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

Deployed Resources and competences

- Products and services offered (Offer)
  - Volume and structure of revenues

- Internal and external Organization (Activities)
  - Volume and structure of costs

Margin
Business Model

- The “Big Idea” & “Fit” (cfr. Manage the expectations)
- The common resources and competences as revealed during the pilots are listed below.
  - People
  - ICT knowledge
  - Relevant literature
  - Hardware, Software and Internet Connection
  - (Understanding the needs of the) Participants (i.e. youngsters):
    - Training
- Define Costs & Revenues (incl. Subsidies) and implementation
- Make the project sustainable (Incl. Margin/Profit)
- 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/](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

Help LLS change the lives of patients and their families

THE GOAL: $5,000
TIME REMAINING: 75 days

At LLS, we're celebrating our 80th 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!

TOTAL SUPPORTERS: 8,952
TOTAL RAISED: $9,599

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

ACTIVE SUPPORTERS

FORUM

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