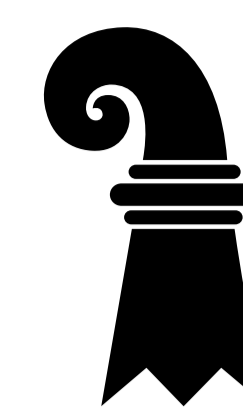


Hats off to everyday heroes.

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Kanton Basel-Stadt

Introduction

Recent studies¹⁾ have shown that social relationships are beneficial to health. Altruistically oriented people are more likely to engage in social projects and generate a better social climate; a fact, often overlooked. The enormous potential of preventive attitudes and volunteer work is untapped all over the world. Against the background of decreasing willingness to volunteer especially in urban regions the Canton of Basel-Stadt launched a program in 2004 that fosters, encourages and recognizes the citizen's social everyday life commitment.

1) Piliavin, J. A. (2005). Doing well by doing good: Benefits for the Benefactor.
Piliavin, J. A. (2005). Feeling good by doing good: Health consequences of social service.
Musick, M. & Wilson, J. (2003). Volunteering and depression: the role of psychological and social resources in different age groups.
Morrow-Howell, N., Hinterlong, J., Rozario, P. & Tang, F. (2003). Effects of Volunteering on the Well-Being of Older Adults.
Thoits, P. & Hewitt, N. (2001). Volunteer Work and Well-Being. Berkman, L., Glass, T., Brissette, I. & Seeman, T. (2000). From social integration to health: Durkheim in the new millennium.
Leppin, A. & Schwarzer, R. (1997). Sozialer Rückhalt, Krankheit und Gesundheitsverhalten.

Objectives

1. Empower

ordinary people to do extraordinary things through coaching, knowledge transfer, advice, access to government resources, networking and financial support.

2. Sensitize and Inspire

the community and its citizen to create new opportunities for themselves.

3. Multiply and Motivate

by promoting volunteers, community workers and their projects through promotion and adverts in order to encourage others to do their own projects.

4. Volunteering as contribution

to peaceful urban development.

Target groups

All citizens of the Canton of Basel-Stadt
Prevention professionals and volunteers in environment, health or/and social affairs

Stakeholders

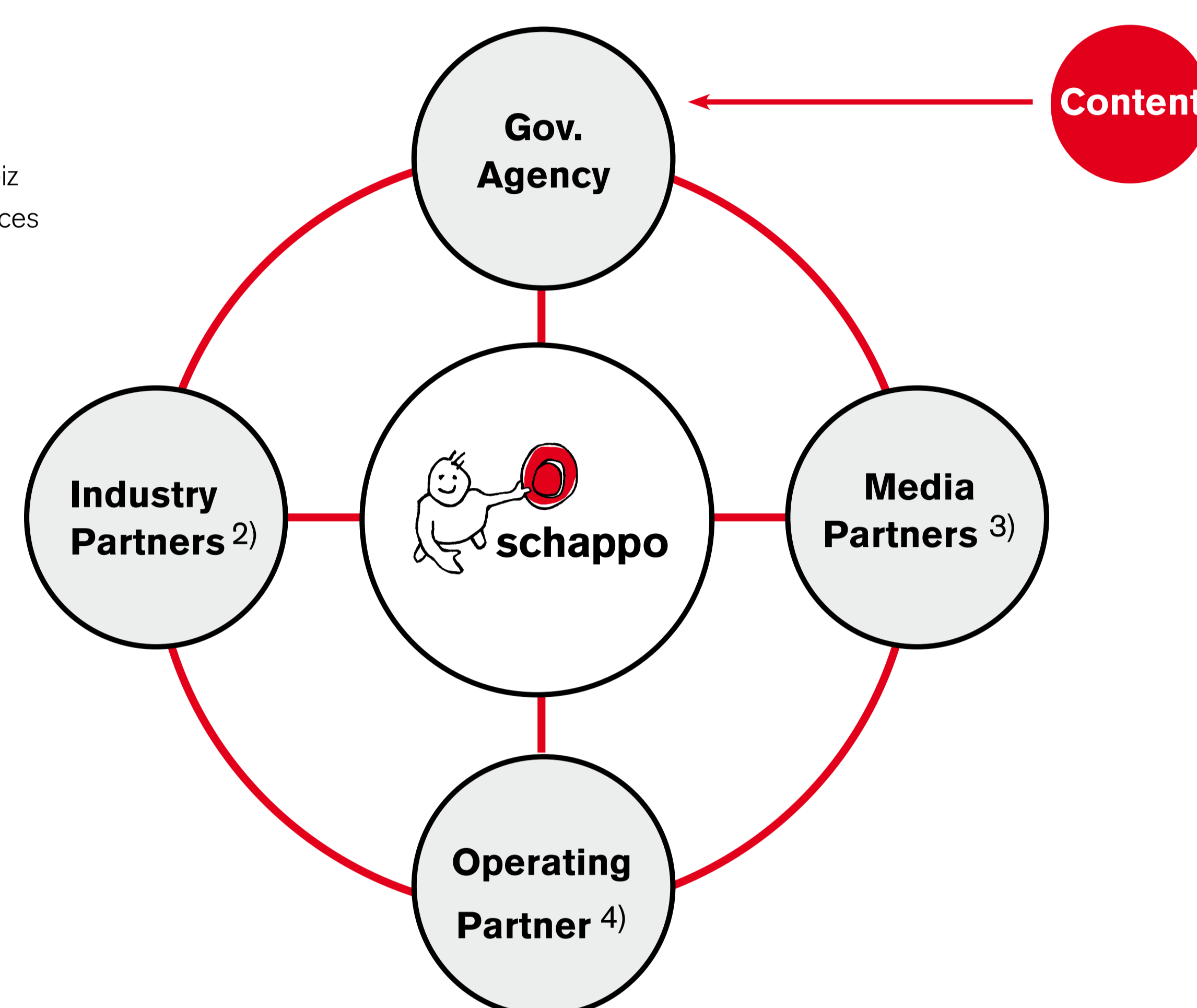
Project Leader	Canton of Basel-Stadt
Citizens of Basel	approx. 200.000 people
Projects	130 projects supported (spring 2010), reaching >15.000 people
Media Partners	5-10 organizations
Opinion Leaders	approx. 150 people
Industry Partners	2 organizations
Operating Partner	Steiger Partner, www.stpbasel.ch

Methods

The public welfare project **schappo** was created by the Government of the Canton of Basel-Stadt in collaboration with private partners. It is carried out since 2004 teaming up with partners from the private sector and the media. Three times a year an independent commission of four experts evaluates submitted projects of preventive and volunteer work. They select the project that is going to be rewarded with a **schappo**. The projects owners receive a sculpture and their project is empowered by the public authorities through advising, coaching, know-how transfer, networking and financial support. Every award is handed over by the President of the Government during a ceremony open to the public.

schappo intends to reveal and support human resources (such as talents, skills, abilities and knowledge), empowering people to create and run programs for a greater public good and a peaceful coexistence within the community.

- 2) Raiffeisenbank
Migros
Lonza Group Ltd.
Gesundheitsförderung Schweiz
ISS Facility Management Services
PAX Insurances
- 3) Television
Radio Broadcasting
Print / Daily Newspaper
Internet
- 4) Hartmann, Oswald, Steiger
Basel, Switzerland
www.stpbasel.ch



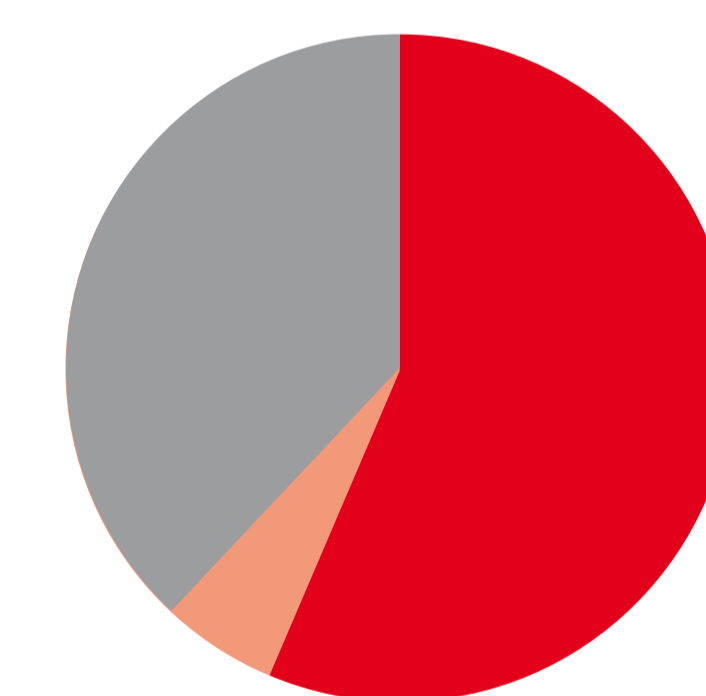
Results

During the first 5 years over 130 projects were supported. Among them, 22 initiatives received special honors by being publicly recognized with a **schappo**. Altogether over 15.000 people have benefited from the services of these award winning projects.

With an aided awareness of 62% ⁵⁾ after one year, **schappo** was known and appreciated by most citizens of Basel within a very short period. Last but not least, **schappo** has become a perfect example of a successful Corporate Social Responsibility program that builds on strong public-private partnerships and that has also been honored by the Swiss Association of Local Governments in 2009.

5) Outcome study conducted by the University of Zuerich, Professor Bonfadelli, May through July 2005

56% unaided awareness
6% aided awareness
38% not know



Conclusions

The innovative idea of fostering social commitment and preventive attitudes for the promotion of a better social climate and health by a public-private partnership project was successfully implemented. The last study in 2007 concluded that **schappo** is one of the most innovative, sustained and committed projects of the past years in Switzerland ⁶⁾. Further evaluation will be necessary to learn more about the detailed effects of the project.

6) Bolliger, Heinz u. Liewald, Katharina (2007). Evaluation des Förderprojekts schappo. University of Berne

schappo award recipients are managing their individual projects to make a big impact on the life of numerous citizens in our community.

«Midnight Basketball»
Saturday night fever in the gym. Three guys invite kids and young adults to play.

«Street Library»
A group of women share their love of books with kids from their neighborhood.

«Family Vacation»
Three couples find a way to organize affordable vacation in the Alps for families with limited resources.

«100% music – no drugs»
Sharing the "high" of music with talented kids. Good sound does not need drugs.

«Girls Council»
Women empower young girls to believe in themselves and become active citizens.

«sportAssist»
Developing and integrating social services for youth divisions of soccer clubs.

«Creopolis»
Providing facilities and infrastructures for different niche groups such as hacksack, performing arts, video creation, etc.

«Apprenticeship & Co.»
Creating a unique hair salon that is managed and operated by apprentices.

