

**IN SITU**

TAKING  
**COOPERATION**  
FORWARD



D.T2.3.2 JOINT SOCIO-CULTURAL EDUCATION TRAINING (TRAIN THE TRAINERS)



**Management of social initiatives (Session #3)**

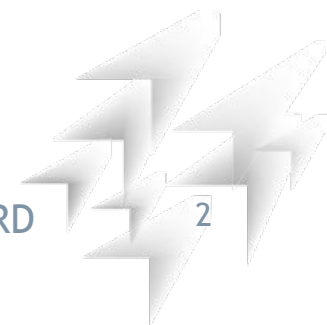


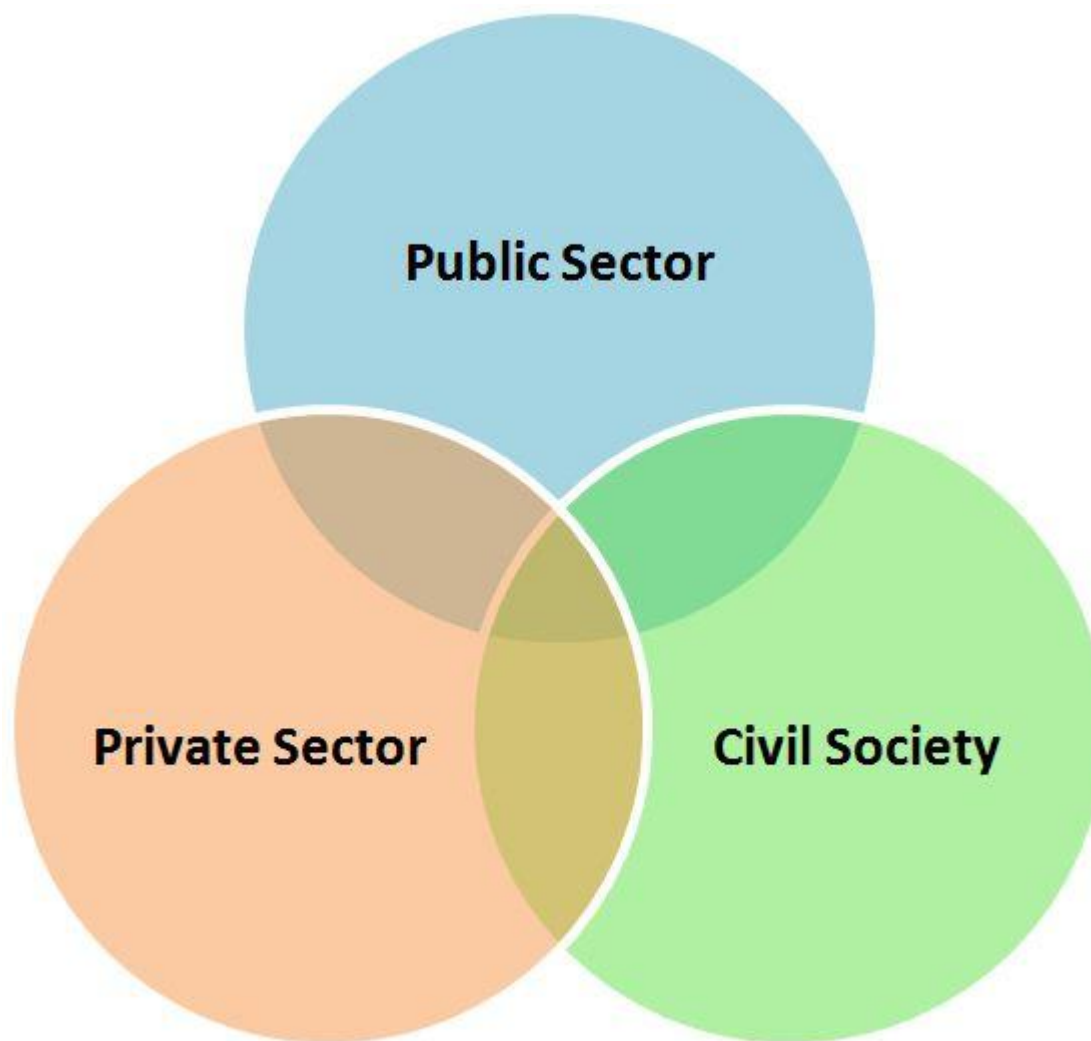
IN SITU, Brodoto, Branimir Radaković

## TERMINOLOGY

## ORGANIZATION TIMELINE

- Start - up
  - research
  - mission & vision
  - legal issues
- Policy
  - financial policy
  - HR policy
  - communication policy
- Organisation management
  - general “tricks”
  - management styles
  - ICT tools for management optimisation
  - what about your volunteers?
- Sustainability & funding
- Invisible Zagreb - example

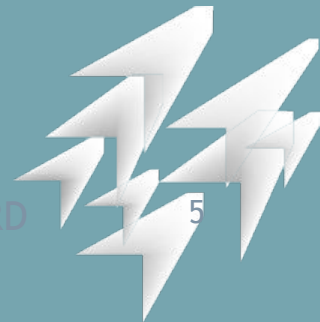






# ORGANIZATION TIMELINE

- 
- Start - up
  - Policy
  - **Management**
  - Sustainability & finance
- 



RESEARCH  
SETTING UP A BOARD  
VISION AND MISSION  
DEVELOPING THE BY-LAWS  
REGISTERING



TAKING COOPERATION FORWARD





## The Problem



TAKING COOPERATION FORWARD



## The Problem

## Practicality of the intervention





**The Problem**

**Practicality of the intervention**

**Other organizations**



**The Problem**

**Practicality of the intervention**

**Other organizations**

**Target groups**







## MISSION

A mission defines  
your purpose



## VISION

A vision extends your  
mission to an ideal  
future state





**alzheimer's association®** *A world without Alzheimer's disease.*



*One day, all children in this nation will have the opportunity to attain an excellent education.*



*A computer on every desk and in every home.*



**patagonia**<sup>®</sup>

Build the best product, cause no unnecessary harm,  
use business to inspire and implement solutions to the  
environmental crisis.

  
**TESLA**

To accelerate the world's transition to sustainable  
energy.

**TED**

Spread ideas.



## **Article of Incorporation Developing the By-laws Registering**







**FINANCIAL POLICY**  
**HR POLICY**

**COMMUNICATION POLICY**







**Authoritarian style**

**Laissez-faire style**

**Consultative style**

**Chaotic style**

**Persuasive style**

**Democratic style**

# WHAT ABOUT YOUR VOLUNTEERS?

**G. Growth**

**I. Increased sense of purpose**

**V. Voice**

**E. Easy to sign up**

**R. Recognition**

**S. Social opportunities**

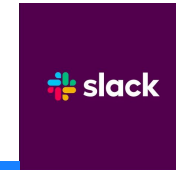


# ICT TOOLS FOR MANAGEMENT OPTIMISATION

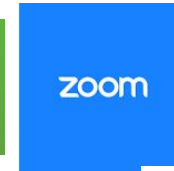
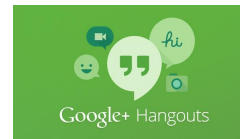
1) Work tracking tools



2) Internal communication tools



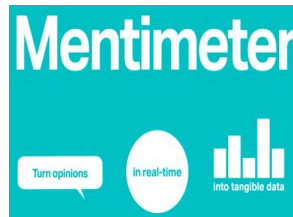
3) External communication tools



4) Collaboration and simultaneous work tools



5) Educational / presentation tools







**DONORS**  
**GOVERNMENT SUBSIDY**  
**CROWDFUNDING**  
**SOCIAL ENTREPRENEURSHIP**







- Over 2000 homeless people in Zagreb only
- 35-65 years of age, more than 15 years of work experience
- 90% male
- Around 200 beds available



- Legal issues
  - Tourist guide licence, NGO, donations
  
- Resocialization of the homeless
  - Systemic problem - no resocialization programme in Croatia





# GOALS

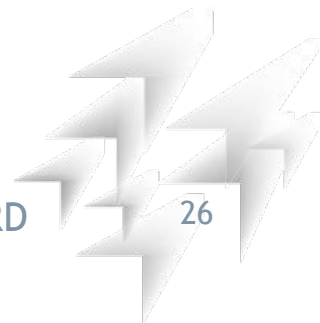


- 1) RAISE THE  
VISIBILITY
- 2) HELP THE  
HOMELESS

## WHO IS INVOLVED?

**Brodoto** / Humanitarian Association Fajter

**Promotion, legal issues, volunteers** / “field work”, magazines



# HOW DOES IT WORK?

**Anti tour**  
**Invisible content**  
**Non-profit**  
**Educational aspect**  
**Donations**  
**Emotional experience**  
**“Fajter” magazine as a gift**





# THE TOUR

1st checkpoint



TAKING COOPERATION FORWARD



**Over 24 months active**

**Over 2000 attendees**

**Over 130 tours**

**25 schools**

**Over 25 volunteers**

**3 documentaries filmed**

**Over 50 international news stories**



# THANK YOU FOR YOUR ATTENTION!



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