



CLOUDWATCHER
Social Innovation Lab



Territorial
Bank of Merits

Results



May 1st – June 18th
2013



Moscow
South Butovo district
Micro district Shcherbinka



1 200
people became
events' participants



1 500
district citizens participated
at sociological survey



15
projects realized



20
projects' templates
created for
butovo.bankzaslug.ru



4
public meeting with
government and territory
business representatives
organized



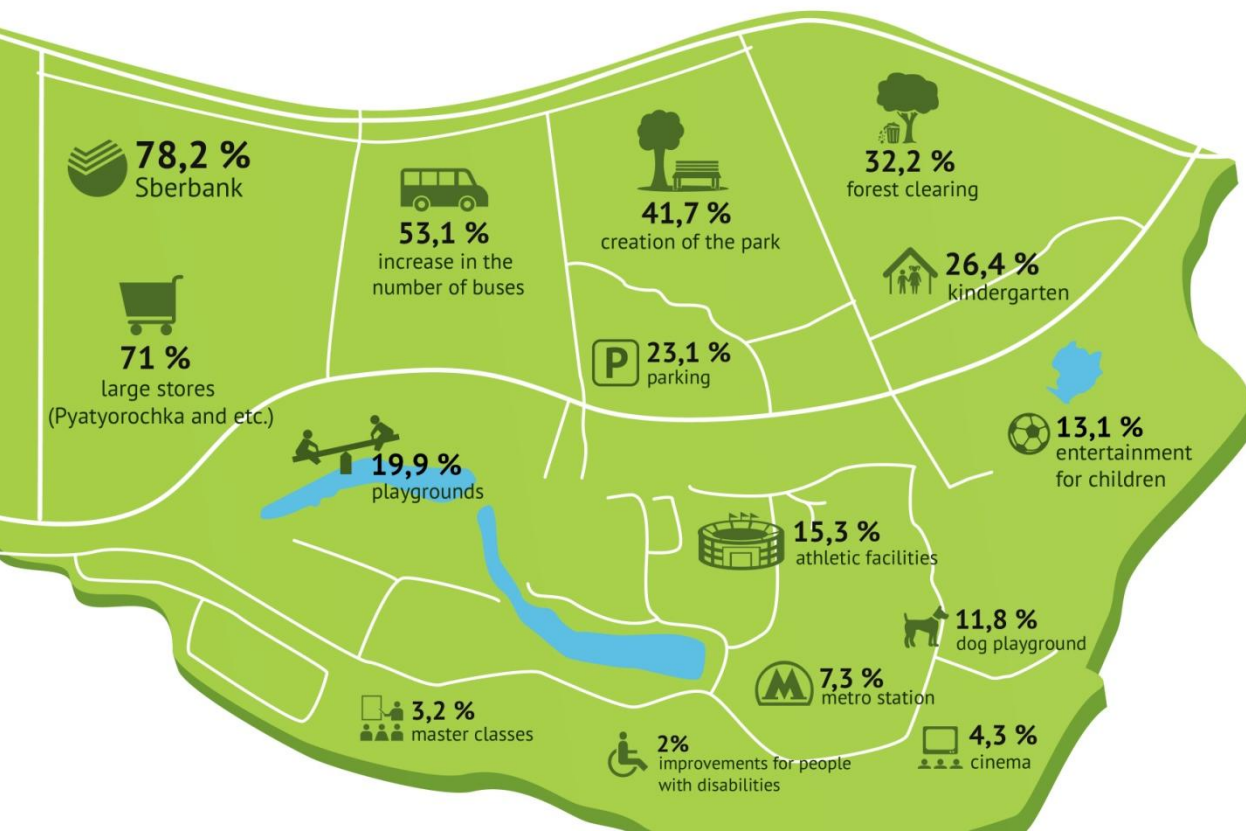
5
representatives of Moscow
small and middle business



The sociological survey

1 500

district citizens participated
at sociological survey



What improvements residents
would like to see in own district:

Ecology	72,3 %
Improvement of public services	61,1 %
Transport	59,1 %
Education	24,8 %
Leisure	16,5 %

The sociological survey

Participation in the actions of the district:

Ecological	56,5 %
Educational	36,2 %
Leisure	33,9 %
Don't want to participate	31,2 %

Possible opportunities of participation in district actions and events:



Initiator 21,1 %
Coordinator 32,5 %
Executor 23,3 %
Resources 19,7 %
Money 9 %
Consulting 7,5 %

Services:

Which receiving from neighbors services are interested in:

38,4 %	Educational (master classes, assistance with child, consulting)	27,9 %
37,5 %	Housekeeping services (repair)	25,4 %
57,1 %	No services	58,4 %

What services are willing to provide back:

Social activities:

How exactly people are willing to help:



21,1 %
give things
(such as clothes and etc)



12,6 %
give toys



2,1 %
help to buy
products



1,1 %
give money



0,9%
give household
appliances



61,3 %
In no way



9,7 %
initiate own social project
(master-classes, consulting, ecology action)

Areas of activity which would be interesting for residents :

Ecological action	53 %
Improvement of public services	49,8 %
Children's help	35,9 %
Help the elderly	29,7 %
Assistance to large families	24,2 %
Volunteering	3,6 %

The main outputs:

The further development of social and volunteer programs in the district is possible in the following areas:

- Conducting of environmental actions
- Conducting of master classes and juridical/psychological consulting
- Attraction on the district territory of large stores
- Facilitating the opening of the district branch of Sberbank
- Conducting training and leisure actions and events

Completed projects

Socio-entrepreneurial project "Green notebook"

Production of recycled paper notebooks



April
2013

20 **people** became members of the project
(retired, village representatives
of large families)

28 **notebooks** released
on a trial basis

4 **master class** about learning technology
and design of notebooks held

5 **project** partners have
supported the initiative:

- The Ecopad community of printing agency
"The idea of Print"
- "Newsroom" www.readcafe.ru
- "Dodo" www.dodo-space.ru
- "Coordination" www.coordi.ru
- "Hyperion" www.hyperionbook.ru



Completed projects

Eco-Story

Action about promotion of environmental education and districts' ponds scavengery



May 20th
2013

120 people became
participants of the project

9 cubic meters of waste collected
and disposed of during the action



A two-hour lecture on environmental
education was held

The project partners became:

- school №1176 and school №2046
- Information Intelligence Center – Library “Youth”
- “Journal of South Butovo Council” newspaper
- a member of the movement “Musora.Bolshe.Net” – Lyudmila Avdeeva
- South Butovo Council



Completed projects

“It is all about Russian birch”

The action on greening the district



May 28th
2013

100 people became members of the project
(large families of the village)

50 birches seedlings
were planted



The partners of the action were **residents
of South-East of Moscow City**



Completed projects

Art event "COWS"

*Charitable fundraising art event
conducted in partnership with the charity fund "Galchonok"*



May 25th – July 1th
2013

360 people became members
of the event

7 auctions were held
at public venues in Moscow

200 cows figures were painted
during the art event
at the district Scherbinka

119 cows were sold for charitable donations,
which brought to the funds about
60 600 rubles



Completed projects

The project is supported by :

- information Intelligence Center "Youth"
- a "Madagascar" children's club
- two schools of artistic aesthetic education center "Horizon"
- Center for Culture and Leisure "Lira"
- School №2046, school №1176
- the residents of the house number 18 on the Marshal Savitsky street (Scherbinka district, South-West)

- People's Artist of Russia **Alexander Zbruev**
- People's Artist of Russia **Vera Glagoleva** with granddaughter Polina
- writer **Lyudmila Ulitskaya**
- TV host **Tatyana Lazareva, Michael Schats** and their daughter Tosya; trainers tigers
- People's Artists of Russia **Edgar** and **Askold Zapashnye**



The project team



Lyudmila Orobets

Director of project's Department

+7 (916) 024-49-45

orobec75@cw.ru



Ekaterina Bayandina

Project manager

+7 (915) 172-77-50

Bayandina@cw.ru



Elizaveta Khaustovich

Head of partners' programs

+7 (905) 578-28-78

chandra_li@cw.ru



Egor Utkin

Project manager

+7 (985) 318-19-05

Egor.utkin@cw.ru



www.butovo.bankzaslug.ru

e-mail: bankzaslug@cw.ru

