reviving the district and attracting tourists. The project stimulated economic and social rebirth, with small businesses flourishing and making the Old Zone a must-visit cultural hotspot in the capital.

Keywords: art, floods, economic growth, small business, creativity.



Art of Open Doors

A young woman with long blond hair is putting final brush strokes on the drawing of maracuja, or passion fruit, a typical fruit on Madeira island. The picture of maracuja is surrounded by drawings of other fruit and goodies, and together they decorate the door to a newly opened Art Corner café in Funchal, the capital of the island.

This is not the only painted door in Funchal. In fact, there are more than 200 doors with painting of famous and amateur artists in Zona Velha, or Old Zone of Funchal, and they are united in the project “Art of Open Doors”.

The artist’s name is Marta Horodniczy. She is a Polish living in Madeira, and now her art will be part of the project which has had a great cultural, economic and social significance for the island’s capital.

Art Corner café is not the only business in Zona Velha which invited an artist to decorate their entrance: the majority of businesses in Rua Santa Maria have their doors painted, and visitors and tourists can’t leave their cameras in peace: they always want to take as many pictures as possible – so colorful and creative they are. Those who have ever passed Zona Velha can confirm: this is a real museum under the sun with zero entrance fee.



Why has the city launched this project? And most importantly, why has it had so much significance to the district, being a real cultural disruptor and representing a solid case for cultural entrepreneurship?

Unfortunately, the events that led to the launch of the creative district had been disheartening.

It all started in 2010, and people remember that year as one of the worst in the modern history of the island. Intensive tropical rains came after horrible forest fires which had destroyed a lot of vegetation in the mountains and therefore could not stop mud from coming down to towns. As a result of floods and mudslides, at least 42 people died and at least 100 were injured, and the city of Funchal was heavily damaged: houses, streets destroyed, cars flowing to the ocean. Communications were seriously disrupted across the island. These were months of mourning for the whole Madeira, and some haven't found peace with it even now, more than ten years later.

Naturally, for the city which relies a lot on tourism and being an attractive destination, the unfortunate events caused a negative economic effect. The Old Zone, a touristic district at the seaside in the capital, was destroyed, businesses gone. Sadness and devastation were reigning here.



However, disruptive events sometimes bring disruptive transformations.

“Those days I used to walk the streets of the Old Zone and take pictures of what I saw. People would wonder why I was photographing things ‘old and deteriorating’. I would reply: ‘I photograph what I see’”, says Jose Zyberchemia, the person who would later become the coordinator of the project ‘Art of Open Doors’ or Arte de Portas Abertas in Portuguese.

There, on the ruins of the old town, the artistic intervention was launched. ‘It was a project to open the doors of the city of Funchal to art and culture. These doors were from abandoned shops and deteriorated areas that take on new life, in order to sensitize people filling the streets with cultural and artistic events’, continues Jose Zyberchemia. ‘That intervention was not intended to vandalize the city’s everyday life, although every artist always wants to be innovative and “groundbreaking”. This was part of a “wakeup call” for anyone who sees it’.

The project was proposed to the Funchal city hall and found the support of Joao Carlos Abreu, a former Secretary of Tourism. Since then, in 2010, active work started.

The first door to be painted in the Rua Santa Maria in the Old Zone was door 77 by the well-known Argentinian-Polish artist Marcos



Milewski. It took more than one month to complete due to a very laborious artist's technique. Right after Marcos Milewski, Gonçalo Martins started creating an art piece at door 81-83 in Rua Santa Maria street and finished it before Milewski.

The government supported artists with paints, brushes and other materials. Although no direct payment was involved, for many artists the reason for participating was based not on earning money but rather on contributing to the creative transformation and promoting their work.

Since the project started, more than 200 doors have been turned in art pieces and 100 artists participated in the project. Notably, after more than a decade, the project is not over yet and more and more painted doors appear in Zona Velha, with Marta Horodniczy's piece. Next to it, you can find a mural with Petrykivka Ukrainian art technique and another door leading to Art Center Caravel with the abstract work of the German artist Bettina Charlotte Radatz.

Unlike at the start, nowadays, artists are often paid for their job in Rua Santa Maria: having your door painted is so prestigious that house owners, restaurants and other businesses look forward to promoting their brand and therefore are happy to pay for creative work.



The impact of the project has been overwhelming. Slowly, the Old Zone started transforming and more and more people would come to see the works of famous and amateur artists. Seeing the public interest, small businesses like cafes, bakeries and restaurants would reemerge in Rua Santa Maria and further stimulate the economic and social rebirth of the district. Now, Zona Velha in Funchal is a must see in Madeira and one of the most populous places in the capital where you can wander for hours staring at painted doors and have a delicious lunch or dinner surrounded by art.

Whenever you come to Madeira, make sure to book some time to visit the Old Zone in Funchal. You will see the district that resurrected from ruins thanks to the creative power of many dedicated artists, enthusiasts, sponsors, media and other people that helped it happen. Maybe you will also be lucky to see the work in progress –make sure to greet the artist and appreciate their work with a selfie and a hashtag #artedeportasabertas.



Arte de Portas Abertas

Resumo: O projeto "Arte de Portas Abertas" no Funchal, Madeira, transformou a Zona Velha após as inundações devastadoras de 2010. Mais de 200 portas foram pintadas por 100 artistas, revitalizando o bairro e atraindo turistas. O projeto estimulou o renascimento económico e social, com pequenas empresas a florescerem e a tornarem a Zona Velha um ponto de encontro cultural de visita obrigatória na capital.

Palavras-chave: arte, inundações, crescimento económico, pequenas empresas, criatividade



Arte de Portas Abertas

Uma jovem de longos cabelos loiros está a dar pinceladas finais na pintura de maracujá, fruta típica da Ilha da Madeira. A imagem do maracujá é rodeada por desenhos de outras frutas e guloseimas, e juntas decoram a porta do recém-inaugurado café Art Corner, no Funchal, capital da Ilha.

Esta não é a única porta pintada no Funchal. De facto, existem mais de 200 portas com pinturas de artistas famosos e amadores na Zona Velha (do Funchal), e estão reunidas no projeto “Arte de Portas Abertas”.

O nome da artista é Marta Horodniczy. Artista polaca a viver na Madeira, e agora a sua arte vai fazer parte do projeto que tem tido um grande significado cultural, económico e social para a capital da Ilha.

O café Art Corner não é o único comércio da Zona Velha que convidou um artista para decorar a sua entrada: a maioria dos comércios da Rua Santa Maria tem as portas pintadas, e os visitantes e turistas não podem deixar as suas câmaras em paz: querem sempre tirar o máximo de fotos possível – de tão coloridas e criativas que as portas são. Quem já passou pela Zona Velha pode confirmar: é um verdadeiro museu sob o sol com entrada zero.



Porquê que a cidade lançou este projeto? E o mais importante, porque tem tido tanto significado para o distrito, sendo um verdadeiro disruptor cultural e representando um caso sólido de empreendedorismo cultural?

Infelizmente, os eventos que levaram ao lançamento do distrito criativo foram desanimadores.

Tudo começou em 2010, e as pessoas lembram o ano como um dos piores da história moderna da Ilha. Chuvas torrenciais vieram depois de horríveis incêndios florestais que destruíram muita vegetação nas montanhas e, portanto, não conseguiram impedir que a lama descesse para as cidades. Em resultado das cheias e deslizamentos de terra, pelo menos 42 pessoas morreram e pelo menos 100 ficaram feridas, e a cidade do Funchal foi fortemente danificada: casas, ruas destruídas, carros a irem para o oceano. As comunicações foram gravemente interrompidas por toda a Ilha. Foram meses de luto para toda a Madeira, e alguns ainda não encontraram paz com isso, mais de dez anos depois.

Naturalmente, para uma cidade que depende muito do turismo e sendo um destino atraente, os acontecimentos infelizes causaram um efeito económico negativo. A Zona Velha, bairro turístico à beira-mar da capital, foi destruída, comércio falidos. A tristeza e a devastação reinavam aqui.



No entanto, eventos disruptivos às vezes trazem transformações disruptivas.

“Naquela época eu andava pelas ruas da Zona Velha e fotografava aquilo que via. As pessoas iriam perguntar-se porquê que eu estava a fotografar coisas ‘velhas e deterioradas’. Eu respondia: ‘Fotografo o que vejo’”, diz José Zyberchema, aquele que viria a ser o coordenador do projeto ‘Arte de Portas Abertas’.

Ali, sobre as ruínas do centro histórico, foi lançada a intervenção artística. “Foi um projeto para abrir as portas da cidade do Funchal à arte e à cultura. Estas portas eram de lojas abandonadas e zonas degradadas que ganham nova vida, de forma a sensibilizar as pessoas que enchem as ruas de manifestações culturais e artísticas”, continua José Zyberchema. “Aquela intervenção não pretendia vandalizar o quotidiano da cidade, embora todos os artistas queiram ser sempre inovadores e ‘inovadores’. Isso foi parte de um ‘alerta’ para quem o ver”.

O projeto foi proposto à Câmara Municipal do Funchal e contou com o apoio de João Carlos Abreu, ex-Secretário do Turismo. Desde então, em 2010, o trabalho ativo começou.

A primeira porta a ser pintada na Rua Santa Maria na Zona Velha foi a porta 77 do conhecido artista argentino-polonês Marcos Milewski. Demorou mais de um mês para ser concluído devido à



técnica de um artista muito trabalhoso. Logo a seguir a Marcos Milewski, Gonçalo Martins começou a criar uma obra na porta 81-83 da Rua Santa Maria e terminou-a antes de Milewski.

O governo apoiou os artistas com tintas, pincéis e outros materiais. Embora nenhum pagamento direto estivesse envolvido, para muitos artistas o motivo da participação não era ganhar dinheiro, mas sim contribuir para a transformação criativa e promover o seu trabalho.

Desde o início do projeto, mais de 200 portas foram transformadas em obras de arte e 100 artistas participaram do projeto. Notavelmente, depois de mais de uma década, o projeto ainda não acabou e cada vez mais portas pintadas aparecem na Zona Velha, com a peça de Marta Horodniczy. Ao lado, encontra-se um mural com a técnica de arte ucraniana Petrykivka e outra porta que dá acesso ao Art Center Caravel com a obra abstrata da artista alemã Bettina Charlotte Radatz.

Ao contrário do início, hoje em dia os artistas são muitas vezes pagos pelo seu trabalho na Rua Santa Maria: ter a porta pintada é tão prestigioso que donos de casas, restaurantes e outros negócios anseiam por promover a sua marca e por isso pagam com prazer pelo trabalho criativo.

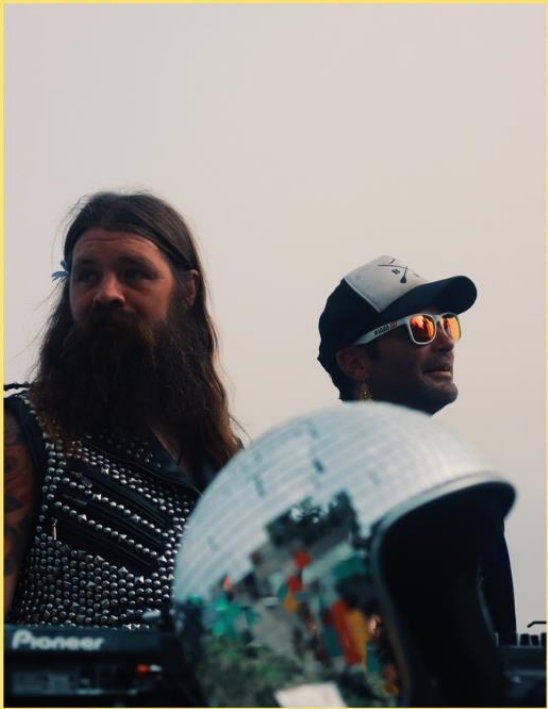


O impacto do projeto foi esmagador. Aos poucos, a Zona Velha foi se transformando e cada vez mais pessoas vinham ver as obras de artistas famosos e amadores. Vendo o interesse público, pequenos negócios como cafés, padarias e restaurantes ressurgiram na Rua Santa Maria e estimularam ainda mais o renascimento económico e social do bairro. Agora, a Zona Velha do Funchal é uma visita obrigatória na Madeira e um dos locais mais populosos da capital onde pode passear durante horas a olhar para as portas pintadas e almoçar ou jantar deliciosos rodeados de arte.

Sempre que vier à Madeira, reserve algum tempo para visitar a Zona Velha do Funchal. Verá o distrito que ressuscitou das ruínas graças ao poder criativo de muitos artistas dedicados, entusiastas, patrocinadores, média e outras pessoas que ajudaram a acontecer. Talvez também tenha sorte de ver o trabalho em andamento – não deixe de cumprimentar o artista e apreciar o seu trabalho com uma selfie e a hashtag #artedeportasabertas.

Escola

Normal





Interviewer: Sanja Nikolova

Writer: Sanja Nikolova, Anastasia Mazur

Translated by Paulo Silva

Partner organization: Association ARTE.M

Title: Escola Normal: Music Art Collective in Madeira

Interviewee: Andreas Sidenius

Instagram: [@escola_normal](https://www.instagram.com/escola_normal)

Abstract: Escola Normal, an international art collective in Madeira, offers a unique and inclusive space for musicians to explore freedom and improvisation. Their events, including jam sessions and showcases, prioritize original compositions over covers, fostering creativity and collaboration. The collective aims to establish a sustainable cultural hub, supporting local artists and promoting unity through art. With plans for a record label and a long-term vision, Escola Normal seeks to enrich Madeira's music scene and inspire artists to stay on the island.

Keywords: music, community, improvisation, local artists.



Escola Normal: Music Art Collective in Madeira

Escola Normal is an international group of musicians on the island of Madeira. The name translates as ‘Normal School’, and three things you need to know about this group: if you like freedom and improvisation you want to attend their events; during jam sessions, you can’t play covers, only new tunes; you can practice with professional musicians and stay in their house on the Atlantic coast, while paying peanuts. And of course, there is nothing ‘normal’ about that school, at least not in a habitual sense.

Nestled in the heart of Funchal, there's a charming pink house echoing with sounds so sublime that invite you to step in and discover the magic within. This house is the home and shared artistic space of an international art collective Escola Normal.

The tale of this international hub begins in 2021.

Amidst the chaos and uncertainty of the COVID-19 pandemic, two visionaries, Andreas Sidenius (Denmark) and Catarina Trindade (Portugal), had a purpose: to bring forth something extraordinary. Both professional musicians, they used to live in Copenhagen but got fed up with a small box-like apartment and longed for something more fulfilling. Their son, Alban, was born prematurely around that time – a happy but emotionally and physically draining period too. In



a much-needed change of scenery, after a visit to Madeira, the family decided to move there and try to make something that has been going on their minds for a long time. After a while, they rented a unique house in Funchal that had been used by various art collectives even previously. Due to COVID-19, they were able to rent it at a fair price, making it accessible for struggling artists like themselves. “With lesser financial pressure, the opportunity for people to evolve in their art increases drastically” says Andreas who is also responsible for the planning and budgeting for the collective. However, not only the affordable living was attractive. Madeira, with its weather, million times opposite to Copenhagen was the perfect place for them to start their new chapter. “But mostly, we realized that in Copenhagen, already many cultural projects were matured and well-functioning. In Madeira on the other hand, we didn’t experience a huge wave of art in the town. Although there are many artists, most of art is directed towards tourism. There was no apparent place where you could explore, try to play music, for example. That is how the jam session was born. We liked to play like that, and now we can for sure say, that also many other people on the island like to play like that: Free, improvising, sometimes wild - but for all, a space welcoming everyone who behaves”, he explains.



What the musicians want is to live in a community where they can have more people to share their artistic experiences. The love for free-form, improvisational music keeps the doors of their house open to anyone who wants to play. And to play with real professionals. Catarina Trindade, a prominent Portuguese artist, has been making waves in the music industry for over 15 years. As a seasoned professional musician, she has released multiple albums and extended plays, collaborating with some of the most renowned musicians in Portugal. Regarded as one of the country's most famous alternative and independent singers, Catarina Trindade's artistic prowess extends beyond music. She is a true Renaissance figure, showcasing her talents in painting, sewing, playing various instruments, music production, photography, filmmaking, and editing. Her multifaceted abilities have earned her widespread recognition in Portugal's creative circles, solidifying her status as a full-blown artist.

Andreas, a Danish professional musician and writer with a master's degree in philosophy, wears multiple hats as a business owner, organizational expert, and creative enthusiast. Alongside his passion for music and writing, Andreas is the driving force behind Escola Normal, overseeing planning, budgeting, and communication with partners and on social media. With a growing interest in



photography, he also captures moments through his lens on a weekly basis. Andreas' diverse skill set and involvement in various fields make him a multifaceted figure in the creative and business realms.

Alongside this unique family unit, the household also includes a French, an Icelandic, and a Polish inhabitant, as well as an Italian who is a part of their daily lives. Moreover, they regularly receive visitors from other nations, further enriching their diverse and multicultural environment.

Their events are very engaging for the audience: you are not only a spectator, you can participate in practically anything. One rule is to be respectful to people and equipment.

Every week, they host a jam session, where the one and only rule is that covers are not allowed. This rule encourages musicians to explore new sounds, progressions, and melodies, and sometimes the magic appears when a band of musicians - experienced or amateur - who may have never played together before, creates something completely new on the spot. In addition to these sessions, the collective actively promotes and showcases local bands and artists in their larger events. One such event was the Battle of the Bands held last summer, which featured the participation of 7-9 talented local bands. With improved funding, Escola Normal aspires to push the Madeiran music scene to even greater heights.



The ultimate plan of Escola Normal is to establish a sustainable cultural hub in Madeira, which would provide funding and financial support for both artists and organizers. The primary objective of this cultural center would be to engage with the local community to create a space for art, culture, and gathering, that would transcend differences in interests, backgrounds, ages, and beyond.

The vision for this artistic hub goes far beyond just a venue for events: it will be a creative space where ideas can be exchanged, artists can collaborate, and new projects can emerge.

Escola Normal believes that art has the power to unite people, and a cultural hub with such a vision will be an important contribution to the island's cultural scene. While it may be a long-term goal, the team is determined to make it a reality, knowing that it will require a lot of hard work, dedication, and community support. Currently, they are also in the process of launching a record label that will cater to all types of music produced in Madeira, with a focus on local talents at first. However, the label is not limited to locals alone, as the growing international community is welcome to contribute their music as long as it was made in Madeira.

Despite the name Escola Normal, this diverse group is anything but normal, as they create events that are different from the norm. Their jam sessions are a testament to this philosophy - unlike



traditional jazz sessions; anyone can collaborate and create something new, even without prior musical experience. Their events have grown organically, drawing people in with their unique approach and inspiring local musicians to stay in Madeira instead of seeking opportunities elsewhere.



Escola Normal: Coletiva de Arte e Música na Madeira

Resumo: A Escola Normal, um coletivo artístico internacional na Madeira, oferece um espaço único e inclusivo para os músicos explorarem a liberdade e a improvisação. Os seus eventos, incluindo jam sessions e showcases, dão prioridade a composições originais, fomentando a criatividade e a colaboração. O coletivo pretende estabelecer um centro cultural sustentável, apoiando os artistas locais e promovendo a união através da arte. Com planos para uma editora discográfica e uma visão a longo prazo, a Escola Normal procura enriquecer o panorama musical da Madeira e inspirar os artistas a permanecerem na ilha.

Palavras-chave: música, comunidade, improvisação, artistas locais



Escola Normal: Coletiva de Arte e Música na Madeira

A Escola Normal é um grupo internacional de músicos da Ilha da Madeira. Três coisas que precisa de saber sobre o grupo: se gosta de liberdade e improvisação, vai querer participar nos seus eventos; durante as jam sessions, não poderá tocar covers, apenas músicas novas; pode praticar com músicos profissionais e ficar na sua casa na costa atlântica, enquanto paga em amendoins. E, claro, não há nada de “normal” nesta escola, pelo menos não no sentido habitual.

Aninhada no coração do Funchal, uma encantadora casa cor-de-rosa ecoa sons tão sublimes que convidam a entrar e descobrir a magia que há dentro dela. Esta casa é o lar e o espaço artístico compartilhado de um coletivo de arte internacional - Escola Normal. A história deste hub internacional começa em 2021.

No meio do caos e da incerteza da pandemia de COVID-19, dois visionários, Andreas Sidenius (Dinamarca) e Catarina Trindade (Portugal), tinham um propósito: trazer à tona algo extraordinário. Ambos músicos profissionais, moravam em Copenhaga, mas cansaram-se do pequeno apartamento parecido com uma caixa e ansiavam por algo mais gratificante. O filho deles, Alban, nasceu prematuramente nessa época - um período feliz, mas também emocional e fisicamente desgastante. Numa mudança de ares muito



necessária, depois de uma visita à Madeira, a família decidiu mudar-se para lá e tentaram concretizar algo que há muito que andava na cabeça. Depois de algum tempo, alugaram uma casa única no Funchal que já havia sido usada por vários coletivos de arte até mesmo anteriormente. Devido ao COVID-19, conseguiram alugá-lo por um preço justo, tornando-o acessível para artistas em dificuldades como eles. “Com menor pressão financeira, a oportunidade das pessoas evoluírem a sua arte aumenta drasticamente”, diz Andreas, que também é responsável pelo planeamento e orçamento do coletivo. No entanto, não apenas a vida acessível era atraente. A Madeira, com o seu clima, milhares de vezes oposto ao de Copenhaga, foi o local perfeito para começarem o seu novo capítulo. “Mas, principalmente, percebemos que em Copenhaga já havia muitos projetos culturais amadurecidos e a funcionar bem. Na Madeira, por outro lado, não vivemos uma grande onda de arte na cidade. Embora existam muitos artistas, a maior parte da arte é voltada para o turismo. Não havia nenhum lugar aparente que desse para explorar, tocar música, por exemplo. Assim nasceu a jam session. Gostávamos de brincar assim, e agora podemos dizer com certeza, que também muitas outras pessoas na ilha gostam de brincar assim: Livre, improvisando, às vezes selvagem



–mas para todos, um espaço acolhedor para todos que se comportam”, explica.

O que os músicos querem é viver numa comunidade onde possam ter mais pessoas para partilhar as suas experiências artísticas. O amor pela música improvisada de forma livre mantém as portas da sua casa abertas para quem quiser tocar. E jogar com verdadeiros profissionais. Catarina Trindade, uma proeminente artista portuguesa, tem feito barulho na indústria da música há mais de 15 anos. Como musicista profissional experiente, lançou vários álbuns e peças estendidas, colaborando com alguns dos músicos mais renomados de Portugal. Considerada uma das mais conhecidas cantoras alternativas e independentes do país, a proeza artística de Catarina Trindade vai além da música. Ela é uma verdadeira figura renascentista, exibindo talentos em pintura, costura, tocando vários instrumentos, na produção musical, fotografia, filmagem e edição. As suas habilidades multifacetadas adquiriram-lhe um amplo reconhecimento nos círculos criativos portugueses, solidificando o seu estatuto de artista de pleno direito.

Andreas, um músico e escritor profissional dinamarquês com mestrado em filosofia, desempenha vários papéis como proprietário de uma empresa, especialista organizacional e entusiasta criativo. Para além da sua paixão pela música e pela escrita, Andreas é a força



motriz por trás da Escola Normal, supervisionando o planejamento, orçamento e comunicação com parceiros e nas redes sociais. Com um interesse crescente pela fotografia, também capta momentos através das suas objetivas semanalmente. O conjunto diversificado de habilidades e o envolvimento de Andreas em vários campos fazem dele uma figura multifacetada nos reinos criativo e empresarial.

A par desta unidade familiar única, o agregado familiar inclui também um habitante francês, um islandês e um polaco, juntos de um italiano. Além disso, recebem regularmente visitantes de outras nações, enriquecendo ainda mais seu ambiente diversificado e multicultural.

Os seus eventos são muito envolventes para o público: acaba por não ser apenas um espectador, pode participar em praticamente qualquer coisa. Uma regra é respeitar as pessoas e os equipamentos. Todas as semanas organizam uma jam session, onde a única regra é que covers não são permitidos. Essa regra incentiva os músicos a explorar novos sons, progressões e melodias, e às vezes a magia aparece quando uma banda de músicos - experientes ou amadores - que podem nunca ter tocado juntos antes, cria algo completamente novo no local. Além dessas sessões, o coletivo promove ativamente e apresenta bandas e artistas locais em seus eventos maiores. Um desses eventos foi a Batalha das Bandas realizada no verão passado,



que contou com a participação de 7 a 9 talentosas bandas locais. Com financiamento melhorado, a Escola Normal aspira a levar a cena musical madeirense a patamares ainda maiores.

O plano final da Escola Normal é estabelecer um polo cultural sustentável na Madeira, que forneça financiamento e apoio financeiro para artistas e organizadores. O objetivo principal deste centro cultural seria envolver a comunidade local para criar um espaço para arte, cultura e encontro, que transcendesse as diferenças de interesses, origens, idades e muito mais.

A visão para este polo artístico vai muito além de apenas um espaço para eventos: será um espaço criativo onde as ideias podem ser trocadas, os artistas podem colaborar e novos projetos podem surgir.

A Escola Normal acredita que a arte tem o poder de unir as pessoas, e um polo cultural com essa visão será uma importante contribuição para a cena cultural da Ilha. Embora possa ser um objetivo de longo prazo, a equipa está determinada a torná-lo realidade, sabendo que exigirá muito trabalho duro, dedicação e apoio da comunidade.

Atualmente, encontram-se também em fase de lançamento de uma editora discográfica que irá atender todo o tipo de música produzida na Madeira, com foco inicial nos talentos locais. No



entanto, a editora não se limita apenas aos locais, pois a crescente comunidade internacional é bem-vinda a contribuir com a sua música, desde que seja feita na Madeira.

Apesar do nome Escola Normal, este grupo diverso é tudo menos normal, pois cria eventos fora do normal. As suas jam sessions são uma prova dessa filosofia - ao contrário das tradicionais sessões de jazz; qualquer pessoa pode colaborar e criar algo novo, mesmo sem experiência musical anterior. Os seus eventos cresceram organicamente, atraindo pessoas com a sua abordagem única e inspirando os músicos locais a permanecerem na Madeira em vez de procurarem oportunidades noutra local.

**Free
Walking
Tours in
Funchal**





Interviewer: Sanja Nikolova

Writer: Sanja Nikolova, Anastasia Mazur

Translated by Paulo Silva

Partner organization: Association ARTE.M

Title: Free Walking Tours in Funchal: Business Concept that Brings Good Money

Interviewee: Lisa Camacho

Website: www.freewalkingtoursfunchal.com

Abstract: Lisa Camacho, a passionate tour guide from Madeira, offers free walking tours of Funchal, relying on tips from satisfied visitors. Her innovative concept attracts a large number of attendees, who appreciate her knowledgeable and captivating approach. Lisa's company also organizes paid hiking tours, showcasing the island's rugged beauty. Through her business, she not only earns a living but also preserves Funchal's charm and creates unforgettable experiences for travelers from around the world. Lisa's success proves that simplicity and a love for exploration can lead to a thriving venture.

Keywords: free tours, business concept, Madeira culture, nature.



Free Walking Tours in Funchal: Business Concept That Brings Good Money

“Find a job you enjoy doing, and you will never have to work a day in your life” –a famous quote by Mark Twain and something we all dream about. Lisa Camacho, a tour guide from Madeira, has come up with a perfect recipe for herself. A 35 y.o. entrepreneur from Funchal, a charming city on the southern coast of Madeira, loves her job presenting her hometown and island to visitors in free walking tours and other guided activities.

When you hear ‘free walking tours’ you immediately think, but where business is? Is it a disguise for some hidden costs? No, everything is fair, straightforward and... really free of charge. Moreover, this concept allows not only for making a decent living but also creates organic promotion for the business. In addition, without the restraints of proving the service the clients agreed to pay for, the tours can be as innovative and unique as the guide deems.

Here’s how the creative business venture started.

Lisa studied Environment and Tourism in Madeira and was working quite a few years as a sales representative in Tourism Animation Agencies. In 2016, she took a Mountain Guide Course and began her career as a guide. However, 2018 proved to be a



revolutionary year for Lisa. Then, she decided to embark on a new interesting challenge - providing free walking tours of the city she was born and raised. The idea came during one of her mountain hikes and decided to give it a go. She eventually established her own company and embraced the journey wholeheartedly.

The idea of providing free walking tours, as seen in a few other cities worldwide, is brilliant. With its simple yet effective system, Lisa has been able to attract a large number of attendees to her tours. Lisa does not charge a fee for her tours but instead relies on the goodwill of her visitors to tip her at the end of the tour if they are satisfied with her knowledgeable and informative walk through the town. This system of providing a service for a tip not only makes the tours accessible to everyone but also ensures that Lisa is motivated to ensure the best possible experience for her visitors. This concept is stated openly on her website, with a dedicated tab “How are these tours free?”.

This system also works in her favour because she gets more noticed and promoted online and in person as a form of gratitude. Everyone attending a free tour is willing to give her a review on the social platforms, as a reward for her provided time and shared experience. The lists of positive reviews and recommendations are



infinite on every single platform that features her Free walking tours Funchal website.

Since last year, Lisa has a colleague, Romeu, a music teacher who helps Lisa on her days off. Together they make a dynamic duo and cover a tight schedule. The beauty of Lisa's tours lies in the fact that visitors get to discover hidden gems that they might not have found on their own. Funchal has a lot to offer, but it takes a pair of expert eyes to uncover its secret treasures. With Lisa and Romeu leading the way, visitors get to explore the city's rich history, art and architecture in a unique and captivating way. Their walking tours of Funchal are particularly popular because they provide a unique way for visitors to explore the city, but also to gain further inside information for anything they wish to know about the island in order to have a perfect holiday. There are two different free tours, one for Funchal's old town and one for Funchal's essentials. The meeting point for both of the tours is in the Parque Santa Catarina, in front of the Chapel and you can find Lisa or Romeu always with the help of the yellow umbrella with the logo of the company. The only thing you should do is register on their website in advance and enjoy the guided walking tour that lasts up to two hours.

Of course, Lisa's company is not just limited to free walking tours. On days she is not giving free tours, she organizes challenging



hiking tours where visitors could explore the rugged terrain around Madeira. These hikes have a fixed price, as there are some costs involved, such as transportation. Lisa takes visitors to these off-the-beaten-path locations, allowing them to experience the true essence of the island. Although there is interest in these hikes as well, especially with the younger population and mostly after the pandemic, still what attracts tourists the most are the free tours that she has on offer for four days a week.

The story of Lisa proves a well-known fact that simplicity can often be the key to success. By providing free walking tours that show the best of Funchal's essential culture and background, Lisa has been able to create a successful business that benefits both tourists and of course her as a young entrepreneur. Her tours are not just informative, but also entertaining. She regales visitors with fascinating anecdotes and answers their questions with wit. Visitors from all around the world, mostly from Germany, England, France, and nowadays from Canada, Ireland and USA are just a testament to the trend of her tours.

With the world still recovering from the pandemic, Lisa is thrilled to see her city bustling with energy again. Unlike during the global pandemic, now the streets are teeming with life, as visitors from all over the world are coming to experience Funchal's unique



charm. As she herself notices, according to the success of her business after the lockdown, Funchal as the capital and Madeira's tourist, cultural and commercial centre, is more popular among travellers than ever. This is why Lisa is determined to do her part in preserving the city's charm and ensuring that it remains a welcoming destination for visitors from all places.

Lisa's business is not just about earning an income, but also a reflection of her indomitable spirit and her love for travel, adventure and her island. She knows that her company would continue to grow, and she is excited to see where her next adventure would take her. As she says goodbye to her visitors, she knows that she has made a difference in their lives, and that is a feeling that money could never buy because she stands by the slogan *"You have only been to a place if you walked there"*.



Free Walking Tours no Funchal: Conceito de Negócio que Traz Bom Dinheiro

Resumo: Lisa Camacho, uma guia turística apaixonada pela Madeira, oferece passeios a pé gratuitos no Funchal, contando apenas com uma gorjeta de participantes satisfeitos. O seu conceito inovador atrai um grande número de visitantes, que apreciam a sua abordagem conhecedora e cativante. A empresa da Lisa também organiza passeios pedestres pagos, mostrando a beleza acidentada da ilha. Através do seu negócio, ela não só ganha a vida como também preserva o encanto do Funchal e cria experiências inesquecíveis para viajantes de todo o mundo. O sucesso de Lisa prova que a simplicidade e o amor pela exploração podem levar a um empreendimento próspero.

Palavras-chave: free tours, conceito de negócio, cultura madeirense, natureza



Free Walking Tours no Funchal: Conceito de Negócio que Traz Bom Dinheiro

“Encontre um trabalho que goste de fazer, e nunca terá que trabalhar um dia na sua vida” - uma citação famosa de Mark Twain e algo com que todos sonhamos. Lisa Camacho, uma guia turística da Madeira, criou para si uma receita perfeita. Uma empresária 35 anos do Funchal, uma cidade encantadora na costa sul da Madeira, adora o seu trabalho apresentando a sua cidade natal e a sua ilha aos visitantes em passeios a pé gratuitos e outras atividades guiadas.

Quando ouve 'passeios a pé gratuitos', pensa imediatamente: mas onde estão os negócios? É um disfarce para alguns custos ocultos? Não, tudo é justo, direto e... realmente gratuito. Além disso, este conceito permite não apenas ter uma vida decente, mas também criar uma promoção orgânica para o negócio. Além disso, sem as amarras de provar o serviço que os clientes concordaram em pagar, os passeios podem ser tão inovadores e únicos quanto o guia julgar.

Veja como o empreendimento criativo começou.

Lisa estudou Ambiente e Turismo na Madeira e trabalhou alguns anos como representante comercial em Agências de Animação Turística. Em 2016, fez o Curso de Guia de Montanha e



iniciou a sua carreira de guia. No entanto, 2018 provou ser um ano revolucionário para Lisa. Então, ela decidiu embarcar num novo desafio interessante - fornecer passeios a pé gratuitos pela cidade em que nasceu e cresceu. A ideia surgiu durante uma das suas caminhadas nas montanhas e decidiu tentar. Ela acabou por abrir a sua própria empresa e abraçou a jornada com todo o coração.

A ideia de oferecer passeios a pé gratuitos, como visto em algumas outras cidades do mundo, é brilhante. Com o seu sistema simples, mas eficaz, Lisa conseguiu atrair um grande número de participantes para os seus passeios. Lisa não cobra uma taxa pelos seus passeios, mas, em vez disso, conta com a boa vontade dos seus visitantes para dar uma gorjeta no final do passeio, se estiverem satisfeitos com a sua caminhada informada e informativa pela cidade. Este sistema de prestação de serviço por gorjeta não só torna os passeios acessíveis a todos, mas também garante que Lisa esteja motivada para garantir a melhor experiência possível para os seus visitantes. O conceito é declarado abertamente no seu site, com uma guia dedicada “Esses passeios são gratuitos como?”.

Este sistema também funciona a seu favor porque passou a ser mais vista e promovida online, e, pessoalmente como forma de gratidão. Todos os participantes de um tour gratuito estão dispostos a fazer uma avaliação dela nas plataformas sociais, como



recompensa pelo tempo e pela experiência compartilhada. As listas de críticas e recomendações positivas são infinitas em todas as plataformas que apresentam o site Free Walking Tours Funchal.

Desde o ano passado, a Lisa tem um colega, Romeu, professor de música que ajuda Lisa nas folgas. Juntos, formam uma dupla dinâmica e cobrem uma agenda apertada. A beleza dos passeios da Lisa reside no fato de que os visitantes descobrem joias escondidas que talvez não tenham encontrado por conta própria. O Funchal tem muito para oferecer, mas é preciso um par de olhos experientes para descobrir os seus tesouros secretos. Com Lisa e Romeu a liderar o caminho, os visitantes podem explorar a rica história, arte e arquitetura da cidade de uma forma única e cativante. Os seus passeios a pé pelo Funchal são particularmente populares porque fornecem uma forma única para os visitantes explorarem a cidade, mas também para obter mais informações privilegiadas sobre tudo o que desejam saber sobre a ilha para terem umas férias perfeitas. Existem dois tours gratuitos diferentes, um para a Zona Velha do Funchal e outro para o centro do Funchal. O ponto de encontro de ambos os passeios é no Parque Santa Catarina, em frente à Capela e é possível encontrar Lisa ou Romeu sempre com a ajuda do guarda-chuva amarelo com o logotipo da empresa. A única coisa que tem de



fazer é registrar-se no site deles com antecedência e aproveitar o passeio a pé guiado que dura até duas horas.

Claro, a empresa da Lisa não se limita apenas a passeios a pé gratuitos. Nos dias em que não oferece passeios, organiza caminhadas desafiadoras onde os visitantes podem explorar o terreno acidentado ao redor da Madeira. Estas caminhadas têm um preço fixo, pois existem alguns custos envolvidos, como o transporte. Lisa leva os visitantes a esses locais menos comuns, permitindo que experimentem a verdadeira essência da Ilha. Embora também haja interesse por estas caminhadas, principalmente junto da população mais jovem e sobretudo depois da pandemia, ainda assim o que mais atrai os turistas são os passeios gratuitos que ela oferece durante quatro dias por semana.

A história de Lisa prova um fato bem conhecido de que a simplicidade muitas vezes pode ser a chave para o sucesso. Ao fornecer passeios a pé gratuitos que mostram o melhor da cultura e do passado essenciais do Funchal, Lisa conseguiu criar um negócio de sucesso que beneficia tanto os turistas como, claro, ela como jovem empreendedora. Os seus passeios não são apenas informativos, mas também divertidos. Os visitantes são presenteados com anedotas fascinantes e responde às perguntas com inteligência. Visitantes de todo o mundo, principalmente da Alemanha, Inglaterra, França e



hoje em dia do Canadá, Irlanda e EUA são apenas uma prova da tendência de suas turnês.

Com o mundo ainda a recuperar da pandemia, Lisa está emocionada ao ver a sua cidade a fervilhar com energia novamente. Ao contrário da pandemia global, agora as ruas fervilham com vida, pois visitantes de todo o mundo vêm experimentar o encanto único do Funchal. Como ela própria constata, pelo sucesso do seu negócio após o confinamento, o Funchal enquanto capital e centro turístico, cultural e comercial da Madeira, está mais do que nunca a ser apreciado pelos viajantes. É por isso que Lisa está determinada a fazer a sua parte para preservar o charme da cidade e garantir que ela continue sendo um destino acolhedor para visitantes de todos os lugares.

O seu negócio não é apenas ganhar uma renda, mas também um reflexo do seu espírito indomável e do seu amor por viajar, aventuras e da sua Ilha. Ela sabe que a sua empresa continuará a crescer e está animada para ver onde a próxima aventura a levará. Ao se despedir dos seus visitantes, ela sabe que fez a diferença nas suas vidas, e esse é um sentimento que o dinheiro nunca compraria, porque ela defende o slogan “Só esteve num lugar ser andou por lá”.

**Madeira
Friends
Community**





Interviewer: Sanja Nikolova

Writer: Sanja Nikolova, Anastasia Mazur

Translated by Paulo Silva

Partner organization: Association ARTE.M

Title: Madeira Friends Community

Interviewees: Marelin Gonçalves, Luís Calado

Instagram: [@madeirafriends](https://www.instagram.com/madeirafriends)

Abstract: Madeira Friends is a thriving community in Funchal, Madeira, that started during the COVID-19 pandemic when digital nomads sought new destinations. Two fitness enthusiasts, Marelin Gonçalves and Luís Calado, initiated the community by inviting people to join their workouts. It quickly evolved into a diverse group of individuals, including digital nomads, students, expats, and locals, united by a love for fitness, exploration, and community. Madeira Friends has expanded to include various activities, collaborations, social initiatives, and events, leaving a positive impact on the island and fostering lasting friendships.

Keywords: digital nomads, community, giving back, investment and job opportunities.



Madeira Friends Community

It's 10 am on a Saturday, and the sun is already blazing down in Funchal. As you make your way to the cable car area, you can feel the heat radiating off the pavement, but you're not deterred. You're here to meet up with your fitness crew - a group of like-minded individuals who share the same passion for staying active and exploring the beauty of Madeira. As you gather with them, you can't help but feel a sense of determination. You know that the workout ahead of you will be tough, but you're ready for the challenge'. This is what people say about their experience with Madeira Friends.

A huge community of foreigners and locals that work together, move social causes, do sports together, invest in the island and create new jobs on Madeira is quite known outside of Portugal, even though the group is a little older than two years. Many international magazines, including Lonely Planet, have covered the phenomenon. It's cool to be a part of this community, and everyone wants to be friends with Madeira Friends.

How did it start? First, there was the COVID-19 pandemic.

When severe lockdowns started, and usual places of migration for digital nomads such as Bali and Thailand closed, those who work online were looking for new warm and friendly places to stay. And



they discovered Madeira –a paradise island in the Atlantic Ocean. The Autonomous Republic’s government managed the pandemic well: it was relatively safe on the island, with average infection rates, reasonable restrictions and the possibility to travel. Many apartments that had previously been rented out to tourists were empty, and locals were desperately looking for new sources of income. The genius idea to invite digital nomads to the island was born between a young man named Gonçalo Hall, a consultant and digital nomad himself, and StartUp Madeira, a governmental agency and startup incubator. A website was assembled quickly, and a cultural centre in the town of Ponta do Sol was turned into a free co-working space with IKEA furniture, good Wi-Fi and a view over banana plantations and an endless ocean.

And so, the influx of young people that work online began. It was an eruption nobody expected. According to StartUp Madeira, they were processing up to 200 registrations and requests from digital nomads per day at the end of 2020 and the beginning of 2021. Young people were coming and coming, breathing new life into towns while enjoying the hospitality of the pearl of the Atlantic Ocean.

However, one thing has been always challenging for digital nomads regardless of the location. When you come to a new place,



you do not know anyone and may feel lonely and lost. Making friends and integrating into a community can be overwhelming.

That's why a couple of fitness enthusiasts on the island decided to take matters into their own hands. They saw an opportunity to create something cool and refreshing that would bring people together, regardless of their backgrounds. Two Portuguese – Marelin Gonçalves and Luís Calado started very simply: they went to have a morning workout at the waterfront together to shake off pandemic drowsiness. After who knows how many burpees and jumping jacks at the workout ground near the cable car in Funchal, they noticed a young man that was staring at them. He eventually came up and asked if he could join for the next session. They didn't even have the plans for the next session but since the young man asked, they obliged. And then they thought: why not invite more people to the workout – everyone around was feeling lonely and stiffened, and desperately looking for quality human contact in the fresh air.

Madeira Fitness Friends was born back in December 2020. A community that shares the same amount of love for fitness, Madeira and making connections with others. For the group's founders, it was an interesting and challenging project – creating a free space and a sports “event” where newcomers to the island could feel welcome



and supported while staying active and exploring their new surroundings.

A mix of familiar faces and new adventurers, some returning from previous journeys and others arriving for the first time all united by a shared love for fitness and exploration, drawn in by the promise of a friendly and welcoming community. Some have already settled in, while others are just beginning their journey, and more will undoubtedly join in the future.

‘Over the weeks and months that you've been a part of this community, you've formed bonds that go far beyond just working out together. You've shared your stories, your struggles and your triumphs, and you've come to rely on each other for support and encouragement. As you begin your workout, you push yourself harder than ever before, fueled by the energy and enthusiasm of the group. The sweat drips down your face, but you don't give up. You know that every step you take, every rep you do, is bringing you closer to your goals - both physical and personal. And when the workout is over, and you're lying on the ground, gasping for breath, you look around at your fellow fitness enthusiasts, and you realize that you've found something truly special. You've found a community of people who will be there for you not just during the workouts, but during every step of your journey –a community of people who have



become long-life friends.’ This is what it feels like to be part of this community.

As the muscles of the community members were growing and the occasional connections turned into close friendships, the people discovered that they have many more common interests beyond fitness. The group embraced also art, culture, innovation and giving-back initiatives. Madeira Fitness Friends dropped the ‘Fitness’ in the name to match a larger variety of activities and focused on creating opportunities for foreigners-locals cooperation, transfer of knowledge, helping investment and creating workplaces for locals, all while promoting healthy living and social responsibility initiatives.

As their non-profit association with the contemporary name of just Madeira Friends continues to grow, a diverse group of individuals have joined the community, including digital nomads, Erasmus students, remote workers, expats, entrepreneurs, artists, and locals. Their common goal is to make Madeira a better place. Madeira Friends is proud of their positive social and economic impact on the region, and they're thrilled to be a part of this transformative movement.

Madeira Friends has collaborated on various workshops, festivals, networking events, and tech talks. The organization had undertaken several social responsibility and giving-back initiatives,



including helping animals, children, and Ukrainian refugees. They had raised more than five thousand euros for charities and purchased over 200 new books for Christmas. The Madeira Friends community had also grown to include weekly hangouts, lunches, and of course, still providing free workouts. They organize big wellness events at Pestana CR7 hotel, featuring art, yoga, embroidery, capoeira, fashion shows, dance and much more.

The organization's vision went beyond just providing a platform for digital nomads to connect and contribute to the community. They wanted to leave a lasting impact on the island, through the creation of programs with a real impact, from networking to education, from well-being to sustainability, promoting true social and inclusive integration with the locals.

They so far had created art pieces that celebrated the island's diversity and inclusivity where locals and internationals got together to participate, especially in the one called “Madeira belongs to all and we all belong to Madeira”. Also, they have organized hackathons and programs to teach local kids how to code and one-on-one mentorships as well.

For those who have joined Madeira Friends, the group has become a lifeline - a way to stay active, explore the island, and form lasting friendships in the process. And for the island of Madeira itself,



the group represents a beacon of hope - a testament to the power of community, and the strength that can come from bringing people together.



Comunidade Madeira Friends

Resumo: A Madeira Friends é uma comunidade próspera no Funchal, Madeira, que começou durante a pandemia da COVID-19, quando os nómadas digitais procuraram novos destinos. Dois entusiastas do fitness, Marelin Gonçalves e Luís Calado, iniciaram a comunidade convidando pessoas a juntarem-se aos seus treinos. Rapidamente evoluiu para um grupo diversificado de indivíduos, incluindo nómadas digitais, estudantes, expatriados e habitantes locais, unidos pelo amor ao fitness, à exploração e à comunidade. A Madeira Friends expandiu-se para incluir várias actividades, colaborações, iniciativas sociais e eventos, deixando um impacto positivo na ilha e fomentando amizades duradouras.

Palavras-chave: nómadas digitais, comunidade, retribuição, investimento e oportunidades de emprego



Comunidade Madeira Friends

“São 11 horas da manhã num sábado e o sol já está forte pelo Funchal. Enquanto dirige-se para a área do teleférico, pode sentir o calor irradiante da calçada, mas não desiste. Está aqui para encontrar-se com a sua equipa de fitness - um grupo de indivíduos com ideias semelhantes que partilham a mesma paixão por se manterem ativos e explorarem a beleza da Madeira. Ao se reunir com eles, não pode deixar de sentir uma sensação de determinação. Sabe que o treino que tem pela frente vai ser duro, mas está pronto para o desafio’. É o que dizem as pessoas sobre a sua experiência com o Madeira Friends.

Uma enorme comunidade de estrangeiros e locais que trabalham juntos, movem causas sociais, fazem desporto juntos, investem na Ilha e criam novos empregos na Madeira é bastante conhecida fora de Portugal, apesar de o grupo ter pouco mais de dois anos. Muitas revistas internacionais, incluindo a Lonely Planet, cobriram o fenómeno. É muito bom fazer parte desta comunidade e todos querem ser amigos do Madeira Friends.

Como começou? Primeiro, houve a pandemia de COVID-19.

Quando os bloqueios severos começaram e os locais habituais de migração para nómadas digitais, como o Bali e a Tailândia,



fecharam, aqueles que trabalhavam online estavam à procurar de novos lugares acolhedores e amigáveis para ficar. E descobriram a Madeira – uma ilha paradisíaca no Oceano Atlântico. O governo da Região Autónoma geriu bem a pandemia: foi relativamente seguro na Ilha, com taxas de infeção médias, restrições razoáveis e possibilidade de viajar. Muitos apartamentos que antes eram alugados para turistas estavam vazios e os moradores locais procuravam desesperadamente novas fontes de renda. A genial ideia de convidar nómadas digitais para a Ilha nasceu entre um jovem chamado Gonçalo Hall, consultor e ele próprio nómada digital, e a StartUp Madeira, agência governamental e incubadora de startups. Um site foi montado rapidamente e um centro cultural na cidade da Ponta do Sol foi transformado num espaço de co-working gratuito com móveis IKEA, bom Wi-Fi e vista para as plantações de banana e um oceano sem fim.

E assim começou o afluxo de jovens que trabalham online. Foi uma erupção que ninguém esperava. Segundo a StartUp Madeira, no final de 2020 e início de 2021 chegavam a processar cerca de 200 registos e pedidos de nómadas digitais por dia. E assim, os jovens vinham e iam, dando nova vida às cidades enquanto desfrutavam da hospitalidade da pérola do Atlântico.



No entanto, uma coisa foi sempre um desafio para os nómadas digitais, independentemente da localização. Quando chega a um novo lugar, não conhece ninguém e pode sentir-se sozinho e perdido. Fazer amigos e integrar-se numa comunidade nova pode ser avassalador.

É por isso que alguns entusiastas do fitness na ilha decidiram resolver o problema por conta própria. Viram uma oportunidade de criar algo divertido e revigorante que uniria as pessoas, independentemente das suas origens. Dois portugueses – Marelin Gonçalves e Luís Calado começaram de forma muito simples: foram juntos fazer um treino matinal à beira-mar para espantar a sonolência pandémica. Depois de sabe-se lá quantos burpees e polichinelos nos equipamentos perto do teleférico do Funchal, notaram um jovem que os encarava. Ele finalmente apareceu e perguntou se poderia participar da próxima sessão. Eles nem tinham planos para a próxima sessão, mas como o jovem pediu, eles concordaram. E então pensaram: porque não convidar mais pessoas para o treino - todos ao redor estavam a sentir-se sozinhos e rígidos, procurando desesperadamente por contato humano de qualidade ao ar livre.

E assim nasceu o Madeira Fitness Friends em dezembro de 2020. Uma comunidade que partilha o mesmo amor pelo fitness,



pela Madeira e por fazer ligações com os outros. Para os fundadores do grupo, foi um projeto interessante e desafiador – criar um espaço livre e um “evento” desportivo onde os recém-chegados à Ilha pudessem sentir-se bem-vindos e apoiados enquanto se mantivessem ativos e explorassem o novo ambiente.

Uma mistura de rostos familiares e novos aventureiros, alguns retornando de viagens anteriores e outros a chegar pela primeira vez, todos unidos por um amor compartilhado por fitness e exploração, atraídos pela promessa de uma comunidade amigável e acolhedora. Alguns já se instalaram, enquanto outros estão apenas a começar a sua jornada e, sem dúvida, outros se juntar-se-ão no futuro.

“Ao longo das semanas e meses em que faz parte desta comunidade, formam laços que vão muito além de apenas treinar juntos. Compartilharam histórias, as suas lutas e os seus triunfos e passam a contar uns com os outros para apoio e encorajamento. Ao iniciar o treino, esforça-se mais do que nunca, alimentado pela energia e entusiasmo do grupo. O suor escorre pelo seu rosto, mas não desiste. Sabe que cada passo que dá, cada repetição que faz, o aproxima dos seus objetivos - tanto físicos quanto pessoais. E quando o treino termina e está deitado no chão, ofegante, olha em volta para os seus colegas entusiastas e percebe que encontrou algo



realmente especial. Encontrou uma comunidade de pessoas que estarão ao seu lado não apenas durante os treinos, mas durante cada etapa da sua jornada –uma comunidade de pessoas que se tornaram amigos de longa data.' É assim que se sente ao fazer parte desta comunidade.

À medida que os músculos dos membros da comunidade cresciam e as conexões ocasionais transformavam-se em amizades íntimas, as pessoas descobriram que tinham muito mais interesses em comum além do condicionamento físico. O grupo abraçou também iniciativas de arte, cultura, inovação e retribuição. Madeira Fitness Friends abandonou o nome 'Fitness' para corresponder a uma maior variedade de atividades e focou-se na criação de oportunidades de cooperação estrangeiros-locais, transferência de conhecimento, apoio ao investimento e criação de locais de trabalho para os locais, ao mesmo tempo que promove uma vida saudável e iniciativas de responsabilidade social.

Como a sua associação sem fins lucrativos com o nome contemporâneo de apenas 'Amigos da Madeira' continua a crescer. Um grupo diversificado de indivíduos juntou-se à comunidade, incluindo nómadas digitais, estudantes Erasmus, trabalhadores remotos, expatriados, empreendedores, artistas e locais. O seu objetivo comum é tornar a Madeira um lugar melhor. A Madeira



Friends orgulha-se do seu impacto social e económico positivo na região e está entusiasmada por fazer parte deste movimento transformador.

Madeira Friends tem colaborado em vários workshops, festivais, eventos de networking e palestras técnicas. A organização empreendeu várias iniciativas de responsabilidade social e retribuição, incluindo ajudar animais, crianças e refugiados ucranianos. Angariaram mais de cinco mil euros para instituições de caridade e compraram mais de 200 livros novos para o Natal. A comunidade Madeira Friends também cresceu para incluir hangouts semanais, almoços e, claro, ainda oferecendo exercício gratuito. Organizam grandes eventos de bem-estar no Pestana CR7, com arte, yoga, bordados, desfiles de moda e dança.

Mas a visão da organização foi além de apenas fornecer uma plataforma para nómadas digitais conectarem-se e contribuírem com a comunidade. Queriam deixar um impacto duradouro na ilha, promovendo uma verdadeira integração social e inclusiva com os habitantes locais.

Eles até agora criaram peças de arte que celebravam a diversidade e inclusão da Ilha onde locais e internacionais reuniam-se para participar especialmente no chamado “A Madeira pertence a todos e todos nós pertencemos à Madeira”. Além disso, organizaram



hackathons e programas para ensinar as crianças locais a codificar, também como mentorias individuais.

Para quem se juntou ao Madeira Friends, o grupo tornou-se uma tábua de salvação - uma forma de se manter ativo, explorar a Ilha e fazer amizades duradouras no processo. E para a própria Ilha da Madeira, o grupo representa um farol de esperança - um testemunho do poder da comunidade e da força que pode advir da união das pessoas.

**Fashion
Designer
Nathan
Slate**





Interviewer: Sanja Nikolova

Writer: Sanja Nikolova, Anastasia Mazur

Translated by Paulo Silva

Partner organization: Association ARTE.M

Title: Nature-Inspired Art of Nathan Slate

Interviewee: Nathan Slate

Website: www.nathanslate.com

Abstract: Nathan Slate, an artist, artisan, and fashion designer, defies convention with his nature-inspired creations. After working in the fashion industry, he chose to focus on authentic art that resonated with his soul. His work spans various mediums, from clothing and jewelry to ceramics and fragrances. Slate's deep connection to nature shapes his art, which is both spiritual and diverse. Embracing a creative lifestyle, he prioritizes slow fashion and believes success lies in the ability to keep creating and sharing his unique pieces with the world.

Keywords: artisan, nature-inspired art, promotion of Madeira



Nature-Inspired Art of Nathan Slate

Long hair, a turban on his head. Natural colored clothes from linen and cotton. Many tattoos, but looking delicate. One of them standing out – ‘To Be Human’ at the back of his neck. Kind eyes and voice. When you meet Nathan Slate, 31, an artist, artisan and fashion designer, you know he is not a typical young man. What he makes is art but also a lifestyle. His nature-inspired works breathe of freshness of mountain winds, or leave you haunted like darkest forests and caves – as diverse as mother earth itself. Nathan’s creative business philosophy sources directly from the nature of Madeira, and makes him an iconic ambassador of what the island has to offer.

Slate's artistic journey began about ten years ago with his exploration of various art forms and techniques through workshops and trial-and-error at home. He never limited himself to one field of art, but rather embraced the diverse possibilities of creative expression. He began as a local fashion designer in Essex, England, and then furthered his career studying fashion design at London universities. He started working for renowned designers across London, dressing the likes of A-list celebrities such as Lady Gaga, Rihanna and Naomi Campbell to name a few. Soon however he grew tired of dressing clients under other designers’ names. Moreover, the



cutthroat world of fashion did not align with his values and made him feel like a different person. He decided to step away and focus on creating art that resonated with his soul, rather than chasing after external validation. “I used to create things people would want. Now I feel my work is more authentic to what I want. I create art that I enjoy. Without a client in mind. I then find that my clients find me”, he says.

Now, he lives between Somerset in England and Madeira in Portugal, creating, exhibiting his works on the island and participating in fashion shows.

Unlike traditional artists who focus on one specific field, Slate's work encompasses a wide range of mediums, from clothing design to objects made from natural materials. On his website, you can find many items – from ceramics, to clothes, jewelry, and homewares. And he can help you create your own fragrance – with his mobile perfume laboratory!

One of the defining aspects of Slate's art is his deep connection to nature. He sees nature as a meditation, and his artwork reflects the beauty and spirituality he finds in the natural world. Leaves, flowers, clay, rocks from Madeira are regular elements in his creations. Slate's decision to use materials from nature in his artwork also allows him to invest time and resources into honing his craft,



rather than relying on mass production. This commitment to slow fashion and independent artistry ensures that each piece he creates is unique. 'I use a lot of crystals and natural materials. There is no need for plastic or man-made objects when we have the earth already creating the most exquisite objects for us', he explains.

Intuition reigns Slate's creative process. He allows his artwork to evolve and finish when it feels ready, never forcing it to bend to his will. This belief in the autonomy of his art echoes his reverence for nature, which he sees as a powerful force that unfolds naturally without human intervention: 'I believe that every time I touch or think about my work, I am putting my energy into it. Sometimes I work with very simple patterns for my clothes because I know that being on the sewing machine for hours will put me in a negative energy space and I do not want this energy to pass into my clothing. So I focus on patterns and fabrics that are simple and full of positive energy', he says. 'You can feel this energy in each piece. I imagine it's something similar to how Voldemort made his horcruxes in Harry Potter'.

Speaking of the fictional dark lord, Slate's artwork has been described as dark and haunted by some, but he says it is not intentional. He sees it as a reflection of his soul, or perhaps a



reflection of the person viewing his work. According to the artist, ‘all art should be up for interpretation’.

In addition to his artistic pursuits, Slate is also a dedicated traveler. He believes that the world is a source of inspiration and learning, and he makes it a point to travel to a new country every year. His art is not confined to one place, but rather draws inspiration from the earth as a whole: ‘That is why my work doesn’t feel of one place. It is inspired by the earth’. His travels have enriched his artistic perspective and infused his work with a sense of worldly wisdom and diversity.

For Slate, being an artist is not just a job, but a way of life. He believes that anyone can be an artist, and that there are no rules dictating how one should pursue their artistic endeavors. Slate himself acknowledges that there is no shame in having a job while pursuing art in one's spare time. To him, being an artist is about embracing a creative lifestyle and filling the world with beautiful things, regardless of external recognition or financial rewards.

How could an artisan from Madeira make his creative brand financially sustainable? One of Nathan’s fortes is a strong online presence. ‘I always try to be sociable on social media platforms. I believe we have to put our work out into the universe, otherwise people won’t see it. And the more you post the more your tribe will



gravitate towards you. It isn't a quick business but the more you work the more you're rewarded'.

Slate acknowledges that being an artist is not always an easy path. It is a lifestyle that requires resilience, perseverance, and a willingness to embrace uncertainty. Unlike a regular job with a predictable paycheck, being an artist demands constant effort and self-motivation to seek out opportunities and create meaningful work. Slate views success not in terms of fame or fortune, but in the ability to continue creating and sharing his art with the world.



Arte inspirada na natureza de Nathan Slate

Resumo: Nathan Slate, um artista, artesão e designer de moda, desafia as convenções com as suas criações inspiradas na natureza. Depois de trabalhar na indústria da moda, optou por se concentrar na arte autêntica que ressoava com a sua alma. O seu trabalho abrange vários meios, desde vestuário e joalheria a cerâmica e fragrâncias. A profunda ligação de Slate à natureza molda a sua arte, que é simultaneamente espiritual e diversificada. Abraçando um estilo de vida criativo, ele dá prioridade à moda lenta e acredita que o sucesso reside na capacidade de continuar a criar e a partilhar as suas peças únicas com o mundo.

Palavras-chave: artesão, arte inspirada na natureza, promoção da Madeira



Arte inspirada na natureza de Nathan Slate

Cabelo comprido, turbante na cabeça. Roupas de cores naturais de linho e algodão. Muitas tatuagens, mas com aspecto delicado. Um deles destaca-se: 'To Be Human' na parte de trás do pescoço. Olhos e voz gentis. Quando conhece Nathan Slate, 31, um artista, artesão e designer de moda, saiba que ele não é um jovem típico. O que ele faz é arte, mas também um estilo de vida. As suas obras inspiradas na natureza respiram o frescor dos ventos da montanha ou deixam-lhe assombrado como as florestas e cavernas mais escuras - tão diversas quanto a própria mãe-terra. A filosofia criativa de negócios de Nathan vem diretamente da natureza da Madeira e faz dele um embaixador icónico do que a Ilha tem a oferecer.

A jornada artística de Slate começou há cerca de dez anos com a sua exploração de várias formas e técnicas de arte por meio de workshops e tentativas e erros em casa. Ele nunca se limitou a um campo da arte, mas sim abraçou as diversas possibilidades de expressão criativa. Ele começou como designer de moda local em Essex, Inglaterra, e depois continuou a sua carreira a estudar design de moda nas Universidades de Londres. Começou a trabalhar para designers de renome em Londres, vestindo celebridades como Lady



Gaga, Rihanna e Naomi Campbell, para citar alguns. Logo, porém, cansou-se de vestir clientes com nomes de outros estilistas. Além disso, o mundo cruel da moda não se alinhava com os seus valores e fazia-o se sentir uma pessoa diferente. Ele decidiu afastar-se e concentrar-se na criação de arte que ressoasse com a sua alma, em vez de buscar validação externa. “Eu costumava criar coisas que as pessoas gostariam. Agora sinto que o meu trabalho é mais autêntico para aquilo que eu quero. Eu crio arte que eu gosto. Sem um cliente em mente. Aí eu descubro que os meus clientes me encontram”, diz. Agora vive entre Somerset na Inglaterra e a Madeira em Portugal, criando, expondo os seus trabalhos na Ilha e participando em desfiles de moda.

Ao contrário dos artistas tradicionais que se concentram num campo específico, o trabalho de Slate abrange uma ampla gama de médias, desde design de roupas até objetos feitos de materiais naturais. No seu site, pode encontrar diversos itens – de cerâmica a roupas, bijuterias e utensílios domésticos. E ele pode ajudá-lo a criar a sua própria fragrância – com o seu laboratório móvel de perfumes! Um dos aspectos definidores da arte de Slate é a sua profunda conexão com a natureza. Ele vê a natureza como uma meditação, e a sua arte reflete a beleza e a espiritualidade que ele encontra no mundo natural. Folhas, flores, barro, pedras da Madeira são



elementos regulares nas suas criações. A decisão de Slate de usar materiais da natureza nas suas obras de arte também permite que ele invista tempo e recursos para aprimorar o seu ofício, em vez de depender da produção em massa. Esse compromisso com a moda lenta e a arte independente garante que cada peça que ele cria seja única. ‘Uso muitos cristais e materiais naturais. Não há necessidade de objetos de plástico ou feitos pelo homem quando temos a terra que já cria os objetos mais requintados para nós’, explica.

A intuição reina no processo criativo da Slate. Ele permite que a sua obra de arte evolua e termine quando estiver pronta, nunca forçando-a a se curvar à sua vontade. Essa crença na autonomia da sua arte ecoa a sua reverência pela natureza, que ele vê como uma força poderosa que se desenvolve naturalmente sem intervenção humana: “Acredito que toda vez que toco ou penso no meu trabalho, estou a colocar a minha energia nele. Às vezes trabalho com moldes muito simples para as minhas roupas porque sei que ficar horas na máquina de costura irá colocar-me num espaço de energia negativa e não quero que essa energia passe para a minha roupa. Por isso, concentro-me em padrões e tecidos simples e cheios de energia positiva”, diz. ‘Pode sentir essa energia em cada peça. Imagino que seja algo semelhante a como Voldemort fez com os seus horcruxes em Harry Potter’.



Por falar do fictício senhor das trevas, a arte de Slate foi descrita como sombria e assombrada por alguns, mas ele diz que não é intencional. Ele o vê como um reflexo da sua alma, ou talvez um reflexo da pessoa que vê o seu trabalho. Segundo o artista, “toda a arte deve ser interpretada”.

Além das suas atividades artísticas, Slate também é um viajante dedicado. Ele acredita que o mundo é uma fonte de inspiração e aprendizagem e faz questão de viajar para um novo país todos os anos. A sua arte não se limita a um lugar, mas inspira-se na terra como um todo: 'É por isso que o meu trabalho não parece de um só lugar. É inspirado na terra'. As suas viagens enriqueceram a sua perspetiva artística e infundiram no seu trabalho um senso de sabedoria mundana e diversidade.

Para Slate, ser artista não é apenas um trabalho, mas um estilo de vida. Ele acredita que qualquer um pode ser um artista e que não há regras que determinem como alguém deve seguir os seus empreendimentos artísticos. O próprio Slate reconhece que não há vergonha em ter um emprego enquanto se dedica à arte nas horas vagas. Para ele, ser artista é abraçar um estilo de vida criativo e encher o mundo de coisas belas, independentemente de reconhecimento externo ou recompensas financeiras.



Como poderia um artesão madeirense tornar a sua marca criativa financeiramente sustentável? Um dos pontos fortes de Nathan é uma forte presença online. ‘Eu tento sempre ser sociável nas redes sociais. Acredito que temos que colocar o nosso trabalho no universo, senão as pessoas não o vão ver. E quanto mais postar, mais a sua tribo irá gravitar na sua direção. Não é um negócio rápido, mas quanto mais trabalha, mais é recompensado’.

Slate reconhece que ser artista nem sempre é um caminho fácil. É um estilo de vida que requer resiliência, perseverança e disposição para abraçar a incerteza. Ao contrário de um trabalho regular com um salário previsível, ser um artista exige esforço constante e auto-motivação para buscar oportunidades e criar um trabalho significativo. Slate vê o sucesso não em termos de fama ou fortuna, mas na capacidade de continuar a criar e compartilhar a sua arte com o mundo.

SWEDEN

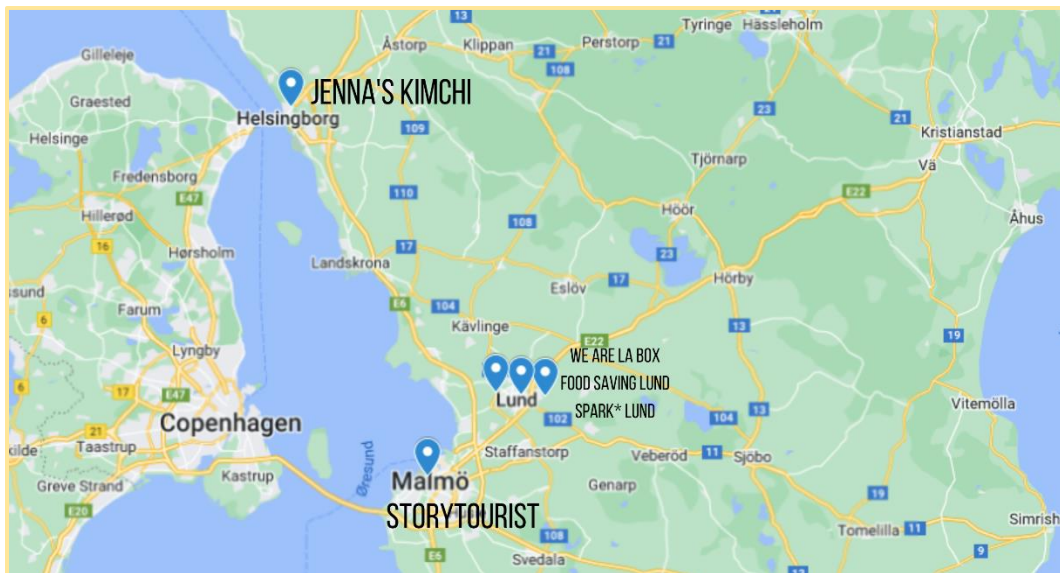
Food Saving Lund

Spark Lund

We are La Box

Jenna's KIMCHI

StoryTourist





Mapping Social Entrepreneurship

EN:

The Swedish Entrepreneurs' stories show how entrepreneurship can be a planned and thought-out journey. For some entrepreneurship is a path they fall into completely by accident. It shows how 5 companies can grow from a couple's idea, a university course or just a love for your own culture all while finding oneself in a new country; Lund. They all work towards sustainable development goals; from preventing food waste (Food Saving Lund), supporting the entrepreneurial ideas of students (Spark*), promoting period empowerment and menstrual health (We Are LA box), bringing their home country's food to life with a vegan twist (Jenna's Kimchi) as well as finding a new and creative way to get people to explore their cities through words, audio and most importantly stories! (Story Tourist).

Let's start with Food Saving Lund an organisation with Lund in the name! It identified a problem, food waste in Lund, and attracts a range of volunteers across the city, giving them a sense of purpose and autonomy. It's format and method are easy to repeat and implement within any city or country.



Two companies that have grown from the Sten K. Johnson Centre for Entrepreneurship at Lund University is Spark* and We Are LA Box. Two companies that have developed from formal education in Lund but have taken different directions. Spark* will remain a hub for new and upcoming student entrepreneurs in the city, with potential to support others but right now focussing on the student community. Lund is a city budding with innovation and a passion for making a difference. Innovation Hubs for entrepreneur do exist across the region but entrepreneurs need to find the right one that fits them. It often depends on what stage they are at in their development. A company that has grown out of one of these experiences is Story Tourist; “Lund, as a city, is very helpful to grow as an entrepreneur, mainly because the Creative Business Cup”.

Alternatively, Jenna’s Kimchi follows a slightly different path. After interviewing Jenna at the start the project, she has since temporarily paused her business and decided to pursue a Master degree in Lund! She hopes to continue her business later, bringing her passion for veganism and her cultural dish across Lund and surrounding areas.

Then we have to mention, We Are La Box. A company that has women’s health at its heart. Striving to make a positive impact across Lund as well as globally. As it was created as an end of year project at



university, they have plans to move it outside of Lund, as the founders will move somewhere new. This brings us onto our next point of how Lund can continue to grow and develop and keep these entrepreneurs and creatives inside the city. A conversation that is brewing within the city is highlighting the importance of international talent, along with promoting Lund. We believe more should be speaking about this too!

SW:

De svenska entreprenörernas berättelser visar hur entreprenörskap kan vara en planerad och genomtänkt resa. För vissa är entreprenörskap en väg som de hamnar på helt av en slump. Det visar hur 5 företag kan växa från ett pars idé, en universitetskurs eller bara en kärlek till din egen kultur samtidigt som du befinner dig i ett nytt land; Lund. De arbetar alla mot mål för hållbar utveckling; från att förhindra matsvinn (Food Saving Lund), stödja studenters företagsidéer (Spark*), främja period empowerment och menstruell hälsa (We Are LA box), ge liv åt sitt hemlands mat med en vegansk twist (Jenna's Kimchi) samt att hitta ett nytt och kreativt sätt att få människor att utforska sina städer genom ord, ljud och viktigast av allt berättelser! (Story Tourist).



Låt oss börja med Food Saving Lund, en organisation med Lund i namnet! Den identifierade ett problem, matavfall i Lund, och lockar en rad volontärer över hela staden, vilket ger dem en känsla av syfte och självständighet. Organisationens format och metod är enkla att upprepa och implementera i vilken stad eller vilket land som helst.

Två företag som har vuxit fram ur Sten K. Johnson Centre for Entrepreneurship vid Lunds universitet är Spark* och We Are LA Box. Två företag som har utvecklats från formell utbildning i Lund men som har tagit olika riktningar. Spark* kommer att förbli ett nav för nya och kommande studententreprenörer i staden, med potential att stödja andra men just nu med fokus på studentgruppen. Lund är en stad som spirar av innovation och en passion för att göra skillnad. Det finns innovationsnav för entreprenörer i hela regionen, men entreprenörerna måste hitta det som passar dem bäst. Det beror ofta på i vilket skede de befinner sig i sin utveckling. Ett företag som har vuxit fram ur en av dessa erfarenheter är Story Tourist; "Lund, som stad, är till stor hjälp för att växa som entreprenör, främst på grund av Creative Business Cup".

Jennas Kimchi följer en något annorlunda väg. Efter att ha intervjuat Jenna i början av projektet har hon sedan dess tillfälligt pausat sin verksamhet och bestämt sig för att ta en masterexamen i Lund! Hon hoppas kunna fortsätta sin verksamhet senare och föra ut



sin passion för veganism och sin kulturella maträtt över Lund och omgivande områden.

Sedan måste vi nämna We Are LA Box. Ett företag som har kvinnors hälsa i sitt hjärta. De strävar efter att göra en positiv inverkan i Lund såväl som globalt. Eftersom det skapades som ett projekt i slutet av året på universitetet, har de planer på att flytta det utanför Lund, eftersom grundarna kommer att flytta någonstans nytt. Detta leder oss in på vår nästa punkt, hur Lund kan fortsätta att växa och utvecklas och behålla dessa entreprenörer och kreatörer i staden. Ett samtal som pågår inom staden är att lyfta fram vikten av internationell talang, tillsammans med att marknadsföra Lund. Vi anser att fler borde tala om detta också!

Food Saving Lund



SAY NO TO FOOD WASTE!



WE ARE A GROUP OF
VOLUNTEERS FIGHTING AGAINST
FOOD WASTE BY DOING FOOD
PICK-UPS FROM LOCAL
RETAILERS

We educate students, residents and various communities based in and around Lund about the environmental and social sustainability challenges of food waste



Food Saving
Lund



@foodsavinglund



foodsaving@hallbartuni.se



Interviewer: Sandy Lamptey

Organization Name: Food Saving Lund

Partner organization: Hello Youth

Title: Food Saving Lund

Interviewee: Wrick Soham

Website: www.facebook.com/foodsavinglund

Abstract: Food Saving Lund involves innovative approaches to address the issues in sustainability, education, waste management, and the environment. It is widely regarded as a vital building block in attaining some objectives of the SDGs set towards 2030. Different motivations moved FSL entrepreneurs to discover and exploit a distinct category of opportunities to reduce food wastage in Lund.

Keywords: social entrepreneurship, innovation, startup business, Soft City.



Food Saving Lund

An entrepreneur with clinical science experience diverted to start an NGO to support the needy in society and find ways to preserve food waste. The organization has a group of volunteers fighting against food waste and raising awareness in the city of Lund. Wrick Soham is the founder of this organization and aims to spread this initiative to other parts of the country (Sweden). According to Food Saving Lund, inclusivity is one of their values to create a diverse working environment.

In this technologically advanced era that we live in, cities have become easier and more accessible to almost everyone. Therefore, more and more people can get to know cities and places they have never been to before, making the experience fascinating, educational, and income-driven. Lund is a municipality in Skåne County, southern Sweden. Its seat is one of Sweden's famous and oldest universities.

Life in the city of Lund is full of diverse people from different parts of the world, fun places, and cultural sites for both residents and tourists. Every morning hundreds of people rush out of their unique homes in the manner ants do when their nest breaks. Soon the streets are full of traffic. Shops and offices open, students flock to



their schools, and the day's work begins. Hundreds of sightseers, tourists, and others visit many places of interest in the city while people in business from various parts of the country arrive to transact business.

The city's great cultural sphere, people, university, largest scientific research center in the country, Ideon Science Park, and Max IV laboratory are in Lund's city center, proving that the concept of innovation has spread all around the city. Cooperation between entrepreneurs and businesses creates a flourishing, dynamic business environment, suitable for creating ideas from scratch and developing them into business opportunities and eventually natural industries on the market. The uniqueness of Lund captivated Soham Wrick Datta (Entrepreneur & Founder of FSL) to relocate and maximize his knowledge acquisition and skills. Upon Wrick's arrival, he realized that people in Lund do not see the essence of food waste and how it can help people in need; thus, he decided to tackle this issue in Lund and create awareness of food waste to preserve the environment.

The city of Lund has benefited Food Saving Lund in diverse ways, such as existing investment capital; many entrepreneurs are willing to help the next generation through mentoring or angel investment. Wrick started Food Saving Lund with a small team of passionate, hardworking, and intellectual individuals with a diverse



educational background passionate about keeping our environment ecological. With the support of Lund thriving local enterprises, restaurants, and businesses, Food Saving Lund has grown from success to success through the community's willingness and commitment to reducing their food waste. While the city of Lund has been highly giving and open-minded to FSL, Soham expresses the barriers they physically face through policies & health rules.

Wrick believes that Government Regulations and Policies have a close relationship with barriers to food waste reduction at the national and international levels. There are benefits of reducing food waste for the food and drink sector from environmental and financial aspects. Wrick notes, "*The government can encourage companies to minimize food waste by introducing penalties and incentives, thus persuading the retailers to engage better with organizations like FSL.*" Many people do not have proper food, yet so much waste can be preserved and shared among the needy communities. Another aspect could be government penalties imposed as waste and landfill tax depending on the amount of food waste to coax the retailer to avoid wasting. Since finances are the significant concerns of food retailers, the government's lack of an incentive and penalty-based system would be a barrier for FSL in engaging with more retailers.



The development strategy of FSL is supported and funded by Folksuniversitet, ABC, and Buy- Kitchen. These organizations donate funds to finance the works, sustain and assist FSL in achieving its objective. For instance, they have been able to increase their food banks from two to eight successfully.

Typically, volunteers from FSL have an agreement with the municipality and some local retailers to pick up foods close to their expiration dates. Volunteers of the organization conduct this procedure and save all the food items in the food banks. FSL has registered retail food stores where unwanted food is stored on their behalf. Volunteers have access to all food banks when the time is due for distribution. Also, the organization has some prepared recipes using leftover foods picked from the stores —for instance, the formula for making starchy water. Starchy water is a result of cooking pasta in water. After the pasta is ready, do not throw water but use it to thicken your sauce. However, if one wants the sauce to be thicker, collect the water to cook the pasta and use it while preparing your sauce instead of regular water.

Their objectives in fighting food waste address the Sustainable Development Goals 2, 4,12, and 17, respectively. Actions in outreach include steps towards SDG 4.7 - "ensure all learners acquire the knowledge and skills for promoting sustainable development through



education and sustainable lifestyle. Also, SDG 12.8 - "ensure people have significant information in harmony with nature." By collaborating with other initiatives and organizations within Lund, FSL contributes to SDG 17.17. Encourage and promote effective public, private and civil society.

Lund has a well-prepared workforce, highly educated population, design, and engineering culture. Every society has its ups and downs for entrepreneurs, and Lund is not an exception. Despite all the beautiful and good things in the city, there are possible drawbacks to the city of Lund. These are high taxation, a complicated bureaucratic system, high housing costs, and an unfriendly climate. Furthermore, the city of Lund provides entrepreneurs the local environment to find reliable public support platforms. Some of the general financial media are Kickstarter, Funded by me, and invest in Skåne.

With such an impressive range of events, business angels, and investors, Lund is the place to be for any entrepreneur at the beginning of the road and afterward. Lund thrives on entrepreneurial activity and various opportunities to learn from professionals.



Intervjuarens namn: Sandy Lamptey

Organisations namn: Food Saving Lund

Food Saving Lund

Intervjupersonens namn: Wrick Soham

Hemsida: www.facebook.com/foodsavinglund/

Berättelse abstract: Food Saving Lund innebär innovativa metoder för att ta itu med frågorna inom hållbarhet, utbildning, avfallshantering och miljö. Det anses allmänt som en viktig byggsten för att uppnå vissa mål för de hållbarhetsmål som fastställts mot 2030. Olika motiv fick FSL-entreprenörer att upptäcka och utnyttja en särskild kategori av möjligheter att minska matsvinnet i Lund.

Nyckelord: Socialt entreprenörskap, Innovation, Startup Business, Soft City



Food Saving Lund

En entreprenör med klinisk vetenskaplig erfarenhet avledde för att starta en NGO för att stödja de behövande i samhället och hitta sätt att bevara matsvinn. Organisationen har en grupp volontärer som kämpar mot matsvinn och ökar medvetenheten i Lund stad. Wrick Soham är grundaren av denna organisation och syftar till att sprida detta initiativ till andra delar av landet (Sverige). Enligt Food Saving Lund är inkludering en av deras värderingar för att skapa en mångsidig arbetsmiljö.

I denna teknologiskt avancerade era som vi lever i har städer blivit lättare och mer tillgängliga för nästan alla. Därför kan fler och fler lära känna städer och platser de aldrig har varit i tidigare, vilket gör upplevelsen fascinerande, lärorik och inkomstbaserad. Lund är en kommun i Skåne län, södra Sverige. Dess säte är ett av Sveriges kända och äldsta universitet.

Livet i Lund är fullt av olika människor från olika delar av världen, roliga platser och kulturella platser för både invånare och turister. Varje morgon rusar hundratals människor ut ur sina unika hem på det sätt som myror gör när boet går sönder. Snart är gatorna fulla av trafik. Butiker och kontor öppnar, studenter flockas till sina skolor och dagens arbete börjar. Hundratals sevärdheter, turister och



andra besöker många sevärdheter i staden medan människor i näringslivet från olika delar av landet anländer för att göra affärer.

Stadens stora kulturella sfär, människor, universitet, största vetenskapliga forskningscentrum i landet, Ideon Science Park och Max IV -laboratoriet finns i Lunds centrum, vilket visar att begreppet innovation har spridit sig över hela staden. Samarbete mellan entreprenörer och företag skapar en blomstrande, dynamisk affärsmiljö, lämplig för att skapa idéer från grunden och utveckla dem till affärsmöjligheter och så småningom naturliga industrier på marknaden. Det unika med Lund fångade Soham Wrick Datta (entreprenör och grundare av FSL) att flytta och maximera sitt kunskapsinhämtning och sin kompetens. Vid Wricks ankomst insåg han att människor i Lund inte ser essensen i matsvinn och hur det kan hjälpa människor i nöd; därför bestämde han sig för att ta itu med denna fråga i Lund och skapa medvetenhet om matsvinn för att bevara miljön.

Lunds stad har gynnat Food Saving Lund på olika sätt, till exempel befintligt investeringskapital; många företagare är villiga att hjälpa nästa generation genom mentorskap eller ängelinvesteringar. Wrick startade Food Saving Lund med ett litet team av passionerade, hårt arbetande och intellektuella individer med en mångsidig utbildningsbakgrund som brinner för att hålla vår miljö ekologisk.



Med stöd av Lund blomstrande lokala företag, restauranger och företag har Food Saving Lund vuxit från framgång till framgång genom samhällets vilja och engagemang för att minska sitt matsvinn. Medan Lund stad har varit mycket givande och öppen för FSL, uttrycker Soham de hinder de fysiskt möter genom policyer och hälsoregler.

Wrick anser att statliga förordningar och policyer har ett nära förhållande till hinder för minskning av matsvinn på nationell och internationell nivå. Det finns fördelar med att minska matsvinnet för livsmedels- och dryckesektorn från miljö- och ekonomiska aspekter. Wrick anteckningar, "*Regeringen kan uppmuntra företag att minimera matsvinn genom att införa straff och incitament, och på så sätt övertala detaljhandlarna att samarbeta bättre med organisationer som FSL.*" Många människor har inte rätt mat, men ändå kan så mycket avfall bevaras och delas bland de behövande samhällena. En annan aspekt kan vara statliga påföljder som avfall och deponiskatt beroende på mängden matavfall för att locka återförsäljaren för att slippa slösa. Eftersom ekonomi är livsmedelshandlarnas betydande problem, skulle regeringens brist på incitament och straffbaserade system vara ett hinder för FSL i samarbetet med fler återförsäljare.



FSL: s utvecklingsstrategi stöds och finansieras av Folksuniversitet, ABC och Buy-Kitchen. Dessa organisationer donerar medel för att finansiera verken, stödja och hjälpa FSL att nå sitt mål. Till exempel har de kunnat öka sina matbanker från två till åtta framgångsrikt.

Vanligtvis har frivilliga från FSL ett avtal med kommunen och några lokala återförsäljare om att hämta mat nära deras utgångsdatum. Volontärer i organisationen genomför detta förfarande och sparar alla livsmedel i livsmedelsbankerna. FSL har registrerat livsmedelsbutiker där oönskad mat lagras för deras räkning. Volontärer har tillgång till alla livsmedelsbanker när det är dags för distribution. Organisationen har också några förberedda recept med hjälp av matrester som plockats från butikerna - till exempel formeln för att göra stärkelsevatten. Stärkelsevatten är ett resultat av att laga pasta i vatten. När pastan är klar, släng inte vatten utan använd den för att tjockna din sås. Men om man vill att såsen ska bli tjockare, samla upp vattnet för att laga pasta och använd den medan du förbereder din sås istället för vanligt vatten.

Deras mål för att bekämpa matsvinn riktar sig mot målen 2, 4,12 respektive 17 för hållbar utveckling. Åtgärder inom uppsökande omfattar steg mot SDG 4.7 - "se till att alla elever förvärvar kunskap och färdigheter för att främja hållbar utveckling genom utbildning



och hållbar livsstil. SDG 12.8 - "se till att människor har viktig information i harmoni med naturen." Genom att samarbeta med andra initiativ och organisationer inom Lund bidrar FSL till SDG 17.17. Uppmuntra och främja ett effektivt offentligt, privat och civilt samhälle.

Lund har en väl förberedd arbetskraft, högutbildad befolkning, design och ingenjörskultur. Varje samhälle har sina upp- och nedgångar för företagare, och Lund är inget undantag.

Trots alla vackra och bra saker i staden finns det möjliga nackdelar med staden Lund. Det är hög beskattning, ett komplicerat byråkratiskt system, höga bostadskostnader och ett ovänligt klimat. Dessutom erbjuder Lund stad entreprenörer den lokala miljön för att hitta pålitliga offentliga stödplattformar. Några av de allmänna finansiella medierna är Kickstarter, finansierade av mig, och investerar i Skåne.

Med ett så imponerande utbud av evenemang, affärsänglar och investerare är Lund rätt plats för alla företagare i början av vägen och senare. Lund trivs med entreprenörsaktivitet och olika möjligheter att lära av proffs.

Spark

Lund





Interviewer: Sandy Lamptey

Organization Name: Spark Lund

Partner organization: Hello Youth

Title: Spark Lund

Interviewee: Maguy and Anthi

Website: www.sparklund.se/

Abstract: The concept of 'social entrepreneur' has been rapidly emerging in the private, public, and non-profit sectors over the years. Interest in social entrepreneurship grows by addressing critical social issues assumed to be philanthropic and entrepreneurial skills. Nonetheless, the Corporate Social Responsibility of the private sector with clear earmark funds and full-fledged action teams have played an essential role in sprucing up the image of Social Entrepreneurship.

Keywords: social entrepreneurship, startups, innovation, Lund.



Spark Lund

The story of SPARK Lund is an intriguing one with fantastic founders from Lund University. SPARK is a Social Enterprise (non-profit organization) set up by Maguy Vivi Leyzers (Dutch) and Anthi Triantafylidi (Greek), who both studied Masters in Entrepreneurship and Innovation in Sweden. SPARK is situated in Lund, Sweden. The organization is a student-initiated by the MSc of Entrepreneurship and Innovation program. The initial idea of Spark started at the Norwegian University of Science and Technology (NTNU), where the program runs with great success. The value of Spark is to be pedagogical, supportive, and accelerate innovation. Spark and NTNU have worked with over 400 projects and have helped over 1500 students. There are sixty-eight projects currently active, with fifty limited companies established.

Before that, Anthi had a bachelor's degree in English language, literature, and translation. Her working experience includes translating, teaching, and mentoring in Greece and Sweden. Anthi is the content writer/creator for Spark Lund. Maguy, on the other hand, has a bachelor in business administration related to hospitality management. She has seven years of working experience in the



hospitality and food industry and three years of coaching experience in the Netherlands.

Nonetheless, SPARK has sponsorship personnel named Frans. He has a bachelor's in business and economics with a major in marketing. His working experience is in sales, project management, and being self-employed, both in a startup and as an employee.

They believe so many people are walking around with ideas but do not know how to implement them and have zero motivation due to this SPARK LUND created. The organization has two main objectives: it focuses on student-to-student mentoring and entrepreneurial Matchmaking by helping students spark their ideas and giving them the tools to attain their dreams. Spark assist students and young people to gain more experience in the professional world and create more opportunities for them as they have a long way to go in life. After completing the program, the team redirects students to other entrepreneurial ecosystems actors to continue their entrepreneurial journey. In Spark, all possibilities are win-win situations for everyone in a way one exposes its company brand and interacts with 4000 driven university students. The entrepreneurship program is also available in Norway. SPARK started in January 2021 with devoted teams from Sweden.



In regards to the *Matchmaking Platform: How does it work?* Interested students sign up to SPARK Matchmaking and find a future team. This is done based on skills, goals, and programs to create entrepreneurial teams. The organization's source of capital comes from Lund University, sponsors, and grants. Most of the funds received go to the organization's website building and maintenance, platform building, managing team salaries, office, and marketing.

Nonetheless, Spark Lund faces various obstacles in regards to funding. According to Spark, most companies denied collaboration due to the pandemic and limited resources available. They believe Lund is an excellent place to start a business because of the intercultural atmosphere one can find in Lund. The city combines history, nature, culture, research, technology, innovation, business, and opportunity to network. To the founders of SPARK, being an entrepreneur means equipping oneself with the knowledge to analyze different perspectives in starting and growing a company. It has enabled them to develop their managerial skills, build confidence, understand the processes involved in setting up an organization, and, most of it all, be resilient.

The existence of Spark is a great benefit to Lund University as it gives back to society and allows diversity in both schools, businesses, and institutions. It is known for its safeness; one might say it is one of



the safest cities in Scandinavia. The crime index is shallow here, and although it has grown slightly in recent years, it is still low compared to other cities in Europe. The town of Lund embraces every idea from its inhabitants to help create a fantastic city with great minds and improve living standards.



Intervjuarens namn: Sandy Lamptey

Organisations Oamn: Spark Lund

Spark Lund

Intervjupersonernas namn: Maguy and Anthi

Hemsida: www.sparklund.se/

Abstrakt: Begreppet "social entreprenör" har vuxit fram snabbt i den privata, offentliga och ideella sektorn under åren. Intresset för socialt entreprenörskap växer genom att ta itu med kritiska sociala frågor som antas vara filantropiska och entreprenöriella färdigheter. Icke desto mindre har den privata sektorns företags sociala ansvar med tydliga öronmärkta medel och fullfjädrade aktionsteam spelat en viktig roll för att piffa upp bilden av socialt entreprenörskap.

Nyckelord: socialt entreprenörskap, startups, innovation, Lund.



Spark Lund

Historien om SPARK Lund är en spännande sådan med fantastiska grundare från Lunds universitet. SPARK är ett socialt företag (icke-vinstdrivande) som bildades av Maguy Vivi Leyzers (Nederländska) och Anthi Triantafylidi (Grekiska), som båda studerade Masters in Entrepreneurship and Innovation i Sverige. SPARK är beläget i Lund, Sverige. Organisationen är en studentinitierad av MSc of Entrepreneurship and Innovation-programmet. Den första idén med Spark startade vid Norges teknisk-naturvetenskapliga universitet (NTNU), där programmet löper med stor framgång. Värdet med Spark är att vara pedagogisk, stödjande och påskynda innovation. Spark och NTNU har arbetat med över 400 projekt och har hjälpt över 1500 studenter. Det finns för närvarande sextioåtta projekt aktiva, med femtio aktiebolag etablerade.

Innan dess hade Anthi en kandidatexamen i engelska, litteratur och översättning. Hennes arbetserfarenhet inkluderar översättning, undervisning och mentorskap i Grekland och Sverige. Anthi är innehållsskribent/skapare för Spark Lund. Maguy, å andra sidan, har en kandidatexamen i företagsekonomi relaterad till hospitality management. Hon har sju års arbetserfarenhet inom hotell- och



livsmedelsbranschen och tre års erfarenhet av coaching i Nederländerna.

Ändå har SPARK sponsringspersonal som heter Frans. Han har en kandidatexamen i företagsekonomi med inriktning marknadsföring. Hans arbetserfarenhet är inom försäljning, projektledning och att vara egen företagare, både i startup och som anställd.

De tror att så många människor går runt med idéer men vet inte hur de ska genomföra dem och har noll motivation på grund av detta SPARK LUND skapade. Organisationen har två huvudmål: den fokuserar på student-till-elev mentorskap och entreprenöriell Matchmaking genom att hjälpa studenter att tända sina idéer och ge dem verktygen för att uppnå sina drömmar. Spark hjälper studenter och ungdomar att få mer erfarenhet av yrkesvärlden och skapa fler möjligheter för dem eftersom de har en lång väg att gå i livet. Efter att ha avslutat programmet omdirigerar teamet eleverna till andra entreprenöriella ekosystemaktörer för att fortsätta sin entreprenörsresa. I Spark är alla möjligheter win-win situationer för alla på ett sätt som man exponerar sitt företags varumärke och interagerar med 4000 drivna universitetsstudenter. Entreprenörskapsprogrammet finns även i Norge. SPARK startade i januari 2021 med hängivna lag från Sverige.



När det gäller Matchmaking-plattformen: *Hur fungerar det?*

Intresserade studenter anmäler sig till SPARK Matchmaking och hittar ett framtida lag. Detta görs utifrån färdigheter, mål och program för att skapa entreprenörsteam. Organisationens kapitalkälla kommer från Lunds universitet, sponsorer och bidrag. De flesta av de mottagna medlen går till organisationens webbplatsbyggnation och underhåll, plattformsbbyggande, hantering av teamlöner, kontor och marknadsföring.

Ändå möter Spark Lund olika hinder när det gäller finansiering. Enligt Spark nekade de flesta företag samarbete på grund av pandemin och begränsade resurser. De anser att Lund är ett utmärkt ställe att starta företag på på grund av den interkulturella atmosfären man kan hitta i Lund. Staden kombinerar historia, natur, kultur, forskning, teknik, innovation, affärer och möjlighet att nätverka. För SPARKs grundare innebär att vara entreprenör att utrusta sig med kunskap att analysera olika perspektiv på att starta och växa ett företag. Det har gjort det möjligt för dem att utveckla sina ledaregenskaper, bygga upp förtroende, förstå de processer som är involverade i att skapa en organisation och framför allt vara motståndskraftiga.

Existensen av Spark är en stor fördel för Lunds universitet då den ger tillbaka till samhället och tillåter mångfald i både skolor,



företag och institutioner. Det är känt för sin säkerhet; man kan säga att det är en av de säkraste städerna i Skandinavien. Brottsindexet är yttligt här, och även om det har vuxit något de senaste åren är det fortfarande lågt jämfört med andra städer i Europa. Staden Lund omfamnar alla idéer från sina invånare för att bidra till att skapa en fantastisk stad med stora sinnen och förbättra levnadsstandarderna.

We are

La Box





Interviewer: Sandy Lamptey

Organization Name: We are La Box

Partner organization: Hello Youth

Title: We are La Box

Interviewee: Alexandra Vancic

Website: www.wearelabox.com

Abstract: The field of social entrepreneurship continues to struggle to gain academic legitimacy even though individuals have been publicly recognized as social entrepreneurs for their contributions to improving communities' welfare. The lack of a standard definition hinders research and raises questions about which social or profit-making activities fall within the spectrum of social entrepreneurship. In Soft City Project, social entrepreneurs get the opportunity to tell their stories and empower the younger generation to get more involved in entrepreneurship programs.

Keywords: social enterprise, Soft city, innovation, startups & entrepreneurship.



We are La Box

We are La box is a social startup enterprise founded by Alexandra Vancic, a Balkan diaspora who grew up in Vienna, Austria, with her family. She has a degree in the field of Marketing (digital strategies). The story behind La Box is that she believes women must be given a common ground in society is changing and shaping social norms. Meanwhile, Alexandra is assisted by Verica Poposka, the lady that speaks all Slavic languages. Verica studied Organizational management and Human resource. Due to her field of study, she developed a passion for establishing an NGO that actively enables ambitious young females to participate in their community. Verica strives to be heard and understood, and overall, she wants to impact her environment positively.

As an inspiration, We are la Box offers the success stories of the female founders in their product box. The products in the box highlight the gap of females in entrepreneurship and motivate girls and young women to develop a business mindset to help boost their skills and reduce the burden of unemployment.

La Box specializes in PMS -Premenstrual Syndrome. According to La box, 75% of women are affected by premenstrual syndromes before their actual menstruation starts. The PMS occurs in the luteal



phase of the menstruation cycle. Unfortunately, this can cause over 300 symptoms that vary from woman to woman. Therefore, it isn't easy to find one suitable remedy for every woman. La box wants to build a community that can freely talk about PMS, inspires women, and eventually makes them feel safe and empowered. They want to go on a self-love journey with their customers to reduce these symptoms in the long term and prevent mental health such as PMDD.

How does it work?- This is how la box work.

Women or their partners/friends go on the website of the la box, where one can create a profile and give information about their physiques, such as hair, eyes, and skin colors. To some extent, customers are asked to select their most acute symptoms to help create a personalized box to be delivered at the start of the luteal phase.

The city of Lund embraces this concept due to its multicultural and innovative environment. It is a place open to innovation, research, business, culture, university, and history. La Box was established to assist women in Lund and the neighboring towns to benefit from products that can reduce PMS. La Box is the first Premenstrual Syndrome subscription box in Europe, targeting the Premenstrual Syndromes and minimizing them to lighten up your



mood and make you feel comfier. The products reduce symptoms such as mood swings, skin blemishes, cramps, and fatigue.

Meanwhile, the products are vegan, organic, and cruelty-free. What is interesting about the box is that the theme changes monthly. Thus, a variety of products, inspiration, and amazing surprises are to be expected.

Lund is home to hundreds of people in business to help develop its charming city that combines ancient with modern. One can spend their whole life here without finding all the quiet little corners and beautiful buildings.



Författarens namn: Sandy Lamptey

Organisations namn: We are La Box

We are La Box

Berättarens namn: Alexandra

Hemsida: www.wearelabox.com/

Abstrakt: Området socialt entreprenörskap fortsätter att kämpa för att få akademisk legitimitet även om individer har blivit offentligt erkända som sociala entreprenörer för sina bidrag till att förbättra samhällets välfärd. Avsaknaden av en standarddefinition hindrar forskning och väcker frågor om vilka sociala eller vinstdrivande aktiviteter som faller inom spektrumet av socialt entreprenörskap. I Soft City Project får sociala entreprenörer möjligheten att berätta sina historier och ge den yngre generationen möjlighet att engagera sig mer i entreprenörskapsprogram.

Nyckelord: socialt företagande, Soft city, innovation, startups & entrepreneurship



We are La Box

We are La Box är ett socialt startup-företag grundat av Alexandra Vancic, en diaspora från Balkan som växte upp i Wien, Österrike, med sin familj. Hon har en examen inom området marknadsföring (digitala strategier). Historien bakom la dox är att hon anser att kvinnor måste ges en gemensam grund i samhället som förändrar och formar sociala normer. Samtidigt får Alexandra hjälp av Verica Poposka, damen som talar alla slaviska språk. Verica studerade organisationsledning och mänskliga resurser. På grund av sitt studieområde utvecklade hon en passion för att etablera en NGO som aktivt gör det möjligt för ambitiösa unga kvinnor att delta i deras samhälle. Verica strävar efter att bli hörd och förstörd, och överlag vill hon påverka sin miljö positivt.

Som inspiration erbjuder We are la box de kvinnliga grundarnas framgångshistorier i sin produktlåda. Produkterna i lådan belyser klyftan mellan kvinnor i entreprenörskap och motiverar flickor och unga kvinnor att utveckla ett affärstänkande för att hjälpa till att öka deras kompetens och minska bördan av arbetslöshet.

La Box är specialiserat på PMS -Premenstruellt syndrom. Enligt La box är 75 % av kvinnorna drabbade av premenstruella syndrom innan deras egentliga menstruation börjar. PMS inträffar i



menstruationscykelns luteala fas. Tyvärr kan detta orsaka över 300 symtom som varierar från kvinna till kvinna. Därför är det inte lätt att hitta ett lämpligt botemedel för varje kvinna. La box vill bygga en gemenskap som fritt kan prata om PMS, inspirerar kvinnor och så småningom får dem att känna sig trygga och bemyndigade. De vill ge sig ut på en självkärleksresa med sina kunder för att på lång sikt minska dessa symtom och förebygga psykisk hälsa som PMDD.

Hur fungerar det?- Så här fungerar la box.

Kvinnor eller deras partners/vänner går in på la boxens hemsida, där man kan skapa en profil och ge information om sin kroppsbyggnad, såsom hår, ögon och hudfärger. I viss mån uppmanas kunderna att välja sina mest akuta symtom för att skapa en personlig låda som ska levereras i början av lutealfasen.

Lunds stad omfamnar detta koncept på grund av sin mångkulturella och innovativa miljö. Det är en plats öppen för innovation, forskning, näringsliv, kultur, universitet och historia. La Box bildades för att hjälpa kvinnor i Lund och närestäderna att dra nytta av produkter som kan minska PMS. La Box är den första premenstruella syndromet i Europa, inriktad på premenstruella syndrom och minimerar dem för att lätta upp ditt humör och få dig att känna dig mer bekväm. Produkterna minskar symtom som humörsvängningar, hudfläckar, kramper och trötthet.



Samtidigt är produkterna veganska, ekologiska och grymhetsfria. Det som är intressant med boxen är att temat ändras varje månad. Därför kan en mängd olika produkter, inspiration och fantastiska överraskningar förväntas.

Lund är hem för hundratals människor i näringslivet för att hjälpa till att utveckla sin charmiga stad som kombinerar gammalt med modernt. Man kan tillbringa hela sitt liv här utan att hitta alla lugna små hörn och vackra byggnader.

Jenna's
KIMCHI





Interviewer: Sandy Lamptey

Organization: Jenna's KIMCHI

Partner organization: Hello Youth

Title: Jenna's KIMCHI

Interviewee: Jae Eun Jeong

Abstract: The convergence of creativity and innovation, the passion for culture, and business knowledge are essential elements of cultural entrepreneurship. Cultural entrepreneurship, to some extent, creates a sense of belonging for entrepreneurs—a cultural icon of Korea, KIMCHI, a dish made from fermented vegetables. The process begins in summer to ensure that people have their nutrients in winter. Culture is the equivalent of our spiritual life of a community, a system of valuable and spiritual products created in an institutional environment.

Keywords: creativity, arts, innovation, cultural entrepreneurs, Soft City.



Jenna's KIMCHI

Cultural entrepreneurs are the creators of epistemic focal points on which people can coordinate their beliefs. They change people's motivation into becoming a reality. Korea, a country with one of the world's best at branding itself through food, uses its cuisine as a kind of 'soft power' to help spread Korea's influence.

An enthusiastic young woman far from her homeland settled in one of the Nordic countries to start her sole business to allow people to taste the food culture of her motherland. Jenna's KIMCHI is a cultural enterprise owned and controlled by Jenna Jeong. She moved to Europe in February 2020 after completing her college degree in South Korea. Before settling in Sweden, she worked with a company in Spain (Madrid), where she started Jenna's KIMCHI. She then moved to Sweden in February 2021 to move in with her partner and continued her journey with Jenna's KIMCHI in Sweden.

She believes starting a business based on culture goes a long way by raising more awareness about Korean foods internationally. Jenna's KIMCHI is a new business that started a few months ago; she got inspired by her Indian British friend who delivers her cultural food on a bike in Madrid. Jenna has the desire to make food for people and with the notion of bringing people together and allowing



people to taste authentic KIMCHI. She is an individual who likes to work by herself and is confident in everything she does. Jenna believes it is time for Korea in our current world, where there are so many Korean movies, food, and restaurants catching people's attention. From one of her visits to a restaurant in Spain, she saw that KIMCHI was added to a toast. This made her realize that her cultural and traditional food can create great harmony and synergy with other cuisines. Due to this, she decided to try and prepare KIMCHI by herself and see how it turned out. The first time she made KIMCHI was after breaking the notion of how difficult KIMCHI is hard to make because, in Korea, people dedicate one or two days in the whole year to making KIMCHI when the season is changing (autumn to winter). This is a set period where the cabbages are good and feels fresh. The family buys about 100 pieces of cabbages for the whole family.

Jenna's KIMCHI is a sole proprietorship business where she prepares the KIMCHI by herself from her home kitchen with the Korean methods. Her Kimchi ingredients are vegan since Jenna is vegan herself. After creating and experimenting with different recipes, the idea of producing KIMCHI in larger quantities became a reality. She then registered her business in Sweden with the assistance of her boyfriend, who is Swedish and understands what



the paperwork entails. To Jenna, this is a significant change in her life.

According to Jenna, starting a business in Sweden was not easy, but one can achieve that goal successfully with determination and hard work. Upon moving to Sweden, she started the company in Helsingborg. She introduced the business via social media, and people got in touch with her. She delivers her KIMCHI to Lund and Malmö as well as supplying to other businesses. At the beginning of her entrepreneur journey, she was also looking for a side job in the phase of her entrepreneur journey. However, the current situation in the covid crisis played a role in Jenna's business. She decided not to work without pay, and that is how she started to focus more on her KIMCHI business.

Jenna's KIMCHI is available in some stores in the southern part of Sweden. She plans to expand her territories within Sweden by being optimistic and working hard. The price of the KIMCHI is affordable. However, there are many sizes of KIMCHI with different flavors, such as tomato, cucumber, and cabbage, all with authentic Korean taste.

The business is new, but Jenna has achieved a lot since she started. She is proud of her culture and how many people try her KIMCHI. She was pleased about how many crowds there were at a



local Christmas market booth. Making KIMCHI connects her to her roots since Korea is several miles away from Sweden. It is good to have sufficient funding to make your life easy to start a business; however, it is doable without any budget if one begins on a small scale. Also, she believes her KIMCHI is one of the best in Sweden due to the ingredients added and her authentic way to make KIMCHI. The difference between Jenna's Kimchi and the traditional Kimchi in Korea is that Jenna does not add any fish source to her recipe compared to the one in her homeland. Her first sale of Jenna's Kimchi went great as she made profits from it.

Being an entrepreneur has played a significant role in Jenna's life in the sense that it has opened avenues for her, connected her to other people's businesses, and created a platform for herself. Apart from the Kimchi business, Jenna would like to study Environment and Sustainability Science at Lund University because she is interested in Sustainable Food Business and willing to contribute and raise more awareness in food sustainability. She encourages young people to set up their businesses to control themselves and their finances and make decisions that will benefit them long term. In addition, Jenna enables institutions to set up funding for young women who would like to start their businesses to reduce the employment burden in the world. She loves social media.



The cities in the Southern part of Sweden have many research hubs and innovation centers for startups. It attracts people from different parts of the world who come to study, work and sometimes start a family. It has one of the best universities globally, with over 47,000 students from all continents. Based on this, Jenna believes she is at the right place and city to promote her Kimchi business and build a brand for herself.



Författarens namn: Sandy Lamptey

Organisations namn: Jenna's KIMCHI

Jenna's KIMCHI

Berättarens namn: Jae Eun Jeong

Abstract: Konvergensen av kreativitet och innovation, passionen för kultur och affärskunskap är väsentliga delar av kulturellt entreprenörskap. Kulturellt entreprenörskap skapar i viss mån en känsla av tillhörigheter för entreprenörer - en kulturell ikon för Korea, KIMCHI, en maträtt gjord av fermenterade grönsaker. Processen börjar på sommaren för att säkerställa att människor har sina näringsämnen på vintern. Kultur är motsvarigheten till vårt andliga liv i en gemenskap, ett system av värdefulla och andliga produkter skapade i en institutionell miljö.

Nyckelord: kreativitet, konst, innovation, kulturentreprenörer och Soft City.



Jenna's KIMCHI

Kulturentreprenörer är skaparna av epistemiska kontaktpunkter där människor kan samordna sin tro. De förändrar människors motivation till att bli verklighet. Korea, ett land med ett av världens bästa på att skapa varumärken genom mat, använder sitt kök som en sorts "mjuk makt" för att hjälpa till att sprida Koreas inflytande.

En entusiastisk ung kvinna långt från sitt hemland bosatte sig i ett av de nordiska länderna för att starta sitt enda företag för att låta människor smaka på matkulturen i hennes fosterland. Jenna's KIMCHI är ett kulturföretag som ägs och kontrolleras av Jenna Jeong. Hon flyttade till Europa i februari 2020 efter att ha avslutat sin universitetsexamen i Sydkorea. Innan hon bosatte sig i Sverige arbetade hon på ett företag i Spanien (Madrid), där hon startade Jennas KIMCHI. Hon flyttade sedan till Sverige i februari 2021 för att flytta ihop med sin partner och fortsatte sin resa med Jennas KIMCHI i Sverige.

Hon tror att det går långt att starta ett företag baserat på kultur genom att öka medvetenheten om koreansk mat internationellt. Jennas KIMCHI är ett nytt företag som startade för några månader sedan; hon blev inspirerad av sin indiska brittiska vän



som levererar hennes kulturmat på cykel i Madrid. Jenna har en önskan att göra mat åt människor och med tanken att föra människor samman och låta människor smaka på äkta KIMCHI. Hon är en individ som gillar att arbeta själv och är trygg i allt hon gör.

Jenna tror att det är dags för Korea i vår nuvarande värld, där det finns så många koreanska filmer, mat och restauranger som fångar folks uppmärksamhet. Från ett av sina besök på en restaurang i Spanien såg hon att KIMCHI tillsattes en skål. Detta fick henne att inse att hennes kulturella och traditionella mat kan skapa stor harmoni och synergi med andra kök. På grund av detta bestämde hon sig för att försöka förbereda KIMCHI själv och se hur det blev. Första gången hon gjorde KIMCHI var efter att ha brutit uppfattningen om hur svår KIMCHI är svår att göra eftersom man i Korea ägnar en eller två dagar på hela året åt att göra KIMCHI när säsongen förändras (höst till vinter). Det här är en fast period där kålen är god och känns fräsch. Familjen köper cirka 100 kålbitar till hela familjen.

Jennas KIMCHI är en enskild firma där hon förbereder KIMCHI själv från sitt hemkök med koreanska metoder. Hennes Kimchi- ingredienser är veganska eftersom Jenna själv är vegan. Efter att ha skapat och experimenterat med olika recept blev idén att producera KIMCHI i större mängder verklighet. Hon registrerade sedan sin



verksamhet i Sverige med hjälp av sin pojkvän, som är svensk och förstår vad pappersarbetet innebär. För Jenna är detta en betydande förändring i hennes liv.

Enligt Jenna var det inte lätt att starta företag i Sverige, men man kan uppnå det målet framgångsrikt med beslutsamhet och hårt arbete. När hon flyttade till Sverige startade hon företaget i Helsingborg. Hon introducerade verksamheten via sociala medier, och folk tog kontakt med henne. Hon levererar sin KIMCHI till Lund och Malmö samt levererar till andra företag. I början av sin entreprenörsresa sökte hon också ett bisyssla i fasen av sin entreprenörsresa. Den nuvarande situationen i covid-krisen spelade dock en roll för Jennas verksamhet. Hon bestämde sig för att inte arbeta utan lön, och det var så hon började fokusera mer på sin KIMCHI-verksamhet.

Jennas KIMCHI finns i vissa butiker i södra Sverige. Hon planerar att utöka sina territorier inom Sverige genom att vara optimistisk och jobba hårt. Priset på KIMCHI är överkomligt. Det finns dock många storlekar av KIMCHI med olika smaker, såsom tomat, gurka och kål, alla med äkta koreansk smak.

Verksamheten är ny, men Jenna har åstadkommit mycket sedan hon började. Hon är stolt över sin kultur och hur många som provar hennes KIMCHI. Hon var nöjd över hur mycket folk det var på



en lokal julmarknadsmonter. Att göra KIMCHI kopplar henne till hennes rätter eftersom Korea ligger flera mil bort från Sverige. Det är bra att ha tillräcklig finansiering för att göra livet enkelt att starta ett företag; men det är genomförbart utan budget om man börjar i liten skala. Hon tror också att hennes KIMCHI är en av de bästa i Sverige på grund av de tillsatta ingredienserna och hennes autentiska sätt att göra KIMCHI. Skillnaden mellan Jennas Kimchi och den traditionella Kimchien i Korea är att Jenna inte lägger till någon fiskkälla till sitt recept jämfört med det i sitt hemland. Hennes första försäljning av Jenna's Kimchi gick bra eftersom hon gjorde vinster på den.

Att vara entreprenör har spelat en betydande roll i Jennas liv i den meningen att det har öppnat vägar för henne, kopplat henne till andras företag och skapat en plattform för henne själv. Förutom Kimchi-verksamheten skulle Jenna vilja studera miljö- och hållbarhetsvetenskap vid Lunds universitet eftersom hon är intresserad av Sustainable Food Business och villig att bidra och öka medvetenheten om hållbar mat. Hon uppmuntrar unga människor att starta sina företag för att kontrollera sig själva och sin ekonomi och fatta beslut som kommer att gynna dem på lång sikt. Dessutom gör Jenna det möjligt för institutioner att sätta upp medel för unga kvinnor som vill starta sina företag för att minska sysselsättningsbördan i världen. Hon älskar sociala medier.



Städerna i södra Sverige har många forskningsnav och innovationscentra för startups. Det lockar människor från olika delar av världen som kommer för att studera, arbeta och ibland bilda familj. Det har ett av de bästa universiteten globalt, med över 47 000 studenter från alla kontinenter. Baserat på detta tror Jenna att hon är på rätt plats och stad för att marknadsföra sin Kimchi-verksamhet och bygga ett varumärke för sig själv.

StoryTourist





Interviewer: Sandy Lamptey

Organization: StoryTourist

Partner organization: Hello Youth

Title: StoryTourist

Interviewee: Johanna Forsman

Abstract: Entrepreneurship in culture is seen as a storytelling process that mediates between current stocks of entrepreneurial resources and capital acquisition and wealth creation. This story results from how entrepreneurial stories facilitate crafting a new venture identity that serves as a touchstone to open up market opportunities.

Keywords: cultural entrepreneurship, tourism, startup, Lund, innovation.



StoryTourist

At 15, a young girl dreamt of creating a city book to boost her creativity. But as life keep going, she forgets about this idea. At a screenwriting class, she met the man who will become her fiancé and partner in this adventure. Today we are going to present to you Johanna Forsman.

Unlike Johanna, her husband is a history nerd and not a book one. But what is the best to present a project than make it test? So one day they decide to go to Berlin. She packed her favorite book and did an analog StoryTour for her husband where she told him where to go, where to sit, where to look. « Go on this bench, in front of this house, look in this direction, and read this part of the book. » She spied on him to see his reaction, and he loved it. Providing a guiding tour like this one, where you are an actor in the story, is a great idea.

After this exciting journey, they created their business plan, those mixt tour reading, and physical movement. They had some founding from the Swedish arts council to work with the Malmö city library, to work with teenagers who wrote their own stories and a hackathon to help code the project even if in 2015, this kind of software were less accessible than today. This experiment permits



them to try their project on more people, and youngsters and teachers like it.

Now that they know their project can work, they need money. To become a start-up, focus on traveling: StoryTourist.

Lund, as a city, is very helpful to grow as an entrepreneur, mainly because the Creative Business Cup has their organization based in Lund. They help you a lot to make your business grow. StoryTourist won the final in Lund in 2019 and had access to the grand final in Denmark. Even if they haven't won this opportunity, they met terrific people and created a strong network where solidarity is the keyword.

(And they win the title of Hospitality, which is very lovely).

Now, let's talk more about the content.

For now, they provide seven tours: The little Mermaid in Copenhagen, Strange case of Doctor Jekyll and Mister Hyde and Sherlock Holmes: The Blue Carbuncle in London, Doktor Glas in Stockholm, Wallander: The Death of the Photographer in Ystad, The Visby Witch Trials on Gotland, and finally, the one we are interesting the most about: Locus Peccatorum-House of Sins in Lund!

Most of the time, to create their tour, they take public domain stories or sign an agreement to use the tale with the copyright holder; Lund is a bit different. Indeed, Lund is a historical tour, a true-



crime adventure. When you come to Lund, it is generally for the University, so what's best than murder in University? Nothing!

At the end of the interview, I'll let you know the peach of this story.

I experiment with it, one word: Amazing.

I always loved exploring a city from top to bottom, and doing this with such exciting story, and historical pictures was a great experience. I was really in the story and hadn't seen the time past.

The next step for this creative start-up is to produce more stories, and for this, they would like to create a platform to teach people how to do their tours that they could sell on the forum.

I can't wait to see more!

Plus, they want to show the business world that autistic people are as valuable as others. Their policy is to be a good and understanding employer, with an employee who can talk, which is very important nowadays.

If you want to book your tour, it is possible on sites like Tripadvisor or directly on their website or app: www.storytourist.com



Författarens namn: Sandy Lamptey

Organisations namn: StoryTourist

StoryTourist

Berättarens namn: Johanna Forsman

Abstract: Entreprenörskap i kulturen ses som en berättelseprocess som förmedlar mellan aktuella lager av entreprenörsresurser och kapitalanskaffning och förmögenhetsskapande. Den här berättelsen är ett resultat av hur entreprenörsberättelser underlättar skapandet av en identitet för ett nytt företag som fungerar som en pekpinne för att öppna upp marknadsmöjligheter.

Nyckelord: kulturellt entreprenörskap, turism, startup, Lund och innovation.



StoryTourist

Vid 15 års ålder drömde en ung flicka om att skapa en stadsbok för att öka sin kreativitet. Men i takt med att livet fortsätter glömmes hon bort denna idé. På en kurs i manusförfattande träffar hon den man som kommer att bli hennes fästman och partner i detta äventyr. I dag ska vi presentera Johanna Forsman för er.

Till skillnad från Johanna är hennes man en historiensnörd och inte en boknörd. Men vad är det bästa sättet att presentera ett projekt än att göra det till ett test?

Så en dag bestämmer de sig för att åka till Berlin. Hon packade sin favoritbok och gjorde en analog StoryTour för sin man där hon berättade för honom var han skulle gå, var han skulle sitta och var han skulle titta. "Sätt dig på den här bänken, framför det här huset, titta åt det här hållet och läs den här delen av boken." Hon spionerade på honom för att se hans reaktion, och han älskade det. Att erbjuda en guidad tur som denna, där du är en aktör i berättelsen, är en utmärkt idé.

Efter denna spännande resa skapade de sin affärsplan, de blandar turnéläsning och fysisk rörelse. De hade lite stiftelse från Kulturrådet för att arbeta med Malmö stadsbibliotek för att arbeta med tonåringar som skrev sina egna berättelser och ett hackathon



för att hjälpa till att koda projektet även om 2015 var denna typ av programvara mindre tillgänglig än idag. Det här experimentet gör det möjligt för dem att prova sitt projekt på fler människor, och ungdomar och lärare gillar det.

Nu när de vet att deras projekt kan fungera behöver de pengar. För att bli ett nystartat företag ska du fokusera på att resa: StoryTourist.

Lund som stad är till stor hjälp för att växa som entreprenör, främst för att Creative Business Cup har sin organisation baserad i Lund. De hjälper dig väldigt mycket för att få ditt företag att växa. StoryTourist vann finalen i Lund 2019 och fick tillgång till den stora finalen i Danmark. Även om de inte har vunnit denna möjlighet har de träffat fantastiska människor och skapat ett starkt nätverk där solidaritet är nyckelordet.

(Och de vinner titeln Hospitality, vilket är väldigt härligt).

Nu ska vi tala mer om innehållet.

För tillfället erbjuder de sju turer: Det finns sju turer: Den lilla sjöjungfrun i Köpenhamn, Strange case of Doctor Jekyll and Mister Hyde och Sherlock Holmes: The Blue Carbuncle i London, Doktor Glas i Stockholm, Wallander: Fotografernas död i Ystad, Visby häxprocesser på Gotland, och slutligen den som vi är mest intresserade av: Locus Peccatorum - syndernas hus i Lund!



För det mesta tar de för att skapa sin turné offentliga berättelser eller skriver under ett avtal om att använda berättelsen med upphovsrättsinnehavaren, men Lund är lite annorlunda. Lund är nämligen en historisk rundtur, ett sant brottsäventyr. När man kommer till Lund är det i allmänhet för universitetets skull, så vad är bättre än ett mord på universitetet? Ingenting!

I slutet av intervjun ska jag låta er få veta persikan i den här historien.

Jag experimenterar med den, ett ord: Fantastiskt.

Jag har alltid älskat att utforska en stad från topp till botten, och att göra detta med en så spännande historia och historiska bilder var en fantastisk upplevelse. Jag var verkligen med i berättelsen och hade inte sett den gångna tiden.

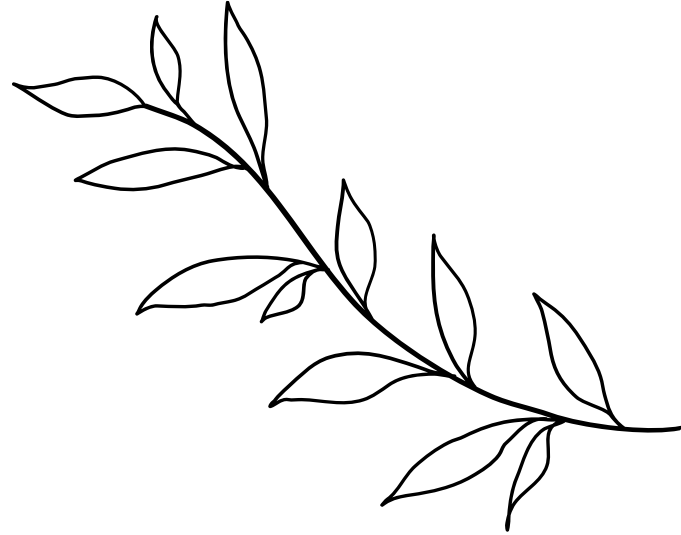
Nästa steg för detta kreativa startup är att producera fler berättelser, och för detta vill de skapa en plattform för att lära människor hur man gör sina turer som de kan sälja på forumet.

Jag kan inte vänta på att få se mer!

Dessutom vill de visa affärsvärlden att autistiska personer är lika värdefulla som andra. Deras policy är att vara en bra och förstående arbetsgivare, med en anställd som kan prata, vilket är mycket viktigt nuförtiden.



Om du vill boka din tur är det möjligt på sajter som Tripadvisor eller direkt på deras webbplats eller app: www.storytourist.com.



Stories of Success by Social Entrepreneurs



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