



HumanityHub

Where Cultural Inclusion Meets Economic Empowerment

Exchange of examples of good practice

 **ACTGRUPA** support programmes

Social
Innovation 
Initiative



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Our Approach to User Empowerment

Individual-Centered Methodology:

ACT Group empowers impact entrepreneurs, NGOs, social economy entities and vulnerable groups through:

- Personalized (tailor-made) incubation and acceleration programs
- Evidence-based needs assessment
- Continuous impact measurement
- Systematic feedback loops

Goal: Enable sustainable personal and professional growth through tailored support.

Our Approach to User Empowerment

Method 1 - Needs Assessment - Understanding Before Acting

Before program implementation, AG conducts:

- **Comprehensive needs assessment** - identifying individual challenges, skills gaps, and opportunities
- **Baseline measurement** - establishing starting point indicators for professional competencies, business readiness, and personal development
- **Goal-setting workshop** - co-creating realistic, measurable objectives with each user
- **Resource mapping** - identifying available support systems and potential barriers

Outcome: Customized development roadmap aligned with user's unique circumstances and aspirations.

Our Approach to User Empowerment

Method 2 - Tailored Program Implementation - Individualized Support

Each beneficiary receives:

- Personalized business mentoring - one-on-one guidance adapted to their development stage
- Skills training modules - selected based on identified gaps (financial management, marketing, leadership etc.)
- Peer learning networks - connecting users with similar challenges for mutual support
- Access to professional services - legal, accounting, strategic planning consultations

Our Approach to User Empowerment

Method 3 - Continuous Monitoring & Feedback

We implement systematic feedback loops:

- Monthly progress check-ins - reviewing milestones and adjusting strategies
- Bi-directional feedback - users evaluate support quality; mentors assess progress
- Real-time problem-solving - addressing emerging challenges immediately
- Milestone celebrations - recognizing achievements to maintain motivation

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Method 4 - Impact Measurement

We assess both professional and personal development using:

Professional indicators such as:

- Business sustainability metrics
- Operational capacity improvements
- Market position and competitiveness
- Employment creation

Personal indicators:

- Self-confidence and leadership skills
- Decision-making autonomy etc.

Key Success Factors

What Makes Our Approach Effective:

- ✓ Flexibility - programs adapt to changing user needs and circumstances
- ✓ Co-creation - users are active participants in designing their development journey
- ✓ Holistic perspective - addressing both professional and personal growth
- ✓ Evidence-based - decisions informed by data and continuous assessment
- ✓ Long-term commitment - support doesn't end at program completion; we maintain alumni networks
- ✓ Systemic thinking - connecting users with broader ecosystem of opportunities



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RCT
Zagreb



ACTGRUPA



**CENTRO SVILUPPO
CREATIVO
DANILO DOLCI**

**Social
Innovation⁺
Initiative**



**Co-funded by
the European Union**

ESF+ Social Innovation +

Initiative aiming at mitigating the societal consequences caused by Russia's war of aggression in Ukraine

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