



WILCO

Welfare innovations
at the local level
in favour of cohesion

Innovations in local welfare systems towards social inclusion

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What is WILCO?

www.wilcoproject.eu



Understanding innovations in local welfare to strengthen
social cohesion and lower social inequalities

Why are the following examples innovative?

- ③ **Bundles of support instead of fragmented help:** Due to people's diverse needs, offers have to be coordinated – with a clear division of responsibility among providers
- ③ **Culture of cooperation instead of „services organised in separate silos“:** Local innovations require partnerships and networks among all stakeholders – instead of administrative programs of competing bureaucracies
- ③ **Bridges between people's everyday worlds and given support systems instead of top-down interventions:** Communities and mentors as intercultural mediators

Social innovations in Friedrichshain-Kreuzberg I



The *jobexplorer* project addresses pupils aged 12 to 16 and local companies in order to develop interactive ways of vocational orientation



Quelle: www.jobentdecker.de

Aims: certainty while choosing vocational training – for youngsters and employers, testing of own skills and competences, networking among schools and the local economy at an early stage



Social innovations in Friedrichshain-Kreuzberg II

Neighbourhood mothers

Quelle: www.dw-stadtmitte.de



Das Diakonische Werk...

...since 2009 unemployed women, mostly with a migration background, become qualified as neighbourhood mothers that should reach out to families under stress, helping them as intercultural mediators

Neighbourhood mothers obtain the opportunity to start a vocational training as a social assistant

Die Themen:

- basic knowledge on children's development and needs
- basic competences on health promotion, nutrition and sports
- **linguistic development / multilingualism**
- **the German childcare and educational system**
- **problems in family networks (drug abuse, divorce, violence...)**

Social innovations in Friedrichshain-Kreuzberg III

The district's **intercultural family centre** functions as a drop-in-place, meeting point and forum of support for **families, parents, children and local multipliers** dealing with all kind of family issues



FAMILIENZENTRUM
Begegnung - Bildung - Beratung

Quelle: <http://familienzentrum.jwik.de/>

Family centre's tasks and aims:

- activating families to use the centre as a place where they can spend their leisure time together
- strengthening families through information and consultancy
- helping families under stress, e.g. by additional child care offers
- developing alternatives for families' everyday live tasks
- promoting intercultural communication
- assisting parents in education and health promotion
- identifying and supporting families' resources and self-help potentials
- improvement of families' language skills
- creation of and support for networks
- development of new offers for families in the neighbourhood

Social innovations in Friedrichshain-Kreuzberg IV

prinzessinnengärten

URBANE LANDWIRTSCHAFT

“Prinzessinnengärten is a new urban place of learning. It is where locals can come together to experiment and discover more about organic food production, biodiversity and climate protection. The space will help them adapt to climate change and learn about healthy eating, sustainable living and a future-oriented urban lifestyle.”



Quelle: <http://prinzessinnengarten.net/>

Social innovations in Friedrichshain-Kreuzberg V

Kreuzberg handelt aims to strengthen local companies and start-ups with an ethnic background by subsidising and stabilizing entrepreneurship

kreuzberg handelt

■ wirtschaften im quartier

Joint venture between
neighbourhood
managers,
the district authority,
local companies, creative
entrepreneurs a.o.

Quelle: <http://kreuzberghandelt.de/>

Applicants receive a
coordinated bundle of support
comprising

- out-reach counselling
- mentoring
- help for networking
- help for opening-up new resources
- workshops for the development of ideas and campaigns



Approaches and concepts behind innovations

Innovation	Ansatz/Konzept
Jobexplorer	New ways in the transition from school to work
Neighbourhood mothers	„Bridges between everyday worlds and systems of support“ / intercultural mediators
Family centres	„Family-minded and community-based services“
Prinzessinnengärten	Urban Gardening Movement / public space for migrants' lifestyles and economies
Kreuzberg handelt	Urban Entrepreneurship

Conclusions

- ❏ **Inclusion as a cross-cutting task of social policy:** Working out a common understanding of what migrants' social integration means locally is basic for networked offers and new forms of cooperation that fit to the respective urban environment
- ❏ **Participative and multi-dimensional arrangements:** ideally, migrants and their communities co-design offers and obtain tailored „services packages“ for individual needs
- ❏ **Opening-up of providers and services:** offers have to reduce cultural prejudices while generating mutual trust and providing additional resources for the competence-building of migrants

Literature

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