

DETECTING THE TECHNOLOGICAL INNOVATION NEEDS OF THE SOCIAL PROFIT SECTOR

Country Scenario

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1. COUNTRY Context

1.1 The work field

Partners to work together with to reach the social profit organizations and poll for project proposals and to follow up on successful project.

Government institutions

Umbrella organisations social profit sector

- Platform GGZ: <http://www.ggzgroep.nl/contact/vestigingen/denhaag/>
- MO-groep (maatschappelijke dienstverlening): <http://www.mogroep.nl/>
- Cooperatie iKracht (online hulpverlening): <http://www.ikracht.nl/site/>
- KAMG (koepelorganisatie artsen in publieke gezondheidszorg): <http://www.kamg.nl/>
- XTRA (Umbrella Welfare The Hague): <http://www.xtra.nl/>
- CSO (koepelorganisatie ouderenorganisaties): <http://ouderenorganisaties.nl/cso/>
- Stichting Transmurale Zorg Regio Haaglanden: <http://transmuralezorg.nl/>
- Huisartsen Kring Haaglanden: <http://www.kringhaaglanden.nl/home/>
- KNGF, Koepelorganisatie fysiotherapeuten: <https://www.fysionet.nl/>
- Vvaa belangenvereniging medici, paramedici, studenten en zorginstellingen: <http://www.vvaa.nl/>

Social profit sector

Health:

- Stichting Haagse Gezondheidscentra: <https://home.shg.nl>
- GGD Haaglanden: <http://www.ggdhaaglanden.nl/Home.htm>

Home and elderly care:

- Florence: <https://www.florence.nl/thuisinleiden>
- Woon Zorg Haglanden (WZH): <http://www.wzh.nl/>
- Careyn: <https://www.careynkraamzorg.nl>
- Pieter van Foreest Zorg, <http://pietervanforeest.nl/>
- Frankelandgroep, <http://www.frankelandgroep.nl/>

Revalidation:

- Sophia Revalidatie: <http://www.sophiarevalidatie.nl/>

Disabilities:

- Middin: <http://www.middin.nl/>
- Ipse de Bruggen: <http://www.ipsedebruggen.nl/>
- Humanitas: <http://www.humanitas.nl/afdeling/haagland>

Homeless people:

- Kersslerstichting <http://www.kesslerstichting.nl/>
- Leger des Heils GGD: <http://www.legerdesheils.nl/>

Youth:

- CJG Centra Jeugd en Gezin: <http://www.cjgdenhaag.nl/Paginas/default.aspx>
- Bureau's Jeugdzorg: <http://www.bjzhaaglanden.nl/>
- Jeugdformaat <http://www.jeugdformaat.nl/>

Poverty

- Voedselbanken (food centers) : <http://www.voedselbankhaaglanden.nl/>

Welfare

- STEK (Welfare from Churches): <http://www.steknet.nl/>

Mental care

- Parnassia: <http://www.parnassia.nl/>

Contact with social profit sector from within the University

- Contacts between departments and the sector, bv.
- Regioregisseurs 
- Living Labs    
- Internship offices departments HHS,
- Projects
- Meetings with the workfield on professional level
- Expertgroups (on management level)
- Enactus: <http://sites.dehaagsehogeschool.nl/enactus>

Advocacy organizations for vulnerable target groups

- Visio (vereniging voor mensen met visuele beperkingen) <http://www.visio.org/nl-nl/home>
- MEE (ondersteuning bij leven met een beperking): <http://www.meezn.nl/>

Consultancy organisations - vulnerable target groups

Organization of the subsector

Specialized institutions active on a specific theme (e.g. autism, equal rights, traffic...)

- Nederlandse vereniging autisme: <http://www.autisme.nl/>

Business and profit organizations active/working for the social profit sector

- Kubiek - innovatie platform in wonen, zorg en welzijn in Delft: <http://www.kubiek.nl/>
- Accenda: product optimisation and innovation; <http://www.accenda.nl/>

Other institutions specialized in technology for social profit sector (RVO-Society does)

- Enactus: <http://sites.dehaagsehogeschool.nl/enactus>

1.2. Towards a local scenario

Choice of the sector/themes/issues

- Inclusive design
- Assistive technologies
- Wellbeing and welfare
- Small scaled health technology

We focus on a user-centered design approach. The location of the user does not matter. All characteristics of the user that ask for community service are included (age, health, poverty etc.)

What kind of projects we want?

- 1) Profit and non-profit within the region around HHS and internationally.
- 2) The theme is described above: inclusive, assistive, wellbeing and small-scaled health.
- 3) We aim for interdisciplinary, open innovation types of projects within the technical and ICT domains.
- 4) We aim for a whole life cycle approach in our projects, system engineering
- 5) Or is the learning outcome for the students the only important issue? (in this case, think about how you can motivate social profit organizations to participate?)

Our choices for vulnerable groups are:

Topic./ Target group	Elderly	Intellectually Disabled	Physically Disabled	Chronic ill	Addiction	People in poverty	Others
TIS							
1. Health							
2. Mobility							
3. Environment							
ICTM							
4. Usable design							
5. App Design							
6. Others							

We will approach the social profit sector by:

- Existing network contact:
 - Academies Social Work, minoren, bachelorproef, workfieldmeetings
 - TIS, projectveilingen, Betafactory, minoren, expertise centrum
 - ICTM, projectonderwijs, minoren
 - Academies Health, minoren
 - Zwaartepunten (Resarch Focus)
 - Lectoraten (Research groups)
- Regioregisseurs

Partnerships with representative organizations in the social profit sector

- MIDDIN
- IPSE de BRUGGE.
- Living labs of the university in the communities with social partners:
 - Laak vital,
 - Voorhof vital.
 - WOW,
 - Game lab Sophia Revalidatie

2. Action plan:

2.1. How to reach out to the social profit sector

2.1.1. Low threshold for entering project proposals

- *Internship and bachelorproef (Thesis/ projects)*
- *Living Labs*
- *Activities lectoraten en Zwaartepunten (seminars, networkmeetings)*
- *B-factory / Expertice center TIS*
- *prototype auctions for company's to teachers (visa versa for prototype auctions)*
- *Workfieldmeetings*

2.1.2. Communication channels

- *Face to face,*
- *on network moments,*
- *meetings intern en extern the HHS,*
- *via (the B-factory) Website and internship offices*
- *Health professions magazines,*
- *social media,*
- *website,*

2.2. How to reach out to the business sector

2.2.1. Entering project proposals or setting up collaborations

Via existing (network) contacts internships, projects of bacheloproofs -

- *Describe what can be done to ensure outcome for the business partner ('going beyond the aim of 'merely' educating students').*

2.2.2. Communication channels

Describe the communication channels you use to get collaborations/projects and the communication channels during the partnership:

Sector communication channels

Identify partners in the sector that are willing to publish your call for projects in their publications, on their websites/facebook, identify together with your partners in the sector events where you can present your call for proposals. They will probably be also interested in publishing results...

The projects own communication channels

Describe your communication channels and how you will use them to engage the social profit sector. Examples of Cera Award (small film, mailing, ...) can be found in the train the trainer

2.3. Timing and frequency of the call for proposals

How often and when will you call for projects.

Suggestion align this to the timing of student work.

2.4. Criteria for accepting project proposals

Clearly decide on your criteria for accepting project proposals

Describe your criteria.

Example

“Criteria of Cera Award(Belgium):

1. *Are you a social profit organization?*
2. *You are a non-profit organization (= Belgian legal structure, in our case a requirement)*
3. *You do not have the people or means to find a solution to your technical-scientific question.*

If you answered yes three times you can enter a project.

*But not any **project**...*

Cera Award accepts only

1. *Technological questions,*
2. *Flemish and Brussels area projects,*
3. *That are/can be a leverage for technological innovation,*
4. *Where students can develop creative, social and communicative skills*
5. *By getting to know the target group of your organization, or the social profit sector in general and your organization specifically*

Five times yes? You can enter your project!”

2.5 Evaluation of project proposals

3. Value chain approach - things to consider

How will you handle a project once the student has finished his/her work. Remember that social profit organizations in general do not have the resources to continue the project and bring it to the next stage...