

# I'malburgen

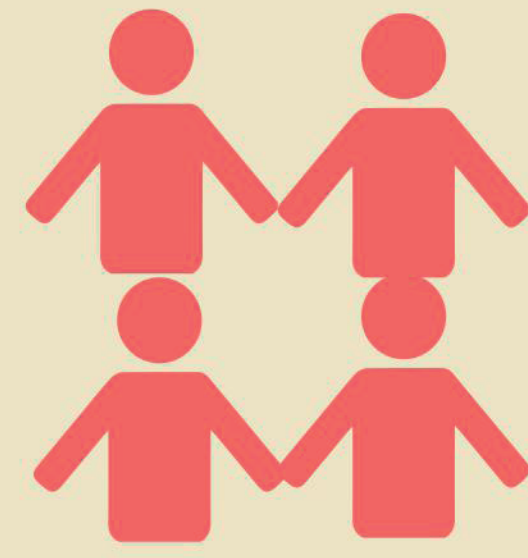
DISTRICT OF THE HIDDEN TREASURES



## THE CHALLENGE

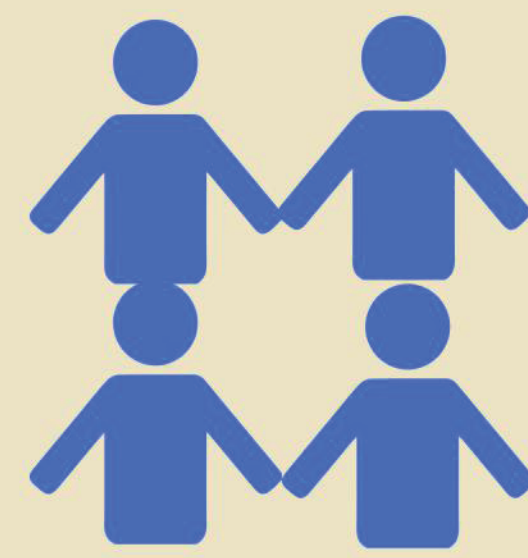
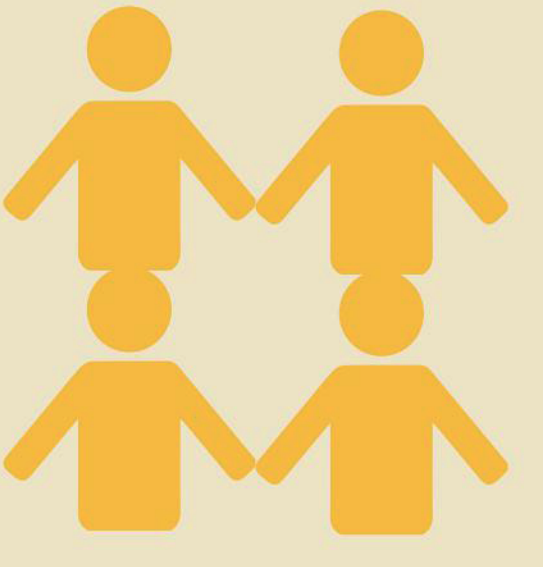
A comfortable and cozy neighborhood on first sight, the initial series of street interviews soon revealed the existence of numerous social issues revolving around the district.

Malburgen residents reported about persisting feelings of boredom, loneliness and social disconnectedness. The vast diversity of its social and cultural composition does not reflect in the overall interaction and communal atmosphere of the district.



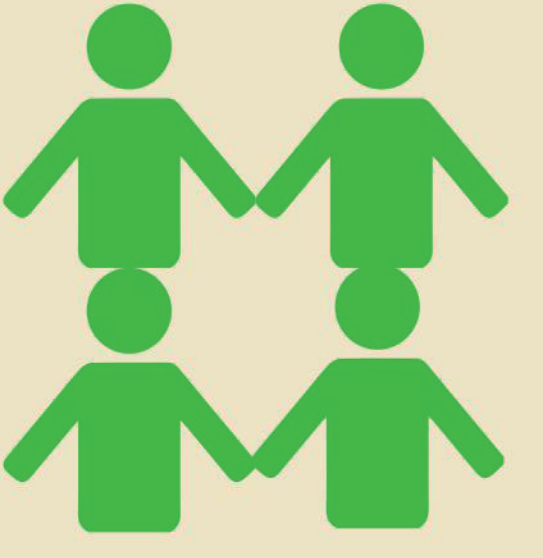
"little interaction between different social segments"

"lack of neighborhood identity and sense of belonging"

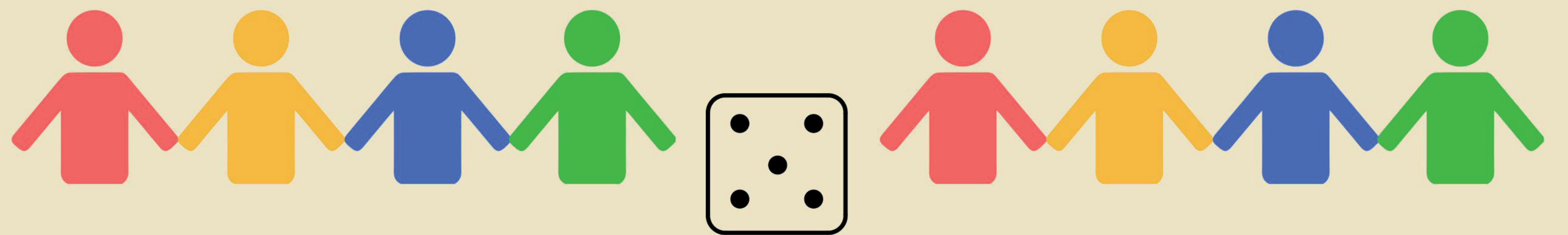


"cultural and social stereotypes and stigmatization"

"homogenous peer circles"

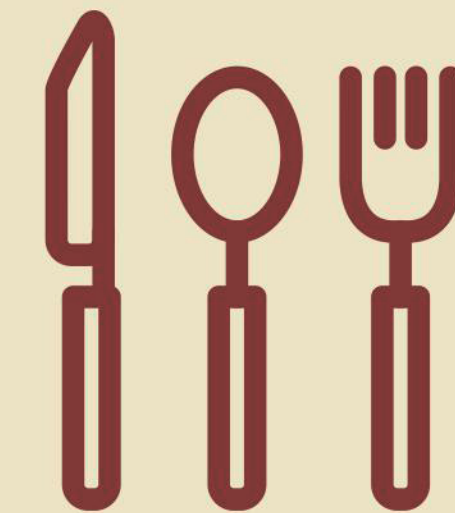


## THE SOLUTION



### Activities and value proposition

- Regular social and cultural events for children, teens and adults
- Pairing and team formation based on randomization mechanism
- Formation of a neighborhood identity and community belonging
- Bridging of social segments and destruction of stereotypes
- Team building activities in corporate environments



### A social enterprise

#### Vision

A vibrant, integrated, open-minded Malburgen community, which all its residents can identify with.

#### Mission

A social enterprise offering diverse events and activities that facilitate interaction between local residents of all segments.

## THE TEAM

A young, dynamic, multicultural and interdisciplinary team with a forward-thinking approach and a special concern for a just, diverse and well-integrated society.



### Necessary expertise

- Chief executive officer
- Marketing and communication manager
- Financial manager
- Project manager

Be part of the randomization!

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'.

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