

Social business

...from social initiatives to sustainable
business!

Violeta Masteikiene
NVO GMM Projektai

Expectations

- **Social entrepreneurship in Lithuania**
- **Cases from practice:
NGO GMM projects.**

People

Violeta Masteikiene

LinkedIn; Facebook

Journalist bachelor at Vilnius University.

Married. 2 children.

Paragliding pilot and International competition organizer.(FAI).

On 2016 awarded by [Ministry of Economy of the Republic of Lithuania](#)

as Social business leader.

NGO “GMM projektai” founded on 2008;



Mindset

- Living life with a meaning;
- Seeing resources and using them.
- Not giving a fish but fishing road;
- Creating an opportunities for a people to change their life;
- Being inovative with solutions.
- Being financial independant;
- Inspiring and improving people with a personal life example;

Right mindset – together with the values it's a fundament for a creating social business, and have a passion to implement it to the life.

Country

LITHUANIA

- 26 years of Independence after Soviet occupation;
- Joined European Union at 2004
- Population – 3 million people, 23,4 % of population live below the poverty line;
- Social Entrepreneurship conception approved only a year ago;
- Detailed interpretation published in August 2016.
- Social Entrepreneurship - NGO movement, no financial investors market, low number of motivated entrepreneurs.
- Chosen model – capital reinvestment up to 50 proc.

**At risk of poverty threshold in 2015. It was 259 EUR per month for a single person and 574 EUR for a family consisting of two adults and two children under 14 years of age.*

(Resource: Eurostat)

Ideas

Best known and long lasting NGO GMM projects initiatives:

1) “Friend’s Jam”, LITHUANIA.

Concept & Event Organizer, since 2013.

Project inspires to share surpluses of harvest with the large families.

At 2016 we saved 1 t. of peaches, 400 kg of Apples, 250 kg of berries.

86 kids from large families was involved.

<https://www.facebook.com/drauguogiene/?fref=ts>

2)“Colored ginger bread day” (www.meduoliodiena.lt), LITHUANIA.

Concept & Event Organizer, since 2009.

Project aim is to change attitude towards the kids who are growing without parents.

At 2015 this project, has been run in 13 cities, 30 places.

Over 100 volunteers, 500 kids with no parents and about 33 organization were involved.

Majors of the cities and the President of Lithuania participated.

<https://www.facebook.com/Spalvoto-meduolio-diena-121430321250655/?fref=ts>

3)“Birute Bebaime (Fearless)“ #BeyBeyBaimes, LITHUANIA.

First Lithuanian prevention of violence comics, since 2017.

The main purpose of initiative to help people recognize violence and spread information of how to fight against it.

<https://www.facebook.com/BiruteBebaime/>

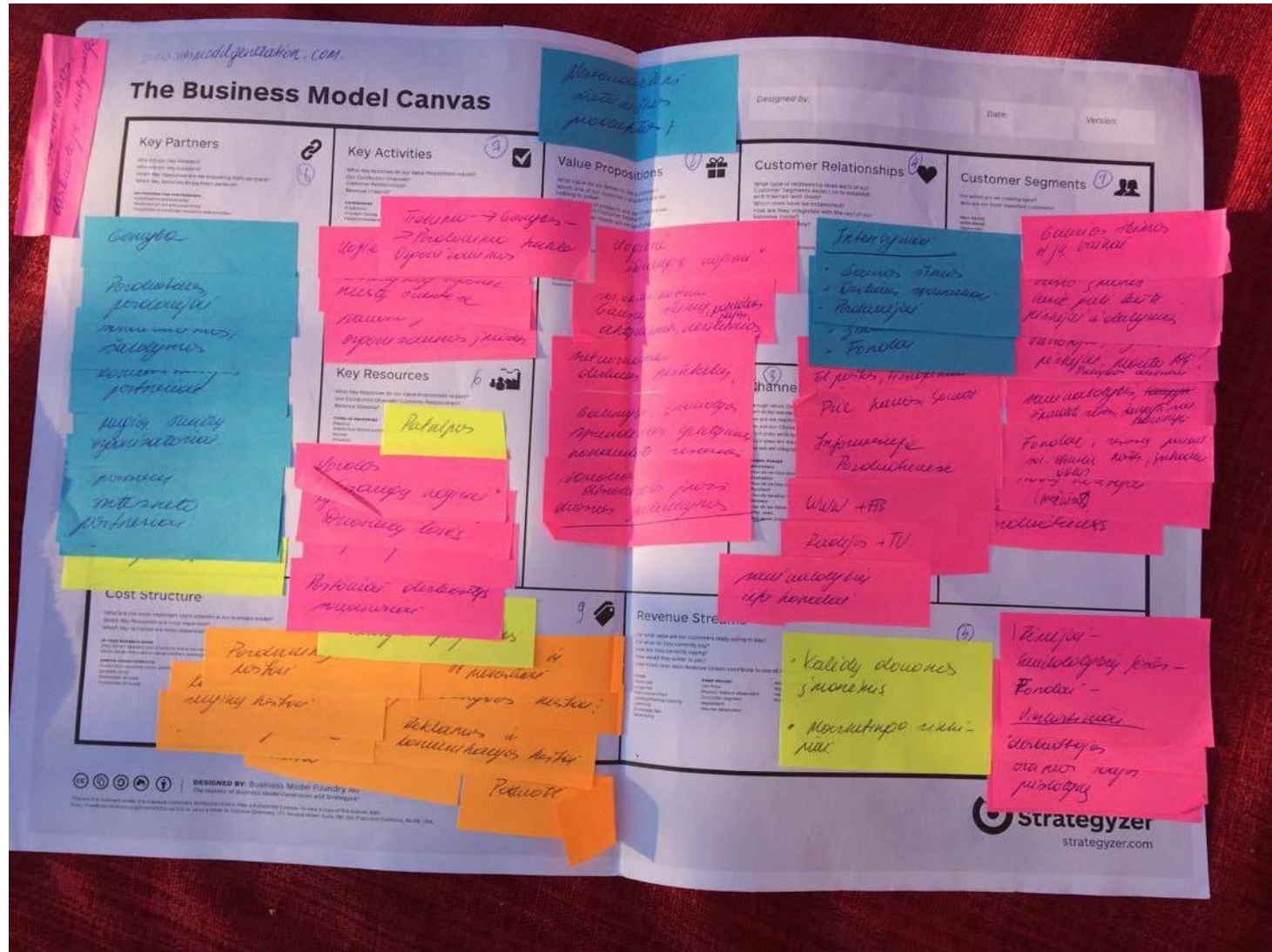
Friend's Jam



FRIEND'S JAM



Social business canvas



FRIEND'S JAM

VISION

Sustainable use of resources for human well- being.

MISION

Use surpluses of harvest and wasted food for a benefits of the large families

PROBLEMS

Food wasting and negative public opinion about large families.

2015 shopping centers sanded to the trash about 20 % of food (Food bank info)

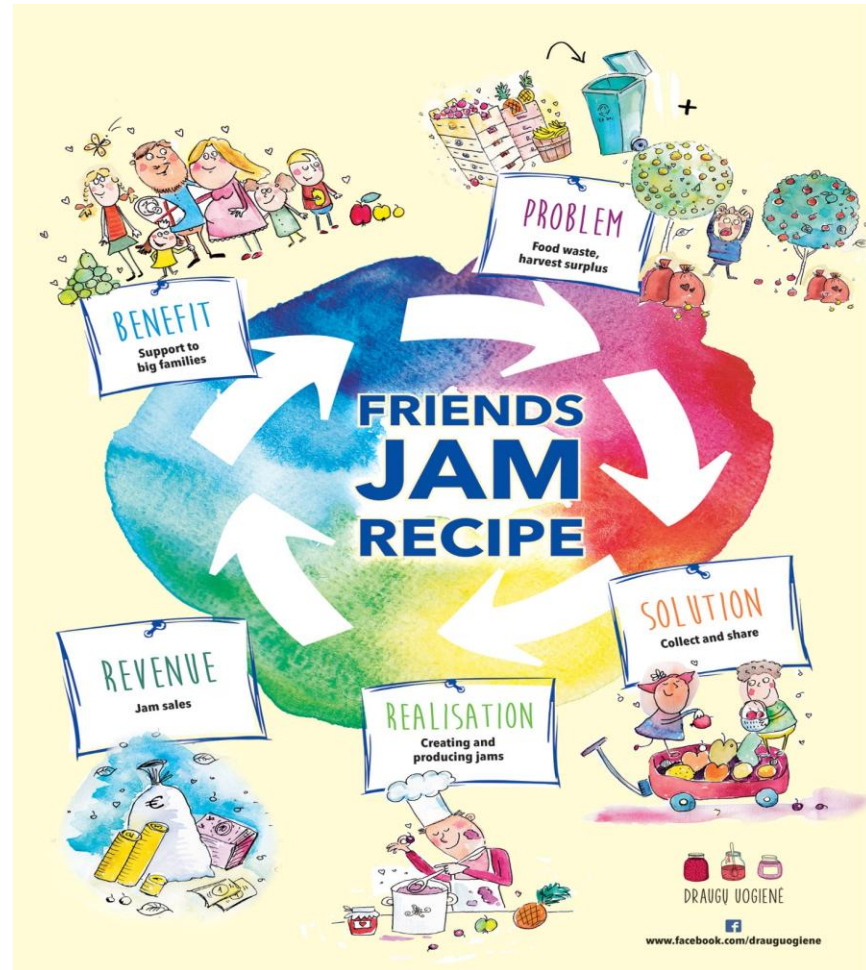
More then 30 % of harvest rotted in the gardens. (No exact numbers)

Low reputation and incomes of the large families, luck of entrepreneurship skills.

BENEFITIORS

Large families and all society from environmental aspect

Social -/+ entrepreneurship



Friend's Jam

SYSTEM CHANGES

Responsible using of food recourses. Public opinion changes regarding large families. Increased youth entrepreneurship.

STRATEGIC GOAL

Initiate changes in a large families supporting system.

Encourage government/ local governing institutions to support active families instead direct the benefits for a passive.

KEY ACTIVITIES

“Jam’ing” in a city markets;

Harvesting;

Seling of Jam;

PR and publications at the national level;

TARGET GROUP

Primary target group – active large families, representative, good examples.

Secondary target group – all citizens of Lithuania.

Friends Jam

RESULTS

Makinga jam's "Jam'ing" at city markets; - 2015 participated 100 kids.

(70 proc. 2016)

Harvesting;

Gardens – 38(2015) – 17(2016);

2015-2016 truth Food bank - 1t.324 kg fruits..

Participated - 28 large families

Jam's selings;

start at November 2016.

Seling – 821 eur.

Volunteers (2015) – 86; (2016) -80;

Regions – (2015)-10; (2016) – 5;

Pubilities and National level TV news;

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Friend's Jam

IMPACT

Jam'ing;

Popularization.

Increasing self – esteem of kids and families participating.

Developing entrepreneurship skills.

Participation and actualization of problems

Harvesting

Positive acceptance of the large families;

Participation. “Mouth to mouth communication;

Decreasing food cost for a large families

Selling;

Popularization.

Developing of entrepreneurship skills

Stipendiums for a kids.

Publicities and National level TV news;

Popularization. Attention to the problems. Changing opinion

Creating the space for changing behavior.

Friend's Jam

CHALLENGES

- Financial sustainable model;
- Partners and investors;
- Team for developing;



...every jar has its own
story!