

## Atlantic Social Lab

Cooperation for the promotion of Social Innovation

### Atlantic Social Lab Partnership Meets in Toulouse

The Atlantic Social Lab partners met last 22-23 November in Toulouse (France) for the second coordination meeting of the extension phase of the project. The meeting was organised by CRIJ Occitanie Pyrénées Méditerranée and aimed at presenting the progress made on all work packages. The meeting was attended by all the partners: the municipality of Avilés (Spain), the Social Services of Gijón (Spain), the Intermunicipal Community of Ave (Portugal), the CRIJ Occitanie Pyrénées Méditerranée (France), Enterprise North West (Northern Ireland), Glasgow Caledonian University (Scotland) and the Centre for Social Studies of the University of Coimbra (Portugal).

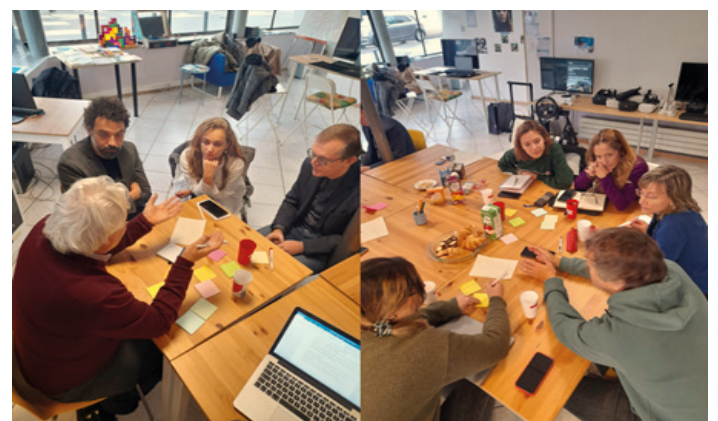


*Atlantic Social Lab Partnership at Toulouse*

The progress made by all partners has been positive. The communication of the project has been done regularly and across the channels developed for this purpose. The dissemination of this extension phase has already included the presence of the project researchers in several

networking events. The [Social Innovation Observatory](#) is being updated and the strategy for its sustainability is being developed. The pilot actions - a crucial dimension of the Atlantic Social Lab - are being implemented at a good pace, and the first results are expected in the first quarter of 2023.

In addition to discussing the progress of the activities and defining the next steps for the successful implementation of the project, the partners participated in a participatory focus group streamlined by CES - Centre for Social Studies. This activity aimed to collect information that will be crucial for the development of the sustainability strategy of the Observatory.



*Partners in the Focus Group*

A common practice in the project's partnership meetings is to visit local social innovation initiatives to observe good practices that may help implement the Atlantic Social Lab pilot actions. In Toulouse, the partnership made three study visits. The first one was to the "Maison de L'Orientation Toulouse". This vocational guidance centre

supports the population of Toulouse in the design of their professional or educational integration projects. The second was to a Second Opportunity School dedicated to young people at risk of social exclusion, focusing on transversal skills and a pedagogical approach adapted to the student's individual needs and goals. The last study visit was at the CRIJ Occitanie Pyrénées Méditerranée's facilities and focused on demonstrating a set of gamification and virtual reality tools and techniques to train its users' soft skills, such as self-confidence.

The next partnership meeting is planned for March 2023 in Guimarães (Portugal).

## Pilot Actions Presentation

One of the ASL project's primary objectives and distinctive factors is to implement and test socially innovative actions in the territories of the Atlantic Area. In this extension phase, the focus of these pilot actions is the digitalisation of social services.

### Youth Compass – Info Jeunes Toulouse (CRIJ)

The CRIJ pilot action focuses on extending and disseminating an initiative already under development aimed at the social inclusion of young people - [Youth Compass](#) - a digital platform to connect young people to local experts. This connection between young people and specialists can occur in different areas, such as: legal advice, addiction situations, job search, and vocational accompaniment, among others.



Youth Compass information campaign

Currently, the Toulouse partner is developing a set of activities that include:

- Distribution of promotional material and (regional) activities about Youth Compass in Occitania;
- QR code spread for young people to be able to explore the help mechanisms and get in touch with the entities;
- Purchase keywords on Google;
- Buying spaces for social media campaigns;
- Optimisation of the website.

### “No Lo Pierdas, es tu Derecho” in Avilés

The Avilés municipality pilot action will try to design different media formats to communicate to people more directly what social services are available and where they can be found.

In this sense, they have developed a major campaign promoting social services - NO LO PIERDAS ES TU DERECHO (don't miss it, it is your right) - to show the population what exists, that they have this right, and where they can access it.



Partners in the Focus Group

An [information leaflet](#) about this campaign can be found online and was also distributed around the city.

The next steps include a greater focus on the target group (elderly people) who are the most vulnerable in the Avilés region. They will focus on the Age Friendly People networking platform (over 42 countries, promoting the participation and involvement of older people).

They will also develop monthly focus groups with an expected participation of around 85 people to discuss specific topics about the city and their needs.

### Improve the communication policy of the social services in Gijón

Gijón's social services pilot action aims to promote better access to social action services for the most vulnerable populations, specifically through digital tools. To this end, a specialised Social Services Communication Department will be created to design a specific plan to improve the communication policy of social services.



Cover of the service catalogue in easy and accessible language for older people

They have a set of activities under development to achieve this goal, such as:

- Dissemination from over 100 cards with the necessary information (according to types of needs and support);
- Establishment of a new design for the website to be more accessible for people, as well as, establish direct access to the cards in a faster way, not only from the website but from google search;
- Adapt the communication channels, such as radio, local newspapers and social media, among others, with an accessible language;
- E-inclusion strategy to bridge the digital gap of vulnerable people, based on a co-creation methodology to understand how information should be provided and disseminated.

### Community Wealth Building in Enterprise North West

The ENW pilot action will establish and develop a community called NW - Community Wealth Building. The aim is to deliver a fairer and more equitable society. With this action, the partner expects to achieve outcomes such as: building a stronger local economic ecosystem; developing agreed plans and initiatives to develop CWBs; developing the local social economy; developing co-operative infrastructure; and working together with statutory agencies.



[Community Wealth Building Report Launched in Northern Ireland](#)

CWB is a Community Anchor Organisation that seeks to collaborate between the public and private sectors to improve people's lives and support and leverage sustainable and inclusive economic development.

CWB intends to be a tool for local communities in Northern Ireland to build resilience, ownership and control of their economic future (Local Resilience Ecosystem).

Some measures to be implemented include: developing local SE and corporate structure, developing a Social Enterprise (Champion of the Region), including CWB in City Deal Plan (€250M), develop collaboration with Wellbeing Alliance and further partnerships with universities and supporting various local projects (Old Library Trust; Nerve Centre; Cultural Playhouse).

### The Art of Straw in CIM do Ave

The art of working straw combines local tradition with innovation. It is a social entrepreneurship initiative focused on the economic exploitation of straw art, capable of creating job opportunities and/or additional income for participants throughout the different stages of straw production and the products to be created.



Workshop on working with straw

This action was identified on STRATEGIC PLAN FOR SOCIAL INNOVATION IN THE AVE REGION 2021-2023 elaborated through the Atlantic Social

Lab project and will focus on the following main activities: support for the incubation of this initiative, creation of marketing channels, support for digital promotion of products.

It will be implemented in one of the 8 municipalities of CIM do Ave - the Municipality of Fafe.

### External News

#### EaSI focal point in Portugal supports entrepreneurs and social innovators

The EaSI Focal Point in Portugal was launched to support Portuguese organisations and companies wishing to apply for support from the EaSI strand of the ESF+ Programme, which is managed directly by the European Commission.

In Portugal, the EaSI Focal Point is implemented by the consortium led by the Agency for Development and Cohesion, in partnership with Portugal Inovação Social, funded by the DG Employment and Social Affairs of the European Commission, to disseminate information on the EaSI strand of the ESF+ Programme, namely the work programmes and the opening of calls for applications and tenders.

On [EaSI Focal Point website](#) you can find more information about the Calls and Tenders of the EaSI strand of the ESF+ Programme.

The Atlantic Social Lab, led by Avilés City Council (Spain) is co-financed by the European Regional Development Fund (ERDF), through the INTERREG Cooperation Program Atlantic Area, with the reference EAPA\_246/2016

### Partners



Servicios  
Sociales

