



STONE SOUP CONSULTING

CASE STUDY: PARQUE AVENTURA 3G

By DIANOVA

CASE STUDY

The challenge

Dianova is a 25 year-old charity, focused on citizenship, well-being and health promotion, preventing addictive behaviours. Facing new financial sustainability challenges Dianova took the decision to develop a new venture, for which it needed to elaborate a Social Business Plan (SBP).

This venture, an Adventure Park called Parque Aventura 3G, aimed at addressing family and community bonds reinforcement. The idea is to contribute towards a balanced and sustainable relation between society and the environment, social and personal well-being.

The process

Following **Stone Soup's** approach favouring interactivity and empowerment, a team of consultants, with different backgrounds, helped by expert partners, involved Dianova in a process to simultaneously develop the SBP and critical skills for its implementation. Thus, Dianova's staff actively participated in developing the SBP and received several *on-the-job* training sessions. While developing the SBP Dianova received in-depth information on **Stone Soup's** findings through *feedback* sessions



Dianova's suggestions and contributions were then incorporated in the SBP and some key collaborators received training in critical areas (environmental analysis, business strategy, operations' management, evaluation and implementation control) to implement the SBP in the future.

The results

At the end of the process, two major results were achieved:

- A complete Social Business Plan
- Key collaborators were trained to implement it

We must look at results not only from Dianova's point of view, since the process was also an upgrade for **Stone Soup**. The experience resulted in a complete manual on how to build and deliver SBPs and key skills for development in Third Sector organisations. The SBP study concluded that Dianova's Adventure Park is viable and it will contribute to its financial sustainability and mission fulfilment.

The future



The SBP was fully integrated by Top Management and is now on the run. Dianova is now taking steps towards the implementation of the Parque Aventura 3G.

The challenge, for Stone Soup, is to widespread to the Third Sector the major benefits of this type of approach to organisations' sustainability.