



NOTABENE

Príspevok zo 7. ročníka medzinárodnej konferencie

L'UDIA BEZ DOMOVA 2015

„Práca – cesta z bezdomovectva?“

26. - 27. 5. 2015

Hotel Junior Jasná, Demänová

Konferenciu realizovalo OZ Proti prúdu, vydavateľ Nota bene, v rámci Programu Aktívne občianstvo a inklúzia podporený Nórskom, Islandom a Lichtenštajnskom, ktorý spravuje Nadácia Ekopolis, Nadácia pre deti Slovenska a SOCIA – nadácia na podporu sociálnych zmien

Gatemagasinet **SORGENFRI**



This is Sorgenfri

- Monthly issued magazine, produced in Trondheim. 56 pages, no ads. Each christmas, a Sorgenfri-book
- Sold by rough sleepers, drug addicts and people with psychiatric issues.
- The vendors buy each magazine for 50 kr (6 euro) and sell them for 100 kr.



Brief history



Sorgenfri

- June 2007: Sorgenfri #1 released. New edition every second month
- September 2007: Partly financed by Trondheim Kommune, and HD (state directory for health).
- October 2010: Sorgenfri reorganises into a foundation (NGO). Goes monthly.
- October 2013: Coverprize doubles to 100 kr. Recruiting lots of new vendors, not much effect on sales.

Organization

- Board. 5 members.
- 4 full time staff members: Editor, manager, journalist og social worker (distribution)
- 340 registered vendors.
- Part time workers in distribution.
- Freelancers (writing, photo, illustration).
- Vendors forum.
- Board meeting, 4, 5 times a year.

Sorgenfri

- Low threshold service.
- A voice of the vendors
- Midnorwegian mediaproduct.
- Sold on the street in Trondheim, Stjørdal, Steinkjer og Røros.
- Informal cooperation with other low threshold services. Member of INSP.

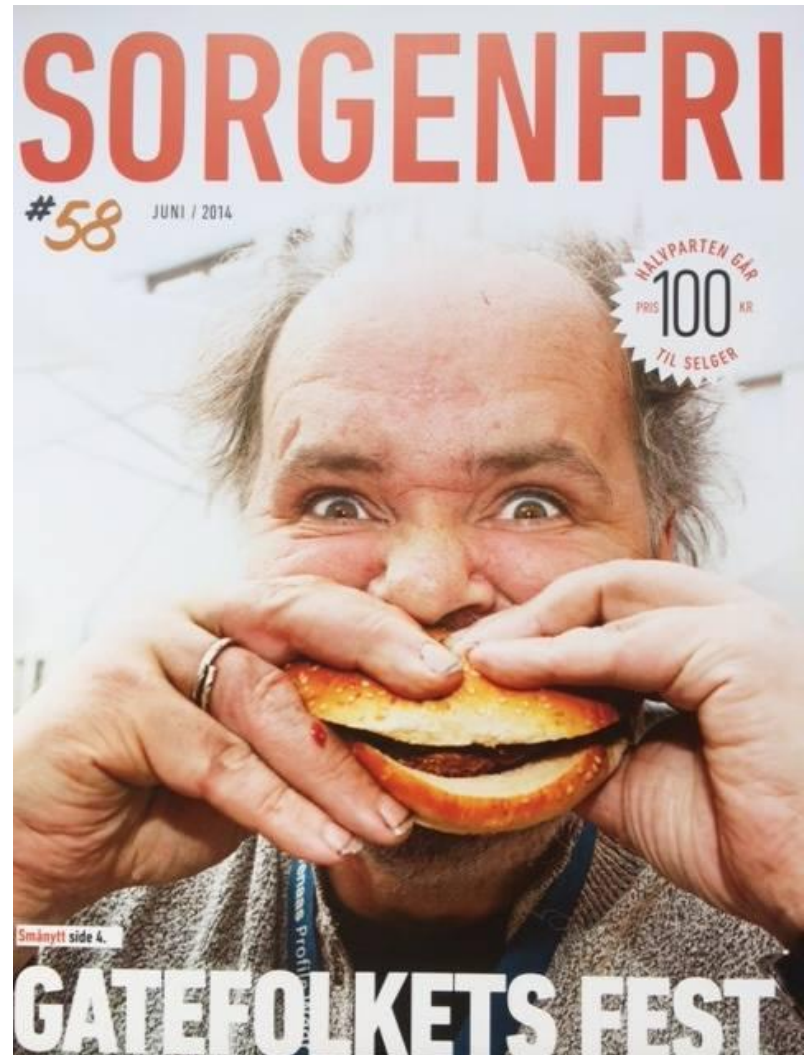
Cause

- Work for equality, justice and understanding between people.
- Build bridges between different individuals and cultures.
- Produce, release and distribute the independent magazine Sorgenfri.



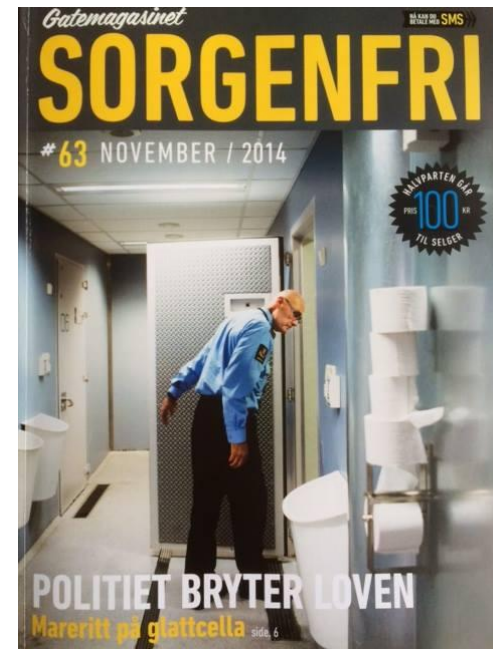
Targetgroup

- Drug users
- Homeless
- Psychiatry
- Unfit for the conventional workmarked
- "One step up"



Problems

- Between 1200 og 1500 injecting drug addicts i Trondheim, mainly opiats (Dolcontin, heroin) and amphetamin, plus mix use.
- Homelessness, big hidden statistics
- Different psychiatric issues.



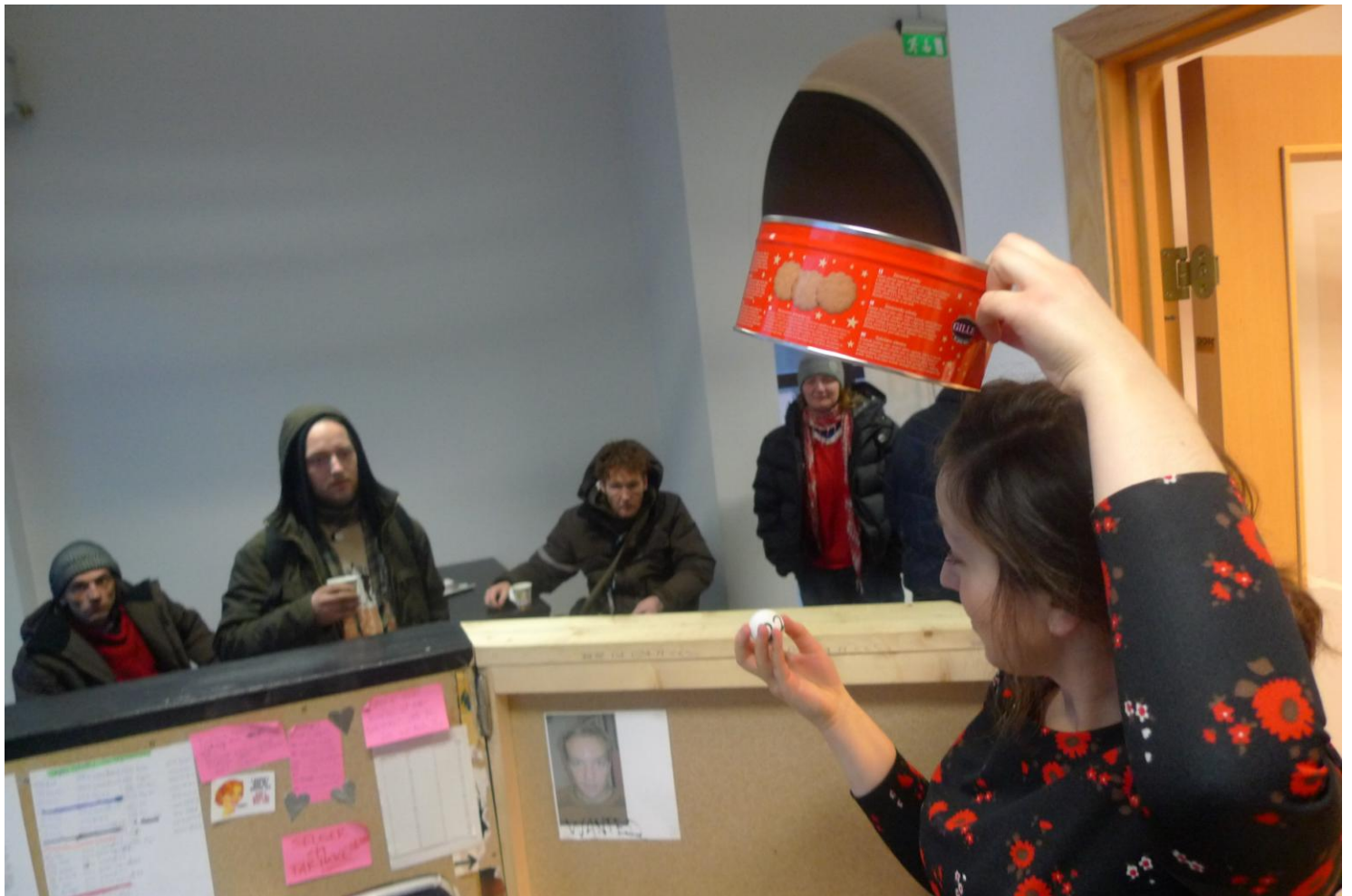
Working day

- 09.00: All present vendors pick a salespitch for the day. Two shifts.
- 09.30: Vendors not present can call in and pick a pitch
- Approx. 40 pitches in Trondheim
- Open: Monday-friday 9-16, Sat. 10-15 (extended hours in december)



The vendors pick a ball with their number on it and puts it into a box

...one by
one is
picked
from the
box



...and can
choose a pitch
and shift...

<p>① ØBGLADE ØPPE</p> <p>1: 90 2: 25</p>	<p>⑨ JERNBANEN</p> <p>1: 2:</p>	<p>⑪ SØNDRE RØDESKOG</p> <p>1: 2:</p>	<p>⑫ LEUTENHAVEN</p> <p>1: 2:</p>	<p>⑬ STORM TILLER</p> <p>1: 2: (3. HØR TE LINE)</p>	<p>TELEFONNR TIL SØGEMESTER 9482798</p>
<p>② ØBGLADE NED</p> <p>1: 45 2: 199</p>	<p>⑩ FIORDGATA</p> <p>1: 2:</p>	<p>⑫ SØNDRE NOVA</p> <p>1: 2:</p>	<p>⑭ BUNNPRIS BARKHAGEN</p> <p>1: 2:</p>	<p>⑮ CITYSYD</p> <p>1: 198 2: 30</p>	
<p>③ LADÉ ARENA</p> <p>1: 2:</p>	<p>⑬ RAVNKLØA</p> <p>1: 2:</p>	<p>⑭ MERKUR NORDRE LINNE</p> <p>1: 2:</p>	<p>⑯ GAMLE BYERØ</p> <p>1: 2:</p>	<p>⑰ BUNNPRIS HEIMDAL</p> <p>1: 232 2:</p>	
<p>④ LADÉ TORGET</p> <p>1: 2: 216</p>	<p>⑭ BYHAVEN</p> <p>1: 70 2:</p>	<p>⑮ MERKUR VILTØRSKOG</p> <p>1: 2:</p>	<p>⑰ PLANTASJEN STRANDHEIM</p> <p>1: 2:</p>	<p>⑱ RIMA IKKØ HEIMDAL</p> <p>1: 231 (3. HØR TE LINE)</p>	
<p>⑤ BUNNPRIS BIRKAN</p> <p>1: 2:</p>	<p>⑮ PLATTEKOMPANIET</p> <p>1: 223 2:</p>	<p>⑯ APOTEKET TORGET</p> <p>1: 215 2: 215</p>	<p>⑲ ICA TEMPE</p> <p>1: 2:</p>	<p>⑳ NINNU DEAGVOLL</p> <p>1:</p>	
<p>⑥ SØLSIDEN APOTEK</p> <p>1: 2:</p>	<p>⑰ BUNNPRIS MUNKSGATA</p> <p>1: 231 2:</p>	<p>⑲ BUNGERKING MUNKSGATA</p> <p>1: 2:</p>	<p>⑳ BUNNPRIS NIMRØVOLL</p> <p>1: 2:</p>	<p>㉑ SØLSIDEN FLORA/HILSEBEST (NIFU) FROVE PRODUKT</p> <p>1: 24</p>	
<p>⑦ SØLSIDEN KANAL</p> <p>1: 2:</p>	<p>⑱ NORDRE 7/11</p> <p>1: 232 2:</p>	<p>㉑ TRONDHEIM TORG TORAN</p> <p>1: 2: 87</p>	<p>㉒</p>		
<p>⑧ BLOMSTER BRUA</p> <p>1: 2:</p>	<p>⑲ NORDRE NARVESHEN</p> <p>1: 762 2:</p>	<p>㉒ TRONDHEIM TORG BAK</p> <p>1: 135 2:</p>	<p>㉓ TILLER TORGET</p> <p>1: (1. TREMME)</p>	<p>NESTE SØGEMESTER NR. 233</p>	
<p>SALG DENNE MANED ↓ 6291</p>					
<p>Ønker: 90-44 135-77 216 - Lørdag 217 - Lørdag</p>					

...Vendors
number and
pitch is
written on a
whiteboard



Borrowing /
selling
magazines



Magazines bought



Work can start (after a coffe)



Effect:

For the individual:

Dignity and pride

Building bridges

Income

Mental health

Less prostitution

Less criminal activity

Information on homeless and social politics



Vendor contracts

- Our distribution makes a contract with each vendor. Renewed annually. Makes a laminated vendor card with name and stamp.
- The vendors can influence on the magazine as well as the organization through the vendor meetings held regularly.

People rather work



- No bureaucracy, low threshold.
- Work is money
- Flexible working day

Sorgenfri products

- June 2007 - september 2010: 5 annual magazines, 1 book, 1 calendar). (edition ca 15000/20000)
- Oktober 2010 -2015: 11 månedlige magasinutgivelser, 1 book each christmas (edition ca 7500/16000)
- 2012 - 2015: 3 CD`s. 1 vinylsingle

Facebook.com/gatemagasinet Sorgenfri





**Gatemagasinet
Sorgenfri**

Lokal virksomhet · Legg til kategori

Opprett aktivitetsknapp

Liker

Melding

...

Tidslinje

Om

Bilder

Liker

Mer ▼

Promoter ▼

DENNE UKEN

8
Likerklikk på side

4 234
Rekkevidde for innlegg

ULEST

2
Varsler

0
Meldinger

Norske Gatemagasiner

- =Oslo
- =Norge
- Megafon Bergen
- Asfalt Stavanger
- Klar Kristiansand
- Virkelig Tromsø/Ekko Bodø

Social entrepreneurship

- Social valuemaking is just as important as the economical
- Focus: to turn problems into resources, by the use of new models for business.
- Inviting marginalized people into participating in the «big» society for increasing individual dignity.

Christmas gathering



Traditional norwegian christmas menu



Christmas presents

