

# SozialMarie

Prize for Social Innovation



since 2005

1,750 submissions

[www.sozialmarie.org](http://www.sozialmarie.org)

[sozialmarie@sozialmarie.org](mailto:sozialmarie@sozialmarie.org)



## SozialMarie, Prize for Social Innovation

The objective of SozialMarie is...

- to publicize and promote innovative social ideas and their realisation,
- for the submitted projects to serve as examples or models,
- to encourage award winners by means of 15 prizes worth a total of 42,000 Euro every year.



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NEW 2012

Audience Award

By public voting on our website

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## Audience Award

- Public voting from 28<sup>th</sup> of February to 26<sup>th</sup> of March 2012 on our homepage
- One Austrian and one Hungarian winner
- Award: an imagefilm about the winning project







## Award Winners 2012

<sup>st</sup> prize

**Children's Hospice Network**

*Austria*

<sup>nd</sup> prize

**ltern.chat**

*Austria*

<sup>rd</sup> prize

**Junior City Farmer Schönbrunn**

*Austria*



012

- Offers families with terminally ill children or adolescents free medical and nursing care
- Illness is not considered in isolation from its social context
- Financed almost exclusively through private donations





- 012
- parents and legal guardians gather together in twelve different communities in Vorarlberg
  - hires moderators who guide and keep discussions on topic within a private social network







**012**

- children between 4 and 12 plant vegetables, harvest, cook and eat together, play in a miniature (fairytale) pine forest
- aim is social learning through cooperative action, following the flow of biological cycles, while engaging all the senses





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2011

SozialMarie enters Facebook  
in German and Hungarian

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## Award Winners 2011



<sup>st</sup> prize

**ocial Housing Reconstruction Camp**

*ungary*



<sup>nd</sup> prize

**overty Line ?! A Game of Discussions**

*ustria*



<sup>rd</sup> prize

**arah and the Cloud**

*ustria*



011

- Initiators: young students, sociologists
- Prevents poor people from having to move to slums
- Well connected to local policy and sponsors







011

- Method: children's stories as examples
- Children discuss the boundaries between poor and rich
- What does being poor mean to them?

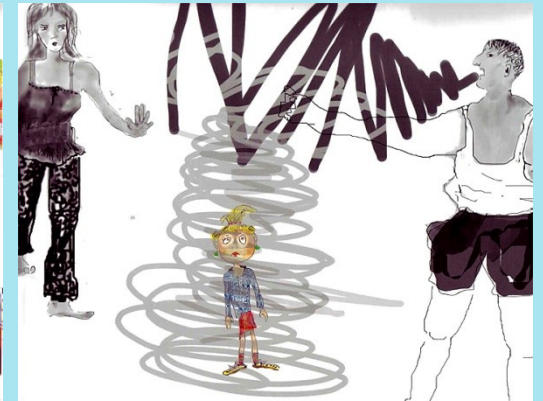






011

- A book for children being brought up outside their families
- To break the cycle of abuse
- Makes violence visible, through pictures



# SozialMarie

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every year

42,000 Euro prize money

for 15 socially innovative projects

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## Submission Area



Eligible for submissions are projects from anywhere in Austria and Hungary.

In the Czech Republic, Slovakia, Poland, Croatia, Slovenia and Germany for practical reasons projects must not be more than 300km (as the crow flies) away from Vienna.





## Award Winners 2010



**1<sup>st</sup> prize**

**heater Project: No Dough to Make Ends Meet**

*ustria*



**2<sup>nd</sup> prize**

**ebensDESIGN - LifeDESIGN**

*ustria*



**3<sup>rd</sup> prize**

**aloo and You**





010

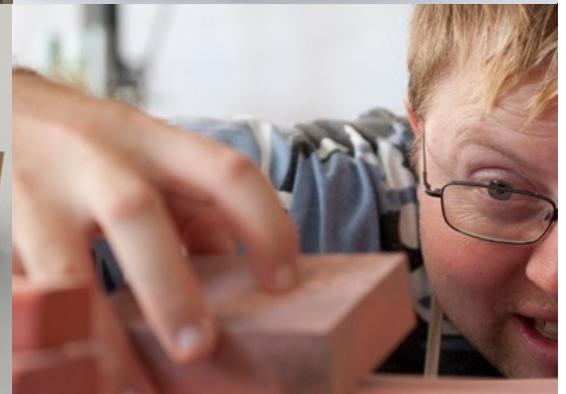
- Method: forum theatre
- Actors: people having experienced poverty
- Target group: all of us, in particular politicians
- Aim: to counter the New Poverty





010

- People with disabilities produce luxury design objects
- Sheltered workshops, a design studio and design students create a new brand
- To challenge society's cliché of people with disabilities





010

- Students ('Mowglis') as mentors for primary school children
- Increases the social and emotional self-confidence of the 'Baloos'
- To close education's social gap





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2009

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## Are invited to submit...

All projects that deal with present day social problems in a way that sets trends for the future are invited to submit.

To be eligible

- a project must already have been put into practice at the time of submission,
- it must still be running, and
- must have a promising future.



## Award Winners 2009



<sup>st</sup> prize

**chool Enrolment & Community Action in Csörög**  
*Hungary*



<sup>nd</sup> prize

**Future for Everyone**

*ustria*



<sup>rd</sup> prize

**eath of a Close Family Member or Friend**

*ustria*



009

- Roma mothers fight the illegal segregation of their children
- Points to the apartheid-like educational structure
- To force the decision-makers to uphold the law





009

- A municipality tackles the New Poverty
- Successful combination of material aid and political sensibilisation
- Social inclusion without 'poverty-exhibition'





009

- Helps children and their families deal with the inevitable
- Shows death as a normal part of life
- To protect children from the taboo on death





# SozialMarie

Prize for Social Innovation



2008

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## Submission is possible ...

... from 15<sup>th</sup> of November 2011 onwards. All relevant documents for participation must reach the contact address by Monday 6<sup>th</sup> of February 2012 at 24h00 at the very latest.



## Award Winners 2008



<sup>st</sup> prize

iving books - the live library

*ustria*



<sup>nd</sup> prize

**BS - Small Business Starter**

*ustria*



<sup>rd</sup> prize

**oma Help Roma**





008

- Men and women represent prejudices and stereotypes
- The “reader” talks to the chosen book
- A respectful dialogue can take place - everywhere







**SBS - Small Business Starter**  
*Austria*

- 008**
- Target group: black offenders who are facing deportation
  - Initiators: prison officers
  - Aim: to learn a trade for a new start





008

- Roma mediate between teachers, pupils and the communities
- To create role models for Roma and non-Roma
- Successfully combines education, work and intercultural dialogue



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Prize for Social Innovation



2007

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## Award Ceremony

The public award ceremony will take place on Tuesday  
1<sup>st</sup> of May 2012 at 18h00 in the Large Auditorium of ORF  
Radio Kulturhaus, Argentinierstraße 30a, 1040 Vienna.



## Award Winners 2007



**1<sup>st</sup> prize**

**Connecting People**

*Austria*



**2<sup>nd</sup> prize**

**Black Austria**

*Austria*



**3<sup>rd</sup> prize**

**The Second Viennese Savings Bank**



007

- Volunteers as 'godparents' for unaccompanied minor refugees
- Help the minor refugees to find their feet in an alien world
- Concrete solidarity as political action







**Deutsch lernen  
hab ich nicht nötig.**

Jelinda, Studentin, 2. Generation



**Ich dreh ständig  
ein Ding.**

David, Editor/Regisseur



**Ich leg euch gleich  
ein paar auf.**

Claudia, Radio-Moderatorin und DJ



007

- To cure the lack of knowledge about black people
- Posters present self-portraits with intentionally provocative texts
- To integrate non-cliché pictures of blacks into Austrian minds



007

- For bankrupt people without access to a bank account
- To facilitate re-entry into normal life
- Prepared and accompanied by debt counselling



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2006

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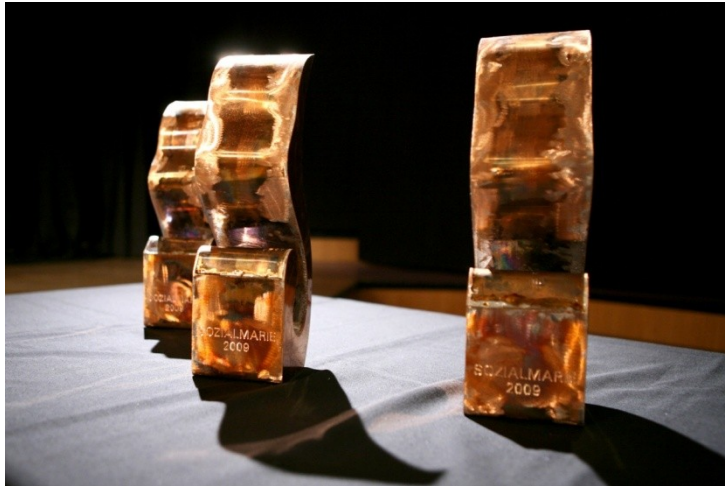
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## Eligible for submissions ...

... are projects of the

- social economy  
(civil society initiatives, NGOs, NPOs, associations)
- public administration
- private sector



## Award Winners 2006



**1<sup>st</sup> prize**

**.U.T. - C.O.U.R.A.G.E.**

*ustria*



**2<sup>nd</sup> prize**

**arfuss – a Bar with a Twist**

*ustria*



**3<sup>rd</sup> prize**

**getthere Burgenland**



006

- Motivation and Training towards the end of compulsory schooling
- Gives teenage pupils the courage they need for an active start into working life
- High success rate, based on excellent networking







nd prize

## Barfuss – a Bar with a Twist Austria

006

- Addiction prevention by young people for young people
- A mobile bar provides alcohol-free cocktails at affordable prices
- To talk about alcohol, the legal drug, and how to avoid it





006

- Senior pupils help their junior colleagues overcome school problems
- Assists children and teenagers from difficult social background
- Resulting friendship bonds youths from different classes



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2005

- 1<sup>st</sup> Prize – 15.000 Euro
- 2<sup>nd</sup> Prize – 10.000 Euro
- 3<sup>rd</sup> Prize – 5.000 Euro
- 12 Prizes – 1.000 Euro each

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## Criteria

1. Innovation in Project Idea - Novelty
2. Innovation in Accessing Target Groups - Involvement
3. Innovation in the Realisation of the Project - Effectiveness
4. Innovation in Public Perception - Serving as an Example



## Award Winners 2005



**1<sup>st</sup> prize**

[www.deserteursberatung.at](http://www.deserteursberatung.at)

*Austria*

**2<sup>nd</sup> prize**

**Home Police Assistants Programme**

*Czech Republic*

**3<sup>rd</sup> prize**

**Our Viewture**





005

- Information platform, 24/24, run by multi-professional volunteers
- Website-Counselling on asylum and immigration in Austria, in several languages
- Complex issues dealt with comprehensibly







005

- Roma women accompany and advise police officers in their work
- Fights against usurers and their extortionate interest rates
- Roma people regain trust in state authorities





005

- Young people in rural areas visualise their life
- Disposable cameras as tools and media
- The printed photographs provoke discussions about what is important

