FairShares Platform
Users' Guide

Platform for collaboration in
FairShares Labs and Learning

How does the FairShares Platform work?

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Introduction

Dear visitors, welcome to our FairShares platform! As you probably noticed, this is not a normal website.

This manual for our platform will help you understand, implement and actively shape the principles and values of FairShares Labs and the FairShares model.

The FairShares Platform is also an interactive, collaborative communication and learning tool for exchanging ideas, answering questions and exchanging opinions. It is providing the means and the medium for communication and cooperation between partners as well as the learners of the FairShares community.

Let us briefly explain the main functions of the FairShares platform and guide you through the various work processes:

Home

On the public homepage you can read under "Question and Answer / Help**",** information and news about the project FairShares Lab and the FairShares platform. Clicking the button "Home", you will find an interactive map on which you can search for projects, laboratories in your area (co-working, learning and information centres), virtual laboratories and training laboratories throughout Europe. If you are interested in going further and want to use the features of the FairShares platform, then register. Once you have registered, you can work with the training and training tools, join a project or laboratory, set up your own laboratory and start projects or become a FairShares trainer.

In which languages can I use the FairShares platform?

All important information on the platform is available in 5 languages: English, German, Croatian, Dutch and Hungarian. However, courses or work materials may be available in English or another language.

When registering as a user on the FairShares platform, you can specify your native language and other languages. Other users of the FairShares platform can then also communicate with you in different languages via the forum or the communication channels you specify.

How can I register and use all functions of the FairShares platform?

To register, we need some data from you. The required information fields are marked with stars

(*). If you want to participate in international cooperation, do not forget to fill in **"other spoken languages"**. You can upload documents about yourself or possibly your company/organization (CURRICULUM vitae, qualifications, results, references...). You can also upload documents and images.

In order for you to register to become a FairShares Trainer, we require some more detailed rights and the approval of the country lab administrator. In case you want to become a registered FairShares trainer, kindly contact your country administrator.

Your profile is created automatically, with the information you have given. You can chance the information displayed anytime you like. This is also the case if you start to change your roles within a project, for example.

Please note that your profile data is visible to other users as this is necessary for communication and collaboration on the FairShares platform.

If you have forgotten your password, then you can request a new password by clicking on "Have you forgotten your password?". Simply insert your username or email address with which you are registered on the platform in the box and click on "Request new password". A new password will then be sent to your email address.

User - Profile

After registration, you can log in again and again on the FairShares platform via the registration field. A personal user icon appears on each page at the top left. By clicking on it, you can create your own profile.

What is the difference between FairShares laboratories and FairShares projects?

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

In the FairShares laboratories, FairShares users, trainers and especially all FairShares projects are registered and supported there. A FairShares laboratory can only be home to a single FairShares project.

Using FairShares projects, stakeholders first present social and sustainable business ideas,

discuss them and finally develop a business plan with the help of the FairShares Planner and/or the FairShares Canvas. Then they develop a business plan with the help of individual coaching FairShares company.

How can I start a FairShares project?

You can find out what a FairShares project is in the encyclopaedia or in the summary of the "Methodology for the foundation of FairShares laboratories". (Encyclopaedia: https://fairsharesplatform.eu/encyclopedia/ Methodology: https://fairsharesplatform.eu/en/files/hYvlMGjM8U8aBe6Ao0dhcFTNIZBNuJqD7EAnmA-GZqQ)

As a registered user, you will find a field on the platform on each page in which you are asked to start a FairShares project. To do this, you need to click on this field. You will be automatically redirected to a registration page for FairShares projects.

Here you can give the project a title, write a short description, assign it to a FairShares laboratory and an industry, enter an address, define the languages for the development of the project and other users of the FairShares platform in one of the four different roles as (founders, employees, customers or investors) to participate in the project. A person can take on multiple roles.

In an open forum you can exchange information about the project with the other users and you can upload documents for the project.

As the person who creates the project for the first time, you are automatically the project administrator. This entails the right to allow new users to join the project or exclude them, as well as to determine which data should be visible in the search functions of the FairShares platform and also of the interactive map.

With the assignment to a FairShares laboratory, it is ensured that you receive help and support in project development at all times.

Your project profile is created automatically and can be changed at any time by you as an administrator. The project participants can communicate directly with each other in the forum.

The role of a project administrator can also be transferred to another project participant.

After a project profile has been set up, each of the registered project participants can automatically register for the projector via the search functions.

On the profile page of the project you will find a button about which you will be guided to the FairShares Planner by clicking on it.

Via another button or link you will be led to the FairShares Planner.

FairShares Planner and FairShares Canvass are both tools that allow you to develop a project idea into a business concept and then a business plan.

You will be supported in the FairShares laboratories and ideas workshops as well as incubators workshops (real and virtual) in the development of project ideas, as well as the completion of FairShares Planner and FairShares Canvass.

What is the FairShares Planner?

The FairShares Planner is the decisive help in developing a project idea up to a business plan.

It is an interactive, cooperating working tool that the four interest groups (founders, labor, user and investors) as well as the employees and trainers of the respective FairShares through the process of creating a social business idea, developing a business plan and starting a business.

As well as people who learn independently, but also participants in ideas workshops in the FairShares laboratories (from the download area of the platform: https://fairsharesplatform.eu/downloads/) the Download and work through the detailed description and instructions on how to use the FairShares Planner as well as general instructions, learning and practice materials for the development of a FairShares project.

The visitors of the FairShares laboratories and the participants in the ideas workshops are familiarized with the development of ideas and their implementation in FairShares projects in face-to-face and/or online courses.

Information about the workshops and the courses offered in the FairShares laboratories can be found on the pages of the respective FairShares laboratories and on the course page of the FairShares platform as well as on the search function of the FairShares platform.

Each of the registered project participants can start the project on the FairShares Planner via the profile page of a registered FairShares project. Basic information about project members registered for the project is transferred to the FairShares Planner, such as the predefined roles.

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Note: A project can only be created and edited on the FairShares Planner if at least one project member from the group of founders and investors as well as from the group of employees, customers/users is present is.

Even after completion of the entries on the FairShares Planner, the basic data will be matched and harmonized. This also has an impact on the status of the project and its presentation on the interactive map (see below).

On the FairShares site you have the possibility to generate a PDF of the current project and planning status and then store it on the profile page of the project or download it.

As soon as all questions of 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".

Important: You can use the FairShares Planner to create the project, which we strongly recommend, but you can also only use the FairShares Canvass to develop your project idea and prepare a business plan together with all project stakeholders. However, this is only recommended for advanced and experienced FairShares users as well as with the help of a moderation in the FairShares laboratories. The status of the FairShares projects can also be changed by the project administrator by hand.

How can you register a FairShares lab?
It is also possible to register your own new laboratory and create a laboratory profile, which then requires the consent and activation of a country administrator.

You must comply with certain standards for each of the types of the FairShares laboratories. You can find the standards and how to establish a FairShares Lab in the FairShares Lab Manual.

After working through the handbook to set up a FairShares laboratory and meet the minimum requirements required, you have decided to register here https://fairsharesplatform.eu/labs/my-labs/ . By clicking on "New Lab" you will be redirected to the lab page where you can name and set up your lab.

Here you can specify whether it is a real, virtual or training laboratory, write a short description, enter an address, specify the languages of the laboratory, select the industries offered primarily in the laboratory, the trainers and employees of the laboratory ,write about the accessibility and tell you if you and if so how many coworking workstations you have and how they are equipped. Here you can report about events and developments of the FairShares

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laboratory about a news sector and inform you about your offered courses and offers. Visitors to your profile page have the opportunity to contact you directly regarding the respective offer and/or register. Here, too, you have the possibility to upload pictures and documents.

After completion of the registration, the responsible country administrators will be informed. They check the registration to see if the standards for FairShares laboratories have been met and then unlock them or contact you about open questions. The FairShares lab is automatically displayed on the interactive map after activation.

Each project must be assigned to a FairShares laboratory, which provides the project members within formation, workshops (ideas, incubator and planning workshops), training courses and other events and much more.

What courses are offered to you on the FairShares platform and in the FairShares laboratories?

At FairShares Platform you will be offered face-to-face courses, online courses and blended learning courses as well as webinars. Courses target the individual registered users as well as trainers and mentors. Courses can be offered locally, nationally but also transnational and

internationally. The respective contents, requirements, trainers and the language of the courses can be found in the course profile.

You can find the courses in the course area of the FairShares platform, on the profile pages of the individual FairShares Labs as well as via the search function of the platform. You can either register directly or contact the relevant FairShares laboratory via the course profile.

Where can you find explanations about the FairShares platform as well as the information and the functions?

On the title bar and in the foot bar of the FairShares platform you will find a menu item "Encyclopaedia" By clicking on the menu item you will be guided to the encyclopaedia and there you will find the important key areas and functions of the FairShares platform as well as the FairShares model. The encyclopaedia is a so-called "Wiki" and is constantly extended by your inputs and the answers of the other users as well as the administrator.

You can also be guided to the encyclopaedia via the search function as well as via links hidden behind individual key terms. You can recognize these key terms in the text when you touch them with your cursor.

Which search functions are available on the FairShares Platform?

Under the button "Search" in the title bar of the FairShares platform you will find various search options.

You can search for FairShares laboratories, FairShares projects, courses and events as well as trainers and other users according to different criteria.
For more information about the trainers (such as spoken languages of the trainers etc.), click on the name of the trainer in the search, then you will see more information in the profile of the trainer.

For FairShares laboratories, you have 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

Other users can be found according to these criteria:
- Name
- Username
- E-mail
- Scheduled roles

![FairShares Lab logo]

Co-funded by the
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- Country
- Language

What features does the interactive map on the FairShares platform offer you?

The interactive map can be accessed via the button in the title bar or in the foot bar and by directly clicking on the map on the welcome page.
On the interactive map you will find all FairShares laboratories and FairShares projects and companies worldwide.

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. This changes the map sections from the world view to the street view.

Through symbols and colours, we have made it easy for you to recognize the different labs/projects.

FairShares Labs are characterized by house symbols and FairShares projects and companies are identified by factory symbols.

We distinguish three different types of FairShares Labs:

Green House   =   real FairShares laboratories with physical
                                    counselling, learning and work offers.

Red House   =   virtual laboratories, they are only accessible via
                                    virtual communication and they only have online
                                    offers.

Blue House   =   Training laboratories for use e.g. in schools,
                                     universities or in adult education.

We distinguish the FairShares projects and companies once according to the project status and according to the chosen industry:

grey factory symbol   =   the FairShares project is located in the
                                        Idea phase.
orange factory symbol   =   the FairShares project is located in the

Planning phase, the users have started
the project in the FairShares Planner.

green factory symbol	=	the FairShares project is in the start-up phase or founded; it already operates on the market as a FairShares company.
blue factory symbol	=	it is a practice project of a Training laboratories.

The factory symbols also differ from certain identifiers that reflect the different industries (identical to the choices in the profile pages of users and FairShares projects):

1. Two speech bubbles = counselling and education
2. Figure with tie = work and employment
3. 3 figures together = inclusion / social
4. Power plug with leaves = environment / energy
5. Three connected points = media
6. Knife + fork = gastronomy/accommodation
7. Apple = Essen/ Nutrition
8. Column building = art/culture
9. Dancing Figure = Recreation/Tourism/Entertainment
10. Dollar sign = trade
11. Plus sign = health
12. Screwdriver + Wrench = Technologies / IT / Development
13. three points = Other/More

Clicking on the icons on the interactive map will show you the essential information for the FairShares lab or the FairShares project. Double-clicking will be redirected you to the corresponding public profile pages.

On the profile pages of the FairShares laboratories you can find out about the offers and news, register online for courses and events or contact the employees and trainers.

On the profile pages of the FairShares projects you will find further information about the project, whether additional users are being searched in different roles if necessary and you also have the possibility to contact the administrators and users via the platform* projects within the

FairShares.

You can narrow down the selection of the displayed FairShares labs and FairShares projects

by clicking on the appropriate criteria in the menu on the map.

Under the interactive map you will also find a search function again. By selecting the different search criteria, the FairShares labs and FairShares projects are displayed in lists of short information.

Where can I find more information about FairShares and FairShare labs?

For more information about the FairShares model, see the Information section (https://fairsharesplatform.eu/en/information/). You can also contact https://www.fairshares.coop for more information. This is the association responsible for developing the FairShares model or any of the FairShares Lab project partners and country administrators.

Where and how can I download information and materials?

The FairShares platform has a download area. You can reach this on every page of the FairShares platform by clicking on the footboard as well as in the menu.

Here you will find information, manuals, reports, learning and working materials broken down by the following headings:

https://fairsharesplatform.eu/downloads/

Further download options can be offered by the profile pages of FairShares Laboratories and FairShares projects. Here you will also find course materials, project descriptions or newsletters.

How can you reach us? You can use the contact function to contact the responsible administrator on the FairShares platform for your country by e-mail or other electronic media displayed there.

 If you are resident in a country that has not yet entered into a country administrator, just look

for a country administrator who speaks your language.

How can I be regularly informed directly about news on 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 an.

Privacy Policy

We are very delighted that you have shown interest in our enterprise. Data protection is of a particularly high priority for the management of the Verein zur sozialen und beruflichen Integration e.V.. The use of the Internet pages of the Verein zur sozialen und beruflichen

Integration e.V. is possible without any indication of personal data; however, if a data subject wants to use special enterprise services via our website, processing of personal data could become necessary. If the processing of personal data is necessary and there is no statutory basis for such processing, we generally 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 Verein zur sozialen und beruflichen Integration e.V.. 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, the Verein zur sozialen und beruflichen Integration e.V. has implemented numerous technical and organizational measures to ensure the most complete protection of personal data processed through this website. However, Internet-based data transmissions may in principle have security gaps, so absolute protection may not be guaranteed. For this reason, every data subject is free to transfer personal data to us via alternative means, e.g. by telephone.

You can find the complete privacy policy by following this Link:
https://fairsharesplatform.eu/privacy/

Terms of Use of the FairShares Platform and FairShares Planner (as of 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 for 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 or exam fees. Registration is via the registration page of the FairShares Platform via the Internet in German, English, Dutch, Croatian or Hungarian https://fairsharesplatform.eu/ possible. 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 the identity. The use of foreign identities is inadmissible and violates the naming right of the authorized 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. 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 platform, please contact the project manager Roger Schmidtchen in German or English:

Verein zur sozialen und beruflichen Integration e.V. (VSBI)

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German law applies.

The place of jurisdiction is the headquarter 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/

FairShares Trainer

A FairShares Trainer is an experienced founder or consultant that supports projects within the FairShares Lab to become FairShares and to apply the FairShares Platform and the FairShares Planer. He or she has undergone the FairShares Lab process with their own project and knows the process from the back of his or her hand.

You can find all the courses you need to take to become a FairShares-Trainer in the Manual (Section 4.6. How to train the FairShares Trainers).

When you've 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/