



INCLUSO

How to make the use of social software sustainable in work with youth at risk?

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Agenda

- ✓ Introduction
- ✓ Sustainability criteria, business model and feedback from pilots
- ✓ Business Opportunities
- ✓ Lessons learned
- ✓ Q&A



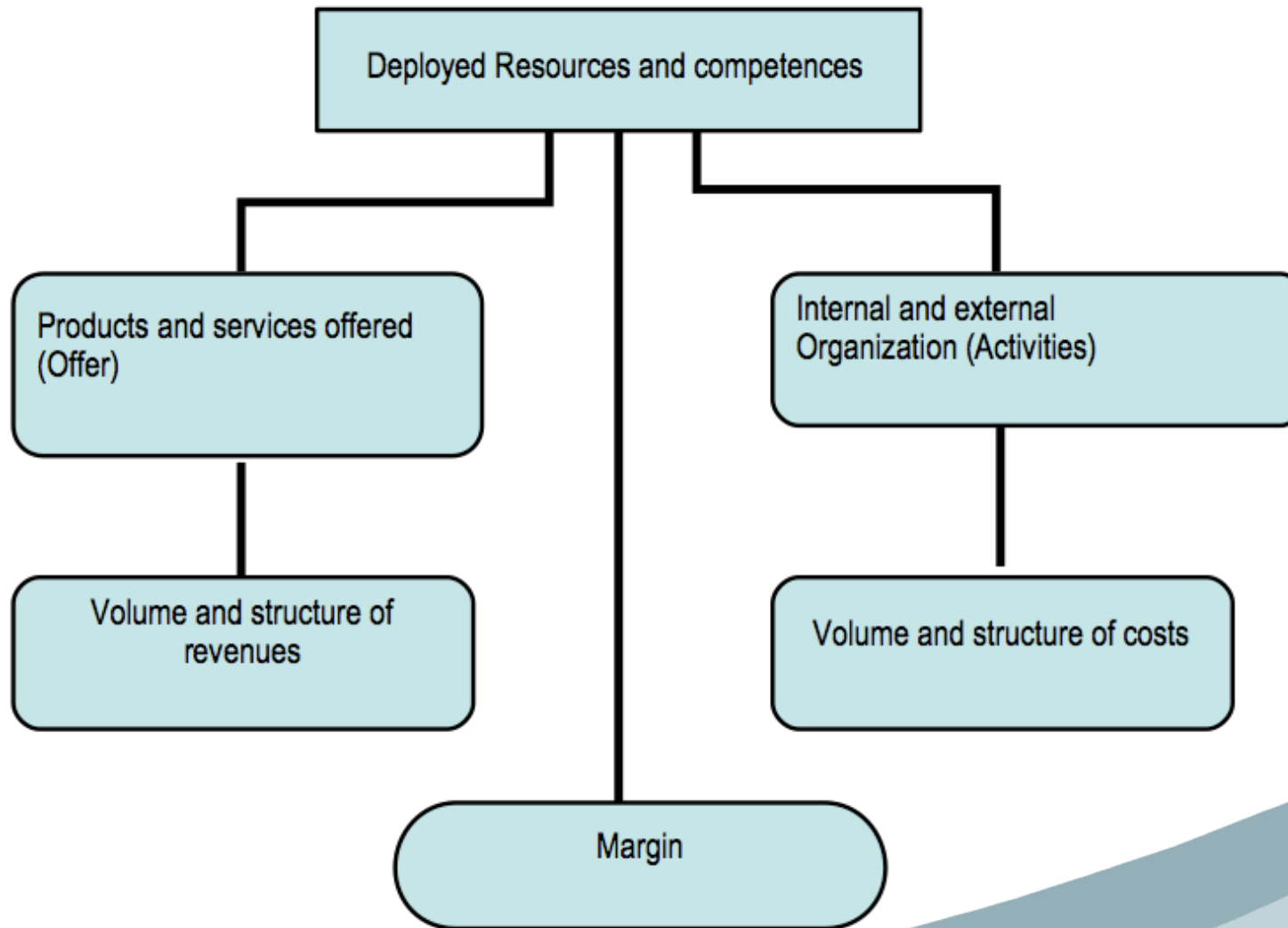


Sustainability Criteria

- Visibility
 - Reliability
 - Affordability
 - Scalability
 - Open Standards
 - (Staff) Training
 - Institutional acceptance
 - Embedding
 - Organizational impact
 - Working practices
 - Availability
 - Competitiveness
- During the Incluso project we started with zero measurement and evaluate them quarterly to define business model/best practices



Business Model





Business Model

- ❶ The “Big Idea” & “Fit” (cfr. Manage the expectations)
- ❷ The common resources and competences as revealed during the pilots are listed below.
 - ❶ People
 - ❶ ICT knowledge
 - ❶ Relevant literature
 - ❶ Hardware, Software and Internet Connection
 - ❶ (Understanding the needs of the) Participants (i.c. youngsters):
 - ❶ Training
- ❸ Define Costs & Revenues (incl. Subsidies) and implementation
- ❹ Make the project sustainable (Incl. Margin/Profit)
- ❺ SROI (Cfr The New Economics Foundation: A guide to Social Return on Investment)





Business opportunities

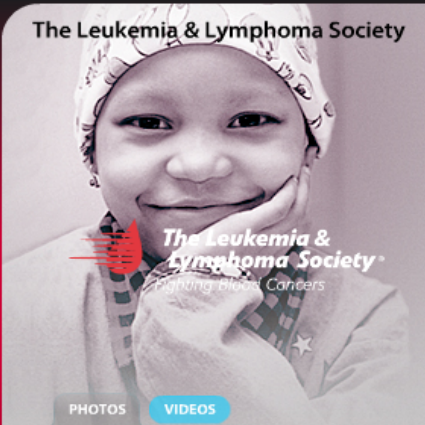
- Create consultancy and training services for other non-profit organizations
- Address Corporate Social Responsibility (CSR) opportunities.
- Research: Try to sell data/information and its analysis - gathered with regard to research purposes (strictly respecting all appropriate ethical and privacy rules)
- Charity/sponsorship applications through social media applications
 - E.g Socialvibe (<http://www.socialvibe.com/>) is a social media utility connecting people with brands, empowering them to engage with sponsors and share branded content with their social graph to benefit a cause of their choice





Socialvibe

The Leukemia & Lymphoma Society



PHOTOS

VIDEOS



CURRENT GOAL

[VIEW PAST GOALS](#)

Help LLS change the lives of patients and their families



THE GOAL:
\$5,000

TIME REMAINING:
75 days

At LLS, we're celebrating our 60th anniversary and our commitment to curing blood cancers and helping patients and their families. LLS will continue to lead with innovation to keep ahead of an ever-changing world. The heart of our innovation comes directly from our friends and supporters, so we're asking YOU to help us reach a monumental goal \$5000!

“ A Message from the Cause ”

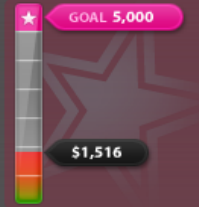
TOTAL SUPPORTERS:
8,952

TOTAL RAISED:
\$9,599

[Join this Cause](#)

[SPREAD THE WORD](#)

GOAL PROGRESS:



TOP GOAL SUPPORTERS:



ABOUT THIS CAUSE

The Leukemia & Lymphoma Society, headquartered in White Plains, NY, with 68 chapters in the United States and Canada, is the world's largest voluntary heal...

[READ](#)

LINKS

- www.lls.org
- www.teamintraining.org
- www.lightthenight.org
- LLS on MySpace
- Light the Night on MySpace
- Train With Team in Training

ACTIVE SUPPORTERS



FORUM



Lessons learned

- Financial self-sufficiency ⇔ contribute to the organization's bottom line
- Knowledgeable social worker(s) and single champion
- No single “model”. There are only best practices
- Effective funding of organizations: Visibility is important to raise sponsorship and as such increase sustainability for the future.
- Understand the profound organizational changes
- Embedding is another key success factor for an implementation of social software within an organization.
- Make use of “free” social software





Lessons learned

Fail early, fail often.

When you're doing something new,
failing is much the best way to learn ...

so learn quickly...





Q & A



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