

De Woonkamer

With 49% of its total population having no Dutch background, Malburgen is a city with diversity of cultures. The neighborhood has a population of 17,591 people living in 7.54 sq.km.

The term youth in Netherlands refers to children from 0 to 25 years of age.

Children up to 12 years have activities to engage in. For children older than 12, there is a lack of activities in this area. As a consequence, we can find young people on the streets using drugs and committing crimes. Due to this the neighborhood has a bad image in the city.

The phenomenon has a big impact upon all the citizens of the neighborhood because the labelling of the people living there becomes more and more evident.

Besides that, the number of young people relying on social security is very high and the main causes of it is involvement with drugs, alcohol and crimes.

Current Situation:



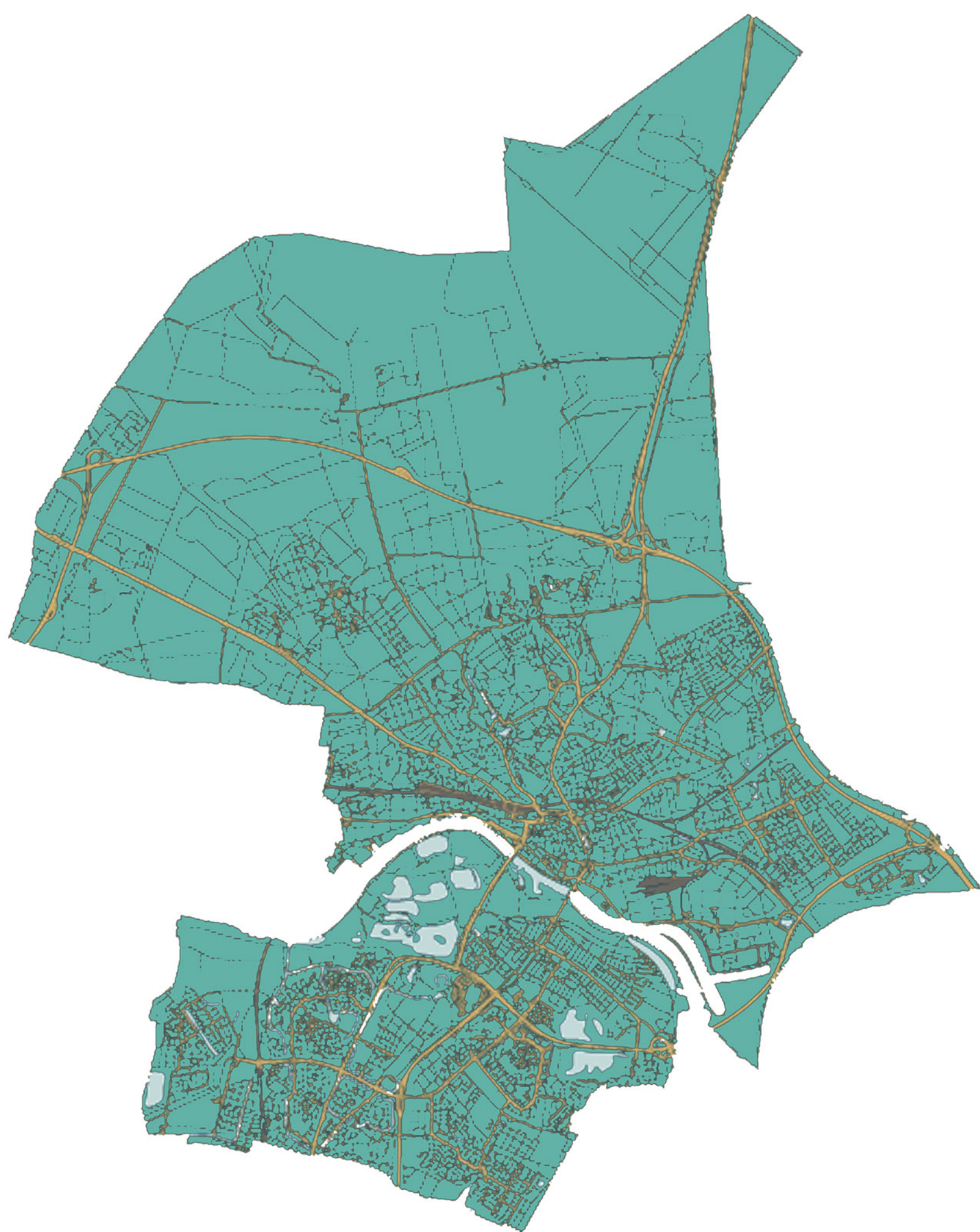
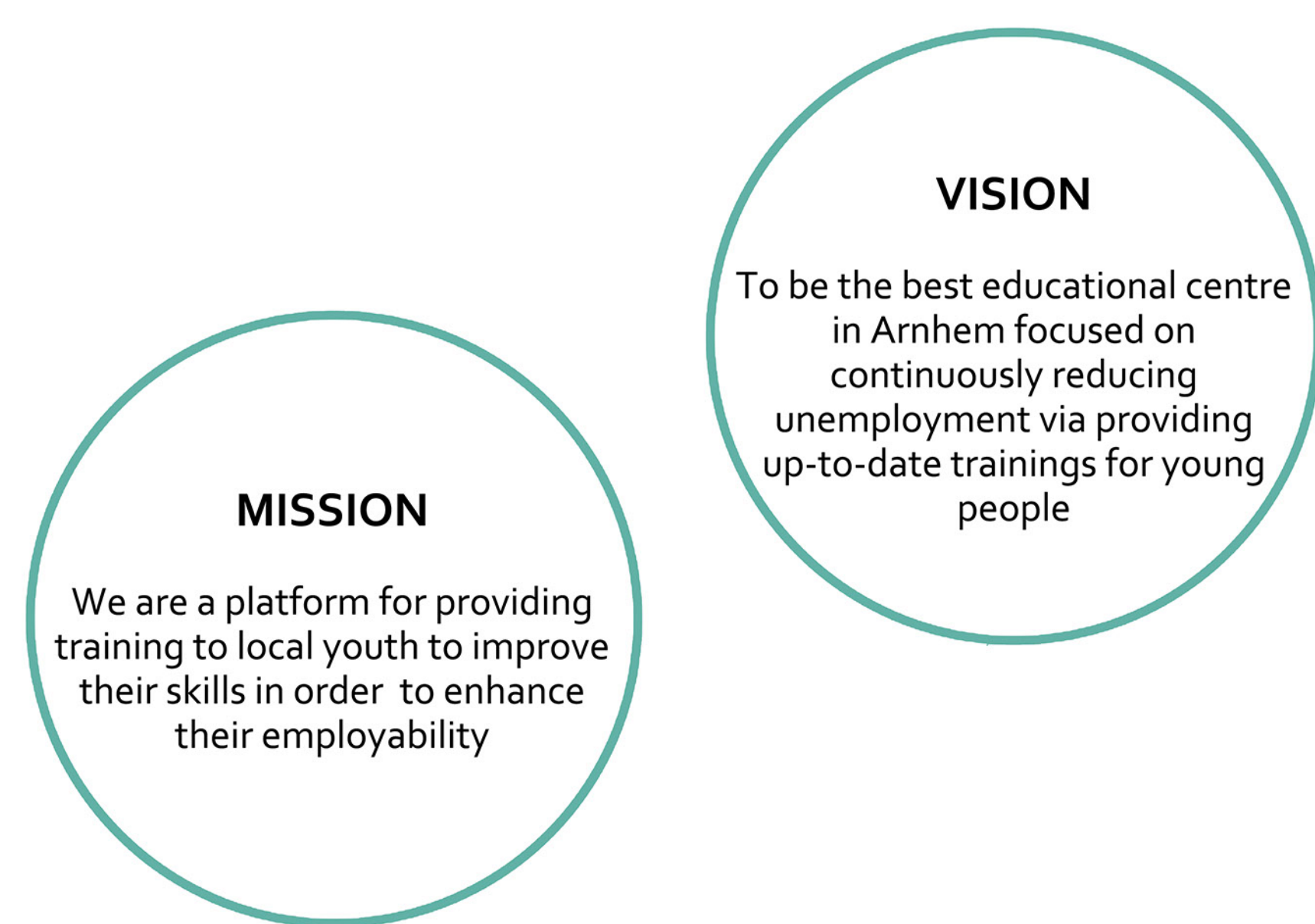
Key Activities

- Providing courses for youth community.
- Selling services to the local businesses.

Technology

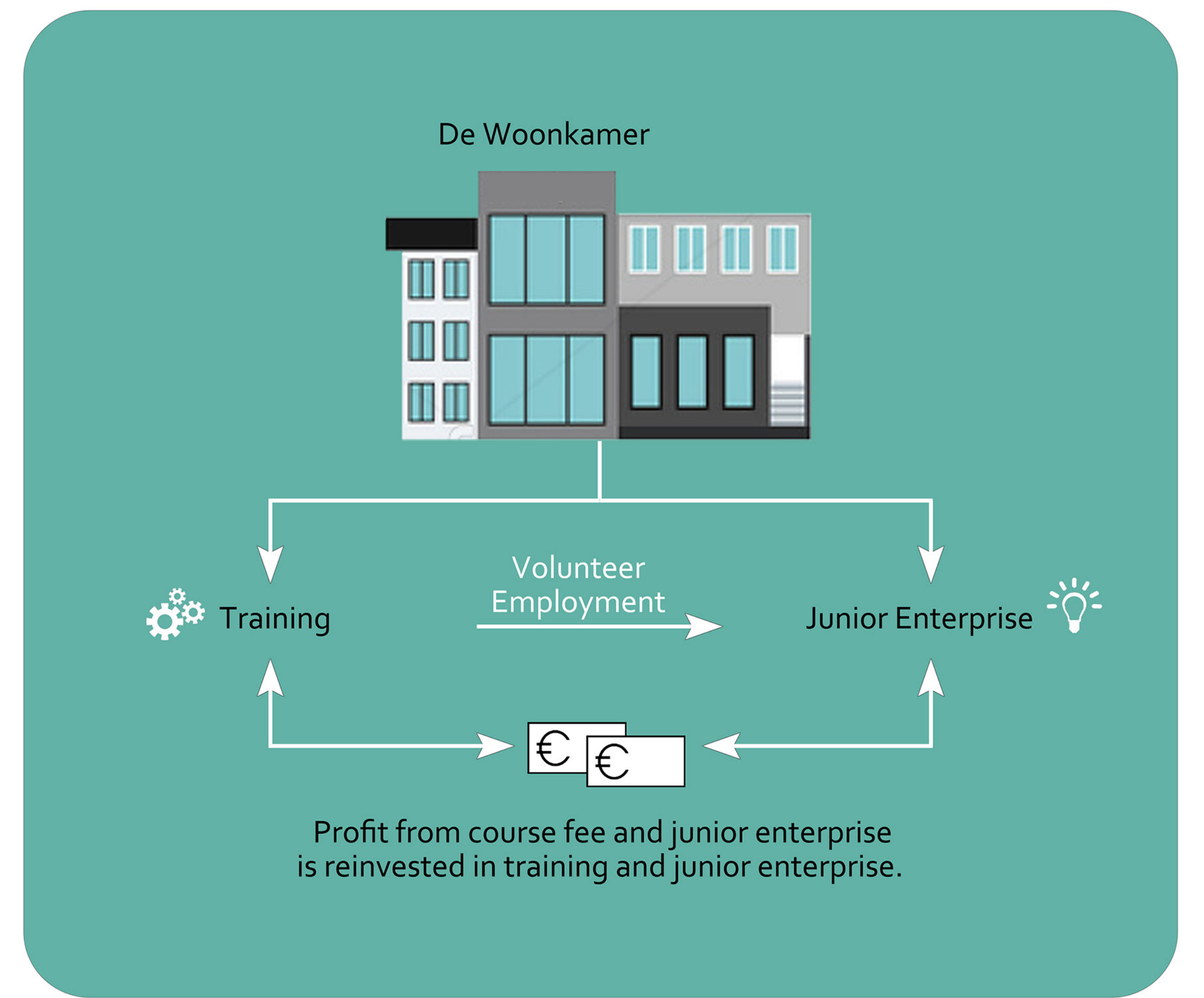


Beauty



De Woonkamer

Dare to be You!



'De Woonkamer' is an educational center aiming to provide activities for young people in order to prevent their involvement with drugs and crimes as well as developing skills and giving them opportunity of a job experience. The company has as a main goal to solve these issues in the local society and to raise the awareness among all involved players in the community.

The company is structured in two main parts: one focused in training and learning and the second one for merchandising the services that the youngsters produce. The empowerment of youth and the preparation for entering into the labour market are some of the core aims of the social enterprise.

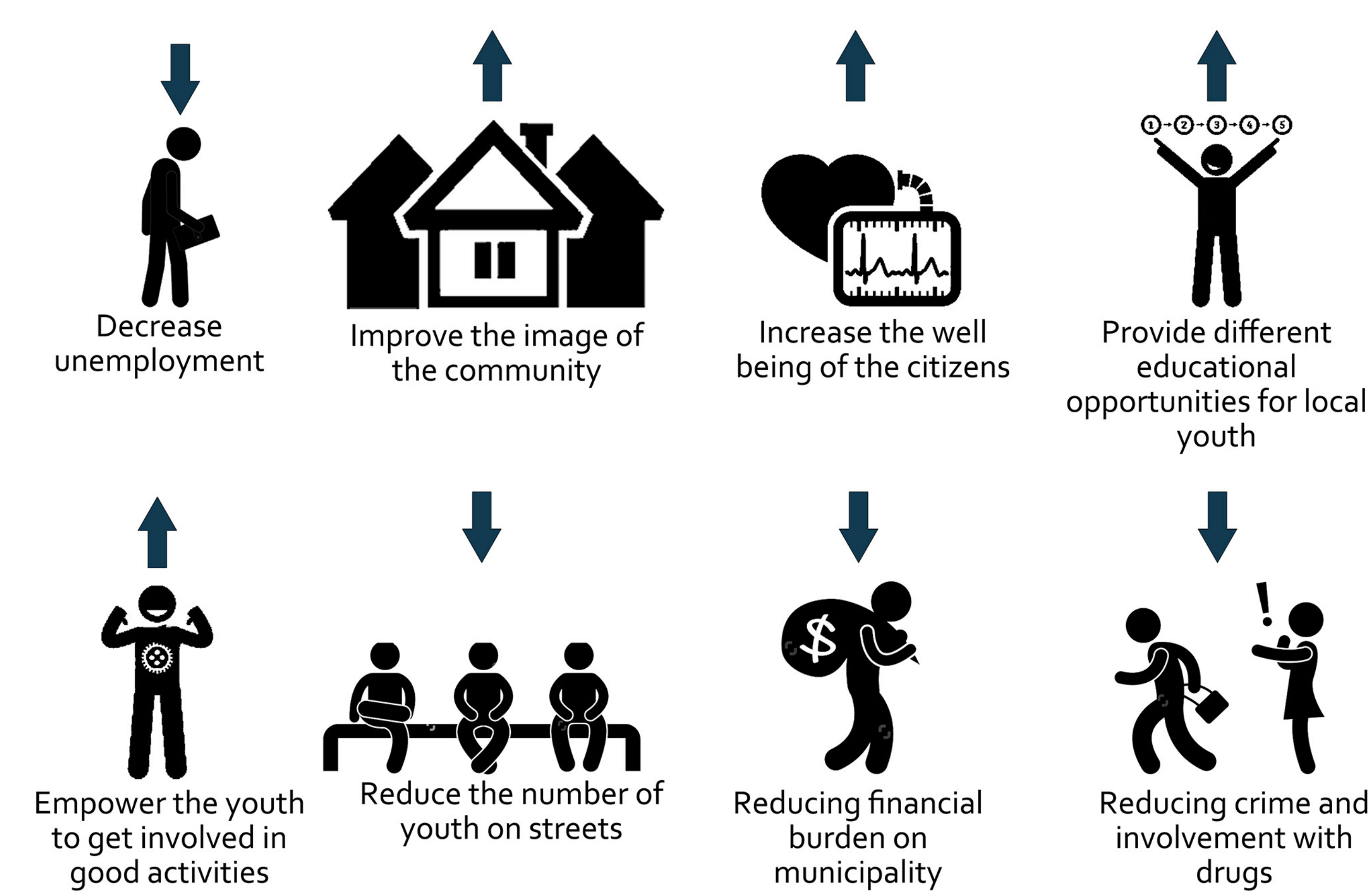
The possibility of attending innovative activities will definitely have a positive impact in the community.

Our customers are mainly local parents of young people of age between 12 and 16 years old, the local youth, local business and the municipality. The primary beneficiaries are the youth that are taking our courses. As a secondary beneficiary, we have the whole local community and society.

Key Partners and Stakeholders



Social Impact



Channels

Social media: Facebook, Instagram and other platforms for communication.

Internet: Company's website.

Public performances: to show the community the students learnings. For example, to have free rap music concerts in the park; a live graffiti painting demonstration, etc. The performances will happen once a month.

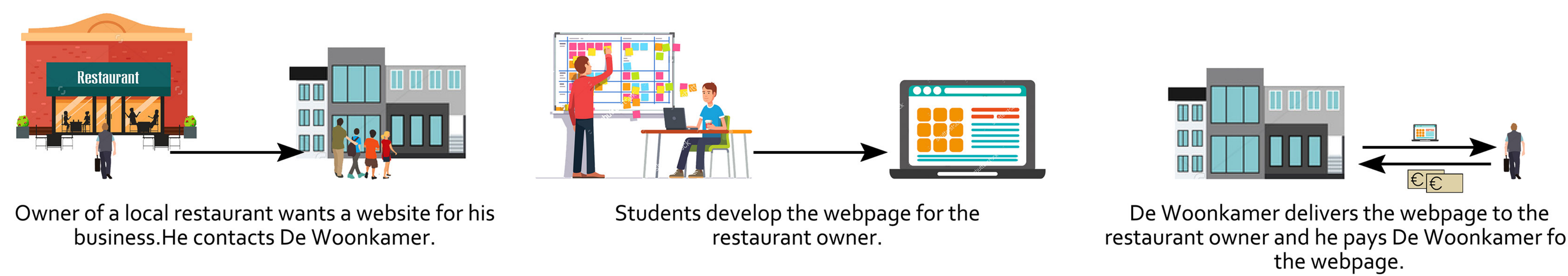
Partnerships: Will be created as a win-win situation for all the parties involved. The main partnerships that will be created are with the secondary schools, to advertise the courses to students, parents, local institutions and NGOs that work with young people. Some of the organizations are PRISMA, Zorg Innovatie Platform (ZIP) and Jeugdbescherming Gelderland.

Word of mouth: Students who study in the institution could invite their friends to join the courses. Also parents of the children who study in the institution could inform other parents about the courses.

Value Proposition



Case Example



This entrepreneurial idea is an outcome of an Intensive Study Programme hosted at the VHL Larenstein University of Applied Sciences, NL, from May 05-14, 2017. This learning activity has been organised by the teaching consortium of the ERASMUS+ Strategic Partnership, Social Entrepreneurship for Local Change.