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# Care2Entrepreneurship (C2E)

Good Practices Identification Form

**BELGIUM**

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## BIEN VIVRE CHEZ SOI

IDENTIFICATION	
Name	<b>BIEN VIVRE CHEZ SOI</b> <a href="http://bienvivrechezsoi.be/">http://bienvivrechezsoi.be/</a>
Country and area (Region, City...) of implementation	<b>Belgium, Wallonia Region</b>
Territorial scope (does it operate to the entire territory or only in part of it?)	<b>Wallonia Region</b>
Period of execution	<b>2012 onward</b>

CONTENT
<p><b>- Description of the good practice</b></p> <p>Created by the Wallonia Region, Bien Vivre chez soi is a platform whose aim is to allow people with limited abilities to continue living in their homes in good condition</p> <p>Set up in 2012 the platform:</p> <ul style="list-style-type: none"> <li>• Inform people, via this website, about advice, help and household services in Wallonia.</li> <li>• Allow people who make a request to receive a visit, free of charges, from a consulting service that will propose management solutions.</li> </ul>
<p><b>- General and specific goals</b></p> <p>Fight social exclusion and help people in need to find solutions for everyday needs.</p> <p>This service wants to allow people to continue to live well at home despite age or disability and facilitate the access to home support.</p>
<p><b>-Targeted groups</b></p> <p>People in need, elderly, people with disability</p>

FOUNDATION
<b><u>Does the practice respond to the aims of the project? Does it contribute to the Promotion of entrepreneurship education and social entrepreneurship among</u></b>



**young people in the care sector?**

Yes, indirectly: it allows users to access social services and house support and in this it promotes the local social enterprises that provides such services.

**RELEVANCE****DO you consider the practice relevant for**

- **Supporting employability and entrepreneurship skills in young carers;**
- **Recognising skills of informal carers in general (entrepreneurship skills might be a part of them)**
- **Supporting employability and entrepreneurship skills in young persons which – for their characteristics – can be particularly suitable for young carers**

Yes, it connects demand and offers giving opportunities to the enterprises that provide social services. In this, new “start-up” obtain a good push as they are connected to the demand.

It therefore support also employability.

**MATURITY****Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?**

It operates successfully since 2012

**EVALUATION AND MONITORING****Are monitoring mechanisms in place? Are its results regularly evaluated?**

NA

**TRANSFERABILITY****Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience? Has it been replicated with positive results in other organizations?**

Yes

**SUSTAINABILITY****Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?**

Yes, the Platform is supported by the Wallonia Regional Government

## INNOVATION

**Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?**

The practice is innovative because it creates bridges between demand and offer at regional level.

## GENDER IMPACT

**Precise the gender of the persons involved and explain the trends in terms of gender equality. Is the gender equality taken into account?**

NA

## RESOURCES

- **Human**  
NA
- **Economic (public/ private)**  
Public
- **Technological**  
NA

## IMPACTS

**Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?**

YES, at local level the portal is successful.

## BSIT, THE CHILDCARE APP

IDENTIFICATION	
Name	<b>Bsit, the Childcare App</b>
Country and area (Region, City...) of implementation	<b>Belgium</b>
Territorial scope (does it operate to the entire territory or only in part of it?)	<b>Started in Belgium and has already expanded to France, Luxembourg and the Netherlands. Besides French, Dutch and English, the app is also available in German and Italian.</b>
Period of execution	<b>2015 – now</b>

CONTENT
<p><b>- Description of the good practice</b></p> <p>Bsit is an application, available in the App Store and the Google Play Store. It tries to solve the problem many new parents, especially women, face: It is often very difficult for them, if not impossible, to find a babysitter during their day at work. The app provides a platform which facilitates and improves the search as well as the matching of parents and sitters. The possibility to create profiles enhances the information sharing. This way, both parties, parents and potential sitters, can benefit from the service offered by Bsit.</p>
<p><b>- General and specific goals</b></p> <p>Improve the matching of sitters and parents by enhanced information sharing in order to allow new parents to go back to work or to have some free time. At the same time, babysitters can benefit from it by finding jobs more easily.</p>
<p><b>-Targeted groups</b></p> <p>The app aims at parents with young children and potential sitters.</p>

## FOUNDATION

### **Does the practice respond to the aims of the project? Does it contribute to the identification, creation and professionalization of employment in the personal care and home services sector?**

Yes, Bsit pursues a very progressive and innovative approach. Both parties, parents and sitters, can benefit from it. Through the improved matching new employment emerges. Moreover, the platform allows quicker interactions and thus a higher degree of flexibility.

## RELEVANCE

### **Does the practice integrate the characteristics and needs of the people acting in the sector?**

Yes, the app provides a platform to the actors in the sector in which they can offer and find services. This facilitates the connection between both sides. Furthermore, Bsit allows the creation of profiles with several information. The information sharing can be interesting for other users.

## MATURITY

### **Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?**

Bsit was founded in 2015 and the app was launched in the same year. Since then, it has been gaining new users steadily. Furthermore, Bsit expanded territorially and in terms of new versions and features.

## EVALUATION AND MONITORING

### **Are monitoring mechanisms in place? Are its results regularly evaluated?**

The app can be rated in the app store. Ratings range from one to five stars and can include comments, suggestions for improvements, etc. At the moment, the app has 779 ratings and is rated with 4.6 stars on average. Additionally, facts, such as user numbers and respond rates, are published transparently on the company's website.

## TRANSFERABILITY

### **Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience? Has it been replicated with positive results in other organizations?**

The information-sharing can be transferred to similar organizations in order to improve the matching.

## SUSTAINABILITY

### **Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?**

Bsit consists of a team of 20 employees. The app is already available in the version 3.3, which means that it is up to date. Revenues come from small transaction fees when payments are made via the app and from a plus and a care version, which offer additional specific features but require monthly fees from their users.

## INNOVATION

### **Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?**

Bsit works with a new and innovative approach based on the idea of the shared economy and the use of digital means. Furthermore, the platform offers more information and services to users than traditional forms do. In 2017, Bsit Care was launched as an offer for other companies.

## GENDER IMPACT

### **Precise the gender of the persons involved and explain the trends in terms of gender equality.**

Two of the co-founders are women, who returned from their maternity leave and detected the lack of appropriate childcare options. Unfortunately, more information about the team is currently not available.

## RESOURCES

- **Human**  
From originally four co-founders, the team has grown and currently consists of 20 employees.
- **Economic (public/ private)**  
Bsit receives a small fee from in-app purchases. Also, the plus and care version require fees. Recently, a new web shop concept has been launched, which is based on a cooperation with several other companies and organizations.
- **Technological**  
The app is currently available in the version 3.3. New features have been added, primarily enhanced information sharing and the previously described web shop.

## IMPACTS

**Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?**

Bsit has more than 200,000 users in at least four different countries. 46% of all sittings take place not farther than 1km away from the family's home. This shows that the matching indeed works very well. Another indicator is that 90% of sitting requests receive a first positive answer within one hour. Moreover, 88% of the sittings take place within a week. This shows that the platform offers a high degree of flexibility, which traditional forms cannot provide to this extent.

## LISTMINUT

### IDENTIFICATION

Name	<b>LISTMINUT</b> <a href="https://listminut.be/fr">https://listminut.be/fr</a>
Country and area (Region, City...) of implementation	<b>Belgium</b>
Territorial scope (does it operate to the entire territory or only in part of it?)	<b>Belgium, Minly Brussels Region</b>
Period of execution	<b>2016 onward</b>

### CONTENT

**- Description of the good practice**

Listminut is a collaborative platform to connect demand and offer of services. It focuses on personal and household services provided by not only professionals but also private people with skills and time.

Service providers are selected by the platform, which guarantee the quality of the service provided.

The company was founded in 2016 by Four newly graduated friends with a common project: connect demands and offer for minor and non-regular needs



of everyday life.

A simple platform where everybody would easily find someone who could fulfil his/her service requests with confidence.

The platform has a double dimension, for provider of services, and for users.

Providers register to the platform and all their information are accessible from the registered users in their search for a specific service. To obtain access to the platform a provider should pass an interview with Listminut staff.

Providers can provide services up to 6000 euros without being considered professionals.

The platform covers all personal and household services: Bricolage, pet services, home services, school assistance, event organization, gardening, delivery services, baby sating, IT, healthcare.

#### **- General and specific goals**

To connect demand and offer allowing users to obtain services for minor or non-regular needs, and for providers to provide services without being professional

#### **-Targeted groups**

- Non-professional service provider
- End users

### FOUNDATION

#### **Does the practice respond to the aims of the project? Does it contribute to the Promotion of entrepreneurship education and social entrepreneurship among young people in the care sector.**

The platform welcomes people who have skills but are not yet professionals and allow them to provide services in a non regular manner. This may be the start-up stage for many young professional in the care sactor that, in case of success, may be pushed towards the setting up of a social enterpeise

### RELEVANCE

#### **DO you consider the practice relevant for**

- **Supporting employability and entrepreneurship skills in young carers;**
- **Recognising skills of informal carers in general (entrepreneurship skills might be a part of them)**
- **Supporting employability and entrepreneurship skills in young persons which – for their characteristics – can be particularly suitable for young carers**

Yes, on the provider side, the platform is mainly dedicated to young professionals in the care service. It helps them to develop and discover skills and support employability and ultimately entrepreneurship.

### MATURITY

**Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?**

The platform has been set up in 2016 after the introduction of a law on collaborative platforms. It is still young but successful as it counts now almost 120000 users and almost 39000 providers.

**EVALUATION AND MONITORING**

**Are monitoring mechanisms in place? Are its results regularly evaluated?**

NA

**TRANSFERABILITY**

**Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience? Has it been replicated with positive results in other organizations?**

Belgium is one of the first country to introduce a law on collaborative platform that gives legal covering to Listminut. Providing the same legal condition, the platform can be transferred in other contexts.

**SUSTAINABILITY**

**Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?**

Yes

**INNOVATION**

**Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?**

Yes, the platform allows non-professionals to provide services until 6000 euros per year. So it is a useful initiatives for students or young people that are entering the market or want to explore other professional possibilities

**GENDER IMPACT**

**Precise the gender of the persons involved and explain the trends in terms of gender equality. Is the gender equality taken into account?**

The team is composed of 10 people, 4 of which are women.

**RESOURCES**

- **Human**  
10 young people who covers all the managerial aspects of the platform
- **Economic (public/ private)**  
Private
- **Technological**  
Up-to-date platform

### IMPACTS

**Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?**

In its 2 years of activity the platform prove to be succesful in the Brussels region area. The demand of services is quite regular for care services, while for other services is connected to the seasonal needs.

## MARIENHEIM RAEREN

### IDENTIFICATION

Name	<b>Marienheim Raeren</b>
Country and area (Region, City...) of implementation	<b>Raeren, Belgium</b>
Territorial scope (does it operate to the entire territory or only in part of it?)	<b>German-speaking part of Euregio Maas-Rhein</b>
Period of execution	<b>NA</b>

### CONTENT

**- Description of the good practice**

Marienheim is a retirement home in Raeren, Belgium. It has capacity for 161 residents and is embedded in a rural park, close to nature. Marienheim offers a variety of services related to the needs of elderly people. The daily work is carried out by a big team equipped with diverse skills, relevant for their tasks. Marienheim ensures its high quality by accompanying carers' development continuously. Their approach starts during a very extensive first interview with potential carers and is also applied in all further stages.

**- General and specific goals**

Marienheim pursues a very active and integrative approach. This does not only cover the interaction with the local surroundings but also the development of carers. Step by step they are to be integrated, backed by more experienced personnel. Moreover, active participation is desired in order to improve the existing structures and to enhance the carers' development.

**-Targeted groups**

The approach generally aims at carers, with a special focus on new and young carers.

**FOUNDATION****Does the practice respond to the aims of the project? Does it contribute to the identification, creation and professionalization of employment in the personal care and home services sector?**

Marienheim finances on average 6,000h of vocational training per year. This helps carers to obtain further qualifications and to acquire necessary skills to progress professionally. The quality management is designed in a way that all employees can identify with it and have the possibility to develop steadily.

**RELEVANCE****Does the practice integrate the characteristics and needs of the people acting in the sector?**

Yes, the applied system tackles the carers' needs adequately. The well-designed quality management and active participation help to overcome existing difficulties in the sector.

**MATURITY**

**Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?**

Founded in 1865 and renamed in 1967, the Marienheim has already seen many changes. In the coming years, further improvements are foreseen.

**EVALUATION AND MONITORING**

**Are monitoring mechanisms in place? Are its results regularly evaluated?**

Besides monthly meetings, there is a yearly conference to evaluate the recent development and to plan and coordinate future steps.

**TRANSFERABILITY**

**Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience? Has it been replicated with positive results in other organizations?**

The vocational training measures, backed by Marienheim, can serve as an additional motivation for employees and equip them with necessary hard and soft skills to open new ways. This can also be adopted by other organizations.

**SUSTAINABILITY**

**Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?**

The administrative council consists of 7 members, among them the president and vice-president. The organization is divided into 8 different sections. Each of them is led by a specialist.

The responsible body, the Community of Raeren, is represented by a board of trustees.

Marienheim is technically well-equipped considering its challenges and plans renovations until 2030.

**INNOVATION**

**Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?**

Marienheim has developed a progressive environment to foster the carers' development. This is not only ensured by vocational training but also by active participation.

**GENDER IMPACT**

**Precise the gender of the persons involved and explain the trends in terms of gender equality.**

While 5 of the 7 members of the administrative council are male, the majority of other employees is female. This shows that there is still no real gender equality.

## RESOURCES

- **Human**  
The administrative council, specialists leading the different sections, carers and local volunteers from the community
- **Economic (public/ private)**  
The Community of Raeren holds the Marienheim.
- **Technological**  
The Marienheim owns a facility with a capacity for 161 residents, suitable for the disabled. It is located in a big park and connected to the public transportation system of Raeren.

## IMPACTS

**Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?**

Carers have ultimately especially shown the desire to gain recognition and to have the possibility of self-fulfilment. These wishes are addressed very well by Marienheim's approach.

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