Community-led enterprises: CASE STUDY

🏢 Company Info:

Company name:
Llum Social SL
Idea germinating since:
2019
Founded: November 2023
Website:
https://llumsocial.es/
LinkedIn:
Llum Social
Instagram:
@llumsocial

💡 Community-led Innovation

Llum Social proposes a model of social disruption with a solution that leverages technology to support people facing homelessness. By doing so, we aim to reduce the digital gap for this community while maximizing organizations' impact, fostering integration and autonomy.

👤 BACKGROUND

The founder has a tech background with experience using technology to create impact across different fields. This perspective, combined with her experience as a street outreach volunteer working with people facing homelessness, led her to identify key challenges in interventions with this community and inspired her to innovate on solutions. With the idea brewing since 2019, she presented a prototype to the Spanish Red Cross Humanitarian Technology Prize in late 2022 and was awarded the 2023 Impact Prize. The prize brought greater visibility to the project, and helped initiate a collaboration with the Spanish Red Cross, providing a significant boost to its development and the possibility to collaborate on the pilot tests.

🎯 CORE BUSINESS: (Sustainable Development Goal APPLIED???)

With the aim of improving the lives of the most vulnerable communities, Llum Social begins by offering a mobile app that centralizes key information and resources for people facing homelessness, such as shelters, food services, water sources, among others, on an interactive map, along with relevant guides and emergency contacts. Additionally, the app allows access to services prepaid by clients in partner shops, such as meals, haircuts, and laundry. This helps cover basic needs while also normalizing integration into the community, fostering a support network, and encouraging autonomy.

With this in mind, Llum Social directly addresses several SDGs, such as SDG 1 (No Poverty), SDG 2 (Zero Hunger), and SDG 10 (Reduced Inequalities). Additionally, SDG 17 (Partnerships for the Goals) is a key focus, as the project relies on partnerships with entities involved in these communities to maximize impact.

🏆 KEY SUCCESS FACTORS

Llum Social's key success factors center on measurable social impact and strategic partnerships. Currently, the app serves 15 active users and three partner shops –a pharmacy, a hair salon, and a café– in Mallorca for its pilot phase, in collaboration with the Spanish Red Cross.

For LLUM SOCIAL, measuring our social impact is essential and reflects our commitment to our mission. Key metrics include the number of active users, the number of prepaid items accessed, and the most used functionalities on the app, among others. When measuring key partnerships, the focus is on the number of collaborating entities and their engagement, as well as the long-term sustainability of these partnerships to ensure continuous impact.

Difficulties and challenges:
Potential challenges include bridging the digital literacy gap with users, particularly for a community with limited technology experience. Additionally, fostering trust in adopting a digital platform is crucial, both for end users and partner shops.

Digital tools:
Llum Social leverages a mobile app as its primary digital tool, designed not only to support users in accessing essential resources but also to serve entities working with this community. Through anonymized data, the app provides insights into specific needs and usage statistics, enabling organizations to better understand the community's challenges, optimize resources, and enhance their impact.