

FairShares Platform Users' Guide

An IO3 report for the FairShares Labs for Social and Blue Innovation project authored by:

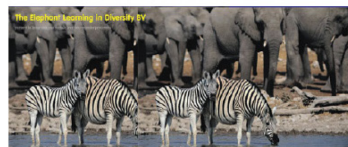
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How does the FairShares Platform work?

Welcome to our FairShares platform at <https://fairsharesplatform.eu>. As you have probably noticed, this is not a conventional website. This manual will help you understand, implement and actively shape the principles and values of FairShares Labs and your application of the FairShares Model. The FairShares Platform is an interactive, collaborative communication and learning tool for exchanging ideas, answering questions and giving opinions. It provides the means and the medium for communication and cooperation between partners as well as learners in the FairShares community. Firstly, we briefly explain the main functions of the FairShares Platform and guide you through the various work processes.

Introduction

On the public home page, you can read information and news about the FairShares Lab project and FairShares Platform under **Question and Answer / Help**. By clicking the **Home** button, you will find an interactive map to search for FairShares projects and labs in your area (co-working, learning and information centres), virtual labs and training labs throughout Europe. If you are interested in exploring further (to use the features of the FairShares Platform) then Register yourself on the platform. Once you have registered, you can work with the training tools, join a project or lab, set up your own lab and start projects and work towards becoming a FairShares trainer.

In which languages can I use the FairShares Platform?

The platform is available in five languages: English, German, Croatian, Dutch and Hungarian. However, courses or work materials may be available in English or another local language. When you register as a user on the FairShares Platform, you can specify your native language and other languages. Other users of the FairShares Platform can then communicate with you in different languages via the forum or the communication channels you choose to use.

How can I register and use all functions available?

To register, the platform needs some information from you. The required information fields are marked with an asterisk (*). If you want to participate in international projects, do not forget to fill in **Other Spoken Languages**. You can upload documents about yourself or your company/organisation (e.g. CV, qualifications, achievements, references...) as well as images. Your profile is created automatically using the information you have given. You can change the information displayed at any time, including changes to roles within a FairShares project. Please note that your profile data is visible to other users as this is necessary for communication and collaboration through the FairShares Platform.

To register as a FairShares Trainer, you need to provide further details so that the country's lab administrator can approve you. If you want to become a registered FairShares trainer, contact your country administrator.

If you ever forget your password, you can request a new password by clicking on **Have you forgotten your password?** Enter your username or the email address you used to register on the platform and then click on **Request new password**. A new password will then be sent to your email address.

User - Profile

After registration, you can log in to the FairShares Platform via the **Log In** option. A personal user icon appears on each page at the top left (showing your photograph, if you added one). By clicking on it, you can create your own profile.

What is the difference between FairShares Labs and Projects?

FairShares Labs are real or virtual co-working spaces that offer various services. FairShares Labs can be located wherever the four primary stakeholder groups (founders, employees, customers and investors) are and can be real (e.g. educational institutions, meeting places but also Meetups) or virtual (online).

FairShares projects, users and trainers are registered to a FairShares Labs which provides them with support. A FairShares Lab can be home to a single FairShares project or many hundreds. Each FairShares project enables stakeholders to come up with ideas for social and sustainable enterprises, discuss them with each other to develop a FairShares Plan, then create a social enterprise plan to work out operational details. The FairShares Planner and/or the FairShares Canvass can be used to produce the FairShares Plan. Using this, project members develop a social enterprise plan that can be constituted as a FairShares company, cooperative, association or partnership.

How can I register a FairShares Lab?

Each FairShares enterprise starts as a project in a FairShares Lab. It is possible to register your own FairShares Lab and create a profile for it. The activation of a new FairShares Lab requires the consent and approval of a country administrator. You must comply with certain standards for each type of FairShares Lab. You can find the [standards](#) and how to establish a FairShares Lab in [the FairShares Lab Manual](#).

To request registration of a FairShares Lab, login to the FairShares Platform, click on **My Labs**, then click **New Lab**.

You will need to specify whether it is a real, virtual or training lab, provide a short description, enter an address, specify working languages, select the primary industries supported and confirm accessibility issues and equipment. There is an option to give news about your FairShares Lab, such as available courses and other offers. Visitors to the lab's profile page can contact you directly regarding offers. You can upload pictures and documents about your lab.

After completing registration, the responsible country administrators will be informed. They check the registration to see if the standards for FairShares Labs have been met and then approve it (or contact you to resolve outstanding questions). The FairShares Lab is displayed on

the interactive map after activation. Each lab hosts FairShares projects and provides idea, incubator and planning workshops as well as training courses and social events.

How can I start a FairShares project?

As a registered user on the FairShares Platform, you can click on **My Projects**, then **New Project** to create a new FairShares project. Fill out all the information fields shown and click **Register** to create your new project. If you are unsure which FairShares Lab to link your project to, you can link it to a virtual lab (e.g. **FairShares Association**) and update it later.

For a quick overview of the way the FairShares Model has been applied to FairShares Labs and Projects, see the following web page: <https://fairshares.coop/fairshareslabs>
A page explaining key terms can be found at: <https://fairsharesplatform.eu/encyclopedia>.

Provide a project title, short description, assign it to a FairShares Lab and primary industry, enter an address, define the languages in which development will take place, and specify the member classes (founder, labour, user and investor) who participate in the project. A person can have more than one class of membership (if they take on multiple roles).

The person who creates the project is automatically the project administrator. This gives that person rights to admit new members to their project (or exclude them) as well as the power to determine which data should be visible in search functions. The project profile is created automatically and can be changed at any time by its administrator. Each project has a forum for members to exchange information as well as a place to upload private files. The role of project administrator can be transferred to another project member.

People registered on the FairShares Platform can join a project after it has been registered and can find it using the **Search Projects** function.

After joining a project, members can use **Go to the questionnaire** to open the **FairShares Planner** for their project. The FairShares Planner shows all the questions in the FairShares Canvass to help you develop a project idea into a viable social enterprise and publish a FairShares Plan. The FairShares Lab (both real and virtual) can organise idea and incubator workshops. These help to develop project ideas and complete the FairShares Planner/Canvass.

What is the FairShares Planner?

The FairShares Planner provides structured help to develop a project idea and create a FairShares Plan. The FairShares Plan can then be used with coaches and business advisers to develop a viable social enterprise plan in which the operational details are described in more detail. It is an interactive tool for cooperating across four interest groups (founder, labour, user and investor members) who may become members of the enterprise and/or trainers in the future. The planner guides the process of creating a social venture and acts as the foundation for developing a (detailed) social enterprise plan. It provides the information used to decide how to incorporate a social enterprise start-up or conversion.

The FairShares Planner and Canvass can help people to develop their thinking independently, or act as a guide for participants in ideas workshops. A separate manual for the

FairShares Planner is available to download from <https://fairshares.coop/fairshareslabs> or <https://fairsharesplatform.eu/downloads>). This contains detailed instructions on how to use the FairShares Planner. Each registered participant in a project can access the FairShares Planner via the project's profile page or from the **My Projects** list. Information about the current project member is transferred to the FairShares Planner to determine their access/editing rights.

Note: A project planner can only be created and edited if there is at least one founder, one investor and either labour or user members allocated to the project. After entering responses into the FairShares Planner, basic data will be matched and harmonised, and the status of the project is updated to determine how it is presented on the interactive map (see below).

As soon as all questions about the project are answered on the FairShares Planner and the final evaluation gives the green light, the status of the project is changed to "Plan completed". The FairShares Planner provides an option to generate a PDF (FairShares Plan) of the current project and store it on the project's profile page for others to download.

Important: You can use the FairShares Planner to develop a project. We strongly recommend it if you are working collaboratively across numerous geographical locations. However, you can also use the FairShares Canvass for the same purpose. Either way, you develop the project idea and prepare a FairShares Plan together with project stakeholders. Direct use of the FairShares Canvass is only recommended for advanced and experienced FairShares practitioners who have help and support within a FairShares Lab. If you only use the FairShares Canvass, the status of the FairShares project will have to be changed manually by the project administrator.

What courses are available on the FairShares Platform?

Information about workshops and courses offered by a FairShares Lab can be found using the **Search Courses** function on the FairShares Platform. The visitors to FairShares Labs and participants in ideas workshops can also familiarise themselves with methods for FairShares project development by attending face-to-face and online courses organised by the FairShares Association through the FairShares Institute at Sheffield Business School (<http://fsi.coop/courses>).

Many Labs on the FairShares Platform will offer face-to-face and online courses, blended learning opportunities and webinars. Courses target the individual registered users as well as trainers and mentors. Courses can be offered locally and nationally but also transnationally and internationally. The respective contents, requirements, trainers and the language of the courses can be found in the course profile. If you register a course, it appears in **My Courses**.

You can find all listed courses on the FairShares Platform at:

<https://fairsharesplatform.eu/courses/>

They are also on the profile pages of the individual FairShares Labs that create them, and can be found using the **Search Courses** function. You can either register for a course directly or contact the relevant FairShares Lab via the course profile.

FairShares Trainers

A FairShares Trainer is an experienced founder or consultant who supports projects within one or more FairShares Labs. They are experienced in applying FairShares values and principles whilst using the FairShares Platform and Planner. He or she has undergone the FairShares Lab process with their own project and knows the process like the back of his or her hand.

You can find all the courses you need to take to become a FairShares Trainer in the project [Manual](#) (See Section 4.6. How to Train the FairShares Trainers). When you have participated in all the courses successfully, you can click in the Trainer-Section on the FairShares-Platform on “Apply for a trainer”. Then your country administrator can list you as an official FairShares Trainer.

If you just want to find a FairShares Trainer for your lab, follow this Link:

<https://fairsharesplatform.eu/trainers/>

Which search functions are available on the FairShares Platform?

Under the button **Search** in the header of the FairShares Platform you will find various search options. You can search for FairShares Labs, projects, courses and events, trainers and platform members. For more information about the trainers (such as spoken languages) click on the name of the trainer to open their profile.

For FairShares Labs, you can search using the following search criteria:

- Name and/or content
- Status
- Country
- Language
- Category
- Access for people with disabilities

For FairShares projects, you have the following search criteria:

- Name and/or content
- Country
- Lab
- Status
- Language
- Category

You can search for courses and events according to these criteria:

- Name and/or content
- Country
- Language
- Lab
- by (date)

- up (to) (date)
- Webinar
- Trainer
- Category
- Appropriate

Trainers can be found according to these criteria:

- Country
- Language
- Lab

Registered platform members can be found according to these criteria:

- Name
- Username
- E-mail
- Scheduled roles
- Country
- Language

What features does the interactive map offer?

The interactive map can be accessed via an option in the header or footer area, or by clicking directly on the map on the Welcome Page. On the interactive map you will find all FairShares Labs and Projects. You can enlarge or shrink the map by clicking on the "+" or "-". You can also use the mouse wheel to enlarge or reduce the size of the map.

Through symbols and colours, we have made it easy for you to recognise different labs/projects. FairShares Labs are characterised by house symbols and projects are identified by factory symbols.

We distinguish three different types of FairShares Labs:

Green House	=	Real labs with physical space, counselling, learning and work offers.
Red House	=	Virtual labs, accessible using online communication tool with online offers.
Blue House	=	Training labs in schools, universities or adult education centres.

We distinguish FairShares projects and enterprises by colour coding their project status and chosen industry:

Grey factory	=	The FairShares project is in the Ideas/Incubation phase.
Orange factory	=	The FairShares project is in the Planning phase. The users have started the project in the FairShares Planner.
Green factory	=	The FairShares project is in the start-up phase or is founded ; it already operates as a FairShares enterprise.

Blue factory = It is a project in a **Training Lab**.

The factory symbols also differ depending on its industry:

- Two speech bubbles = *Counselling and Education*
- Figure with a tie = *Work and Employment*
- Three figures together = *Inclusion/Social Project*
- Power plug with leaves = *Environment / Energy*
- Three connected points = *Media*
- Knife + fork = *Gastronomy/Accommodation*
- Apple = *Essential/Nutrition*
- Column building = *Art/Culture*
- Dancing figure = *Recreation/Tourism/Entertainment*
- Dollar sign = *Trade*
- Plus sign = *Health*
- Screwdriver + wrench = *Technologies/ICT/Development*
- Three points = *Other/More*

Clicking on any of the icons on the interactive map will show you summary profile information about the lab or project. Click the title of the project to open the project profile.

On the profile page of each FairShares Lab, you can find news, courses and events or contact members and trainers.

On the profile page of each FairShares project, you will find further information, other users (by role), the ability to contact the administrator and other users.

You can narrow which FairShares Labs and projects are displayed by clicking on the appropriate criteria in the menus shown on the map. In the footer (under the interactive map), you will also find each of the search functions. After selecting search criteria, a summary list of FairShares Labs/Projects is displayed.

Where can I find more on FairShares and FairShares Labs?

For more information about the FairShares Model, see the platform's **Information** section or the primary project's website

- <https://fairsharesplatform.eu/en/information/>
- <https://fairshareslab.org/>

You will find much more information (including links to publications and videos) on the website of the FairShares Association:

- <https://fairshares.coop/publications>
- <https://fairshares.coop/videos>

This association (which has members in 18 countries) is responsible for developing the FairShares Model. Increasingly, this is done in collaboration with FairShares Lab project partners and country administrators.

Where can I learn more about FairShares Platform functions?

In the header and footer areas of the FairShares Platform you will find a menu item, **Encyclopaedia**. By clicking on this, you will be guided to the encyclopaedia and there you will find descriptions on important key areas and functions in the FairShares Platform. There are brief descriptions of terms in the FairShares Model. The encyclopaedia also provides access to a [FairShares Wiki](#) created by members of FairShares Association Ltd. Both the encyclopaedia and FairShares Wiki are developed with inputs and answers from users of FairShares IP.

Many documents contain links that open the encyclopaedia or FairShares Wiki. You can recognise these key terms when your cursor touches them as it usually shows you a URL.

How can I download more information and materials?

Material uploaded to the FairShares Platform by a FairShares Lab can be accessed through a **Downloads** area. You can reach this on every page of the FairShares Platform by clicking on the option in the Footer area or menu (on the right-hand side of the page).

To access it directly, type the following into your browser:

<https://fairsharesplatform.eu/downloads/>

Further downloads may be offered on the profile page of each FairShares Lab and Project. Each lab or project may provide learning materials, project descriptions and/or newsletters.

How can I reach you?

You can use the contact function to contact the responsible administrator on the FairShares Platform for your country. Either use e-mail or one of the other electronic media options displayed. If you are resident in a country that does not yet have a country administrator, look for a country administrator who speaks your language.

How can I get news about the FairShares Platform?

The FairShares Lab project regularly publishes electronic newsletters. Click on the newsletter button and you will receive the newsletter via your electronic contact details stored in the profile. If you are not yet registered as a user, please enter your e-mail address.

Policies

Privacy

We are delighted that you have shown interest in the outputs of our FairShares Labs project. Data protection remains a high priority for the management of the Verein zur Sozialen und Beruflichen Integration e.V (VSBI). It is possible to use the Internet pages of VSBI without providing any personal data. However, if a person (data subject) wants to use the special services available on our website, the processing of personal data will become necessary. If such processing is necessary and there is no statutory basis for it, we obtain consent from the data subject.

The processing of personal data, such as the name, address, e-mail address or telephone number of a data subject, shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to the VSBI. By means of this data protection declaration, our enterprise would like to inform the general public of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed, by means of this data protection declaration, of the rights to which they are entitled.

As the controller, VSBI has implemented numerous technical and organisational measures to ensure the most complete protection of personal data processed through this website. However, Internet-based data transmissions may have security gaps, so absolute protection cannot be guaranteed. For this reason, every data subject is free to transfer personal data to us via alternative means, e.g. by telephone.

The full privacy policy is available at:

<https://fairsharesplatform.eu/privacy/>

Terms of Use of the FairShares Platform and Planner

(as at 09.07.2019)

All people who want to be registered on the FairShares Platform must accept the Terms of Use.

The "Terms of Use" are only available in German and English.

1. Registration and use of the FairShares Platform and the FairShares Planner are free of charge to the user. Offers from third parties linked through the FairShares Platform, such as course offerings or events at each FairShares Lab or e-learning course, may be subject to registration and/or exam fees. Registration is via the web registration page of the FairShares Platform in German, English, Dutch, Croatian or Hungarian <https://fairsharesplatform.eu/>. There is no right to a registration.
2. The minimum age for registration as a user is 10 years. Users who have not yet reached the age of 18 need the consent of their respective legal representative in order to use the platform. Upon registration, a minor user assures that the required consent of the

legal representative(s) exists. The consent must be demonstrated to VSBI or the partners named under "1. Preliminary remarks" upon request.

3. Users are required to log in with their **real names**. When registering, true information is required, in particular regarding identity. The use of false identities is inadmissible and violates the naming right of the authorised name bearer.
4. The profile data entered by the users can be viewed by other registered users and the administrators of the FairShares Platform and the FairShares Planner, making them partially public.
5. The Operator of the "FairShares Platform" and the "FairShares Planner" is the Association for Social and Labour Market Integration e.V. (Merseburg).

If you have questions about the FairShares Platform, please contact the project manager, Roger Schmidtchen, in German or English:

Contact Information

Verein zur Sozialen und Beruflichen Integration e.V. (VSBI)

Contact Address

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German law applies.

The place of jurisdiction is the headquarters of the VSBI in Merseburg for all legal disputes.

You can find the complete terms of use by following this Link:

<https://fairsharesplatform.eu/terms-of-use/>