



Atlantic Social Lab

Cooperation for the promotion of Social Innovation

ATLANTIC SOCIAL LAB STUDY VISIT REPORT - STUDY VISITS HELD IN CORK CITY

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A. GENERAL INFORMATION	
Date	26 – 03 – 2019
Location:	Cork City
Name	Sailing into Wellness
Legal Status	Social Enterprise
Contact Details	Responsible: James Lyons Email: james@sailingintowellness.ie Phone no.: 00 353 (0) 87 6172555 Website: https://www.sailingintowellness.ie

B. SHORT DESCRIPTION	
Objectives <i>(identify the main goals of the project and target groups addressed)</i>	Sailing into Wellness ¹ is a not for profit social enterprise that aims to utilize the unique setting of the sea to help the local communities. The vision of this social innovation initiative is for Sailing into Wellness to be a healthy natural solution for the local communities to look after their physical and mental well-being. Thus, Sailing into Wellness program is an educational and therapeutic activity designed to inspire and help the neediest local communities. Mainly this social enterprise work with individuals affected by substance abuse, poor mental health and youths at risk, to help build their recovery and give them an opportunity to take part in an educational and therapeutic physical group activity.
Methodology <i>(identify the methodological principles, mode of operation and level of intervention)</i>	<p>The methodology of action of this project promoted by this social enterprise has in its base the support of the participants to overcome both physical and mental challenges in an environment that is both exhilarating and therapeutic. The level of intervention of the project is local/regional, directly supporting the local communities of Cork, however, this social enterprise is spread throughout Ireland, with facilities and navigation programs in Dublin, Cork, and Limerick.</p> <p>The <i>modus operandi</i> of Sailing into Wellness is based on active participation of individuals in navigation learning. The participants (mostly individuals with problems of social integration who suffer or are at risk of social exclusion) will gain a basic understanding of how to sail a boat and will be developing knowledge of terminology, tides, weather and basic safety at sea. While the development of sailing skills is integral to what the Sailing into Wellness do, the benefits to the person go far beyond the learning of sailing skills. In short, with the navigation experience and the peaceful and therapeutic environment that is the sea and the activity of sailing, the participants will develop key personal skills such as self-esteem, respect for self and others while taking part in a group physical activity which positively effects their physical and mental well-being.</p>

¹ Photography 1 - Boats used by Sailing into Wellness for their activities

C. MAIN FINDINGS

<p>Social Needs <i>(identify the social needs the organisation intends to fill)</i></p>	<p>With this project, Sailing into Wellness, intends to meet and fulfil the following social needs:</p> <ul style="list-style-type: none"> • Integration needs of individuals with problems of social integration who suffer or are at risk of social exclusion (individuals affected by substance abuse, poor mental health, youths at risk and ex-convicts); • Inclusion and Socialization needs of individuals with problems of social integration who suffer or are at risk of social exclusion (individuals affected by substance abuse, poor mental health, youths at risk and ex-convicts); • Training, qualification and formation needs of individuals with problems of social integration who suffer or are at risk of social exclusion (individuals affected by substance abuse, poor mental health, youths at risk and ex-convicts); • The need that individuals with problems of social integration who suffer or are at risk of social exclusion have to obtain self-esteem and respect for the others based on the regain of the social skills and the soft-skills necessary for integration in society and in the labour market. <p>It is observable that the main social need that this project – Sailing into Wellness - wants to achieve is the inclusion, socialization and integration of the individuals at risk in society and then taking into account the work carried out in the field of socialization and integration, the objective will be the re-integration of these individuals in the labour market.</p>
<p>Social Innovative Practices <i>(identify the main social innovative practices developed and the extent to which the work developed responds to those needs)</i></p>	<p>The practice of social innovation that will be highlighted in this project is the Social Enterprise - Sailing into Wellness, as a whole. The whole Sailing into Wellness project is embedded and rooted in a web of socialization, inclusion, integration, training and formation of individuals with problems of social integration who suffer or are at risk of social exclusion. There are several activities that promote learning, qualification, socialization and inclusion of these individuals.</p> <p>There is a "challenge" on the part of the social enterprise towards the individuals who participate in its programs. People who suffer from social exclusion, are accustomed to being "confined" to their space, the sailing activity takes the participants out of their normal environment and into which one inspires and challenges them to new things, learning new things, met and interact with new people. This is experiential learning² in its rawest form, the benefits go beyond those of learning to new skill (Sailing), the participants not only learn about themselves they allow themselves to connect with their peers in a way which is unlikely in their everyday environment. They also develop soft skills that are essential to the re-integration in the society, gaining again a new notion of self-esteem, respect for self and others.</p>

² Photograph 2 - Example of boat trip and activity that the Sailing into Wellness provides to the participants.

<p>Collaboration and Networks (<i>identify the main connections of the organisation</i>)</p>	<p>Its collaborative network has as agents, the Cork City Council, other Social Enterprises, Private Companies; Social Entrepreneurs Ireland; Fingal County Council; Social Innovation Fund; Sovereign Sailing.</p>
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<p>D. MAIN CONSTRAINTS TO SUCCESS</p>	
<p>Challenges and Barriers (<i>identify the main problems that the organisation faces: financial resources, human resources, networks, innovative environment...</i>)</p>	<p>The biggest challenges this organization faces, are the economic and financial challenges, since they are heavily dependent on national and regional funds and on the goodwill of local enterprises and philanthropists.</p>

<p>E. CONCLUSIONS</p>	
<p>Key Concluding Lines</p>	<p>In conclusion, the Social Enterprise – Sailing into Wellness, and their projects as already mentioned throughout the report, intends to "give" a better quality and perspective of life for individuals with problems of social integration who suffer or are at risk of social exclusion, the key ingredient is their integration, inclusion, socialization, training and qualification. The organisation works directly with individuals affected by substance abuse, poor mental health and youths at risk, to help build their recovery and give them an opportunity to take part in an educational and therapeutic physical group activity. The activity of sailing allows its participants to recover social skills essential for their reintegration into society and subsequent insertion into the job market.</p>
<p>Other information considered relevant</p>	<p>Sailing into Wellness works directly with Sovereign Sailing³, which is a company focusing on day sailing for the local visitors and it is also specialised in sailing training. Sovereign Sailing, provides the boats for the social insertion activity that Sailing into Wellness performs, and the prices for the use of boats are reduced.</p>

³ Photography 3 - Company Sovereign Sailing that works directly with Sailing into Wellness

Study Visit Photos



Figure 1 - Boats used by Sailing into Wellness for their activities



Figure 2 - Example of boat trip and activity that the Sailing into Wellness provides to the participants



Figure 3 - Company Sovereign Sailing that works directly with Sailing into Wellness

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