



KITCHEN OF CONFLICTS

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FROM THE TUMMY TO THE HEART

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Kitchen of Conflicts (KoC) is a social enterprise and foundation that employs immigrants and refugees. They cook different cuisines from their home countries; these countries tend to be countries of conflict. KoC allows them to preserve and share their cultures, connect with the Polish society, and build a community based on peace, love, acceptance. During our work with KoC, we witnessed the impact that giving people with the status of refugees and immigrants job opportunities contributes to their well-being and their social-economic stability.

>> THE TEAM

Our team consists of Daisy, Rozanna and Larissa. We three are all 2018 Fellows in the Warsaw program. Our passions include digital marketing, social change, immigration and human rights, the Middle East and North Africa Region, economic equality and good food.

KUCHNIA KONFLIKTU (KOC)

As a foundation and social enterprise, KoC raises awareness about migration in Poland by employing migrants and refugees. KoC has been recognized with various awards (e.g. Ashoka Poland's 2016 Social Start-Up). Jarmila, a Senior HIA fellow, is the founder of KOC.



**DAISY ASTORGA
GONZALEZ**

Daisy is the proud daughter of a Mexican-immigrant single mother. She is majoring in sociology, and she wants to be an immigration attorney. She is currently a legal intern at the Center for New Americans, an organization that helps immigrants, asylum seekers, and refugees.



ROZANNA BOGACZ

Rozanna graduated from Jagiellonian University with bachelor's degree of culture studies and master's degree of cognitive science. Her interests in activism concern mostly women's and LGBT+ rights, as well as topics of economic inequality.



LARISSA WEISS

As a passionate human rights defender, Larissa Weiss has a strong interest in understanding the universality of human rights in the context of the Middle East and North Africa Region, social change and peace mediation. She worked with the United Nations, the German Bundestag and she received her Bachelor of Laws (LL.B.) in 2018.

>> ABOUT THE PROBLEM

The main developmental problems of KoC are the lack of time and the need of organization to respond to potential volunteers and the non-existence of a website.

WHAT IS KITCHEN OF CONFLICTS AND WHAT IS THE PROBLEM TO SOLVE?

KoC is a foundation and a social enterprise that approaches migration by employing refugees and migrants. One of the main problems the KoC faces is the massive amount of daily challenges and work that Jarmiła and the staff face constantly. At the same time, they are receiving offers of help. The immense amount of work that Jarmiła and the staff do does not allow them to respond to the potential volunteers. Therefore, there is no chance for someone to get involved professionally. The other major problem is that there does not exist an official website for KoC. As a result, there is no opportunity for possible volunteers to get more information about the KoC on the web and to learn about the opportunities they have to get involved.

WHAT IS OUR CHALLENGE ?

We have decided to establish a website to solve the challenge of getting more help, attracting customers, and to raise international awareness about the work of the KoC. Therefore, we chose the technical challenge to establish a tool to organize the offers of help the KoC is receiving on a constant basis, and to raise awareness about the general work of the restaurant. This technical tool is a website that offers two opportunities: (1) people (e.g. everyday challenges that include assisting the staff on legal issues, helping out in the KoC, contributing new ideas to upcoming events or fundraising) can fill out the application form that they find on the website to help out and (2) the website serves as a tool to capture attention about upcoming events and the overarching values the KoC is built up on. The website is a two-dimensional tool of change to establish better divided work with the constant help of new changing volunteers and finally, for a higher chance of fundraising through the well-promoted digital appearance of the KoC on a very modern, hipster and alternative website that attracts young and engaged people from all around the world. The website will be in Polish and in English.

>>THEORY OF CHANGE (TOC)

Resources/ Inputs	Outputs	Outcomes	Impact
<p>Required resources to facilitate the ToC:</p> <p><i>Meetings with staff from the Kitchen of Conflicts to discuss the existing challenges.</i></p> <p><i>After this activity, access to literature about possible tools of change.</i></p>	<p>Introduction of the product after discovering the challenge:</p> <p><i>After detecting the main challenge, the solution to handle it and to introduce a broader change can be implemented.</i></p> <p><i>This product is the website with an integrated online application form to gather contact details about possible volunteers. The website will exist in two languages: Polish and English.</i></p> <p>Inner challenge and solution: <i>huge amount of work, possible volunteers but no time to respond and no international promotion. Solution: introduction of a website.</i></p> <p>Outer challenge and solution: <i>combating xenophobia in Poland through the website as a technical tool for an international network of young activists -> Any interested activist from the world can apply and this empowerment directly leads to the abandonment of the fear of "the others".</i></p>	<p>The beneficiaries of our participants:</p> <p><i>The staff of the Kitchen of Conflicts and especially Jarmila Rybicka, will have less amount of work and more additional help during everyday challenges. At the same time, they receive an international audience for their work. This would lead to attractive events and a greater amount of fundraising.</i></p>	<p>After achieving the benefits, the broader changes occur:</p> <p><i>After gaining the direct benefits, the greater accessibility and visibility of the Kitchen of Conflicts will result into</i></p> <ul style="list-style-type: none"> <i>a) an intercultural network from around the world that serves also as a community-building facilitator amongst the staff of the KoC;</i> <i>b) a broader publicity that ultimately leads to collaborations with similar organizations;</i> <i>c) an international inspiration for young activists that might not only want to get involved but also built an own grass root project.</i>
Planned Work	Intended Results	Intended Results	Intended Results

“Even if trendsetters deviate from an established practice, they will never influence their peers if news of their deviance does not spread.”¹

Our ToC captures the influence of so-called trendsetters in the broader social change process. The Kitchen of Conflicts (KoC) was built up on the principles of intercultural openness and community building with a marginalized social group in Poland, namely migrants and refugees, and the Polish community. According to the essay “Muslims and Refugees in the Media in Poland” (2016), Islamophobia is one of the main drivers for xenophobia against refugees. This is exemplified in the front cover of Do Rzeczy (nr. 38/2015) that consisted of the title “They are not refugees, they are invaders. Let’s shut Polish borders before them.”² The polarization of Polish society includes not only the stigmatization of refugees but also of migrants. Anti-immigrant/anti refugee hate speech is marked by spreading fear and exclusion that lowers the willingness to help migrants and refugees while it at the same time increases the use of violence by the society and the state.³

In this social situation of Poland, three HIA Senior Fellows, Jarmila Rybicka, Paulina Milewska and Maciej Kuziemski, established the foundation and social enterprise “Kitchen of Conflicts” (KoC) as their Action Project. KoC raises awareness about migration in Poland by employing refugees and migrants. They serve dishes from their region and create an environment of intercultural communication and community building. The core principles, openness, multiculturalism, social responsibility, consequently oppose the driving forces of xenophobia in Poland that consist of othering, exclusion, disconnection and nationalism.

After our input phase, we detected the inner as well as the outer challenge of our work with the KoC. The inner challenge was the huge amount of work offers given by volunteers to help the KoC. However, the staff did not have any time to respond to them. Another crucial challenge was the non-existence of wider international promotion for the restaurant. With the introduction of a website with an integrated online application format our solution would lead to an organized application format, and a higher amount of awareness as well as advertisement. The outer challenge and solution is combating xenophobia in Poland through the website as a technical tool for an international network of young activists that empowers them and directly leads to the abandonment of the fear of “the others” through the participation in an intercultural community.

¹ Norms in the Wild, Cristina Bicchieri, 2017, p. 164

² Global Media Journal, German Edition, Vol. 6, No.1, Spring/Summer 2016, p.3

³ Contempt Speech, Hate Speech, p. 128

Moreover, having theories about social change in contemplation, we aimed at having the website strengthen the image of KOC as a so-called “trendsetter.” Due to the limited number of similar social enterprises in Poland, it plays a crucial role in initiating a broader social change. This might inspire followers to join KoC or to establish a comparable business. As Dr. Cristina Bicchieri, a leader in the fields of behavioral ethics, stated in her book “Norms in the Wild”, “[e]ven if trendsetters deviate from an established practice, they will never influence their peers if news of their deviance does not spread.”⁴ Therefore, the establishment of a strong media appearance is especially needed to have a greater social effect to combat xenophobia and raise awareness in Poland. The application form further enlarges KoC’s outreach group within and outside Poland. Through our solution, KoC’s role as a trendsetter is additionally built out to give volunteers the chance to build up on the restaurant’s commitment to human rights and non-discrimination.



⁴ Ibid. para. 2

>> ABOUT THE SOLUTION

Our solution solves the two given challenges above, and enables the implementation of a broader social change.

We have two solution ideas to facilitate the organization for KoC. We strongly believe that every business needs its own website. Therefore, the first solution idea is to create a website for the restaurant. The website will allow KoC to be on people's radar: it will allow people to look it up online, allow advertising to occur through Google, and keep people up to date on events and possible projects. Once we create the website, KoC will also be able to apply for a Google grant for advertising as well. The second solution idea is that we will create a volunteer form for potential volunteers. KoC is constantly receiving offers of help from people. However, the staff does not have the time to reply out to the people offering their help. The volunteer form will help organize all the information of the people who want to help. It will allow KoC to seek specific help and reach out to people that can help KoC and its community members. The volunteer form will be customized to the questions and information that the KoC indicates as the most important to help of potential volunteers. The website organizes the offers of help that the KoC is receiving on a constant basis and raises awareness about the general work of the KoC. Our goal is that the website and the volunteer form will both be in

Polish and English to be accessible to both the Polish community and people coming from abroad.

According to Dr. Cristina Bicchieri, there exist diverse tools of social change. The dynamics of change can be crucially impacted by so-called "trendsetters"⁵. When introducing an international website that allows everyone to get involved in this transformative foundation, KoC could become such a trendsetter on an international scale. In the longer run the impact of the website would be a change of the social situation in Poland through the empowerment of young activists to get involved in an intercultural social enterprise. The immediate impact indicators of the creation of the website and the volunteer form will be receiving approval from the KoC team. The impact indicators will be the reduction of work for the staff, increase of customers and volunteers, and wider recognition of the restaurant.

The first step of our implementation plan is to do in depth research about how to create an effective and good

⁵ Norms in the Wild, Cristina Bicchieri, 2017, p.182

website. We want to obtain SEO optimization: the optimization of the website to make it run better and thus have high ranking of search results on Google. We have been asking for advice on the things we need to focus on and carefully do advice for the website. Our team is also having our friend Teddy Wallace, a fellow in the HIA Poland program, take professional photographs of KoC and its staff as well. We will use the information that that KoC provides for us, our research, and the photographs to create a simple, hipster, and useful website for KoC. In regard to the volunteer form, we want to make it as simple and helpful as possible for the potential volunteers and the KoC staff. The form will have about eight to ten questions. We have been researching on the legal process of the GDPR; our form will have a consent form. The form will also convert automatically to excel to make it easier for Jarmita and the KoC staff to access and contact volunteers. In addition, the form will also send out an automatic confirmation of received application and thank you for applying email. We will be getting feedback from Jarmita doing this entire process. We are also planning on scheduling a day to explain the volunteer form and website, so Jarmita can use it in the future.



>> Here are two examples of the food made by staff of KoC.

>> PICTURES



>> Daisy and Larissa eating at the KoC some delicious food made by the staff!



>> This is one of the amazing desserts we tried for free after the photo shooting with Trey Wallace, a 2018 Fellow.

1. Norms in the Wild, Cristina Bicchieri, 2017
2. Global Media Journal, German Edition, Vol. 6, No.1, Spring/Summer 2016
3. Contempt Speech, Hate Speech, Stefan Batory Foundation 2017
4. <http://innovationforsocialchange.org/tool-develop-theory-change/> [27/06/2018]



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