

Mainstreaming Inclusive Innovation and Social Entrepreneurship in Higher Education

2022-1-PL01-KA220-HED-000089820

Piloting of the Course in II&SE Country report VILNIAUS KOLEGIJA Lithuania

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1. Basic information

1.1	Partner organization: VIKO
1.2	Number of participants at the beginning of the course: Students: Totally 21. 12 in full time studying program; 9 in part time studying programs. Number of students who successfully completed the course 19 (90,48%) Number of Trainers: 1
1.3	Students: Male:5 Female: _16_ Other: _0 I don't want to specify:0 Trainers: Male:0 Female: 1 Other:0_ I don't want to specify:0
1.4	Number of the Students by age: 18-20: 21-25:13 25-30:3 Other, please specify: 5 participants have more than 30 years, they are from part time studying program.
	Number of Trainers by age: till 30: 31-40: 41-50: 51 and more: 1
1.5	Student's specialties and grades: 2 nd course students. Cultural activities management study program.
1.6	Trainers Position at the HEI: Lecturer
1.7	Information on the students' selection procedures We selected this group, because they have a subject "Entrepreneurship education" in autumn semester. This subject was renewed according to INNOSOCIAL project material. Prepared new course in the Moodle system (see photos)
1.8	Information about pilot course organization, implementation For full time students: Start; 3 rd of September. End: 21 of December. Classes are organized each Tuesday from 1pm till 3.30 pm.







	For part time of students:
	2 sessions were organized: in October (10 hours onsite) and in November (10 hours remotely). All other time -consultations via e-mail, Ms Teams platform.
	It was a mandatory subject for cultural business management students' group KV23.
1.9	Information about ideas presentation to stakeholders event (min 1 external stakeholder has to be involved).
	Final event was organized on 10 of January (as the final exam), 2025 in the VIKO Faculty of arts and creative technologies with the representatives of Faculty and VIKO administration. External stakeholders to which the idea was presented during the event - Laimute Semeniene, Director of Public institution "Renginiu mozaika".
	Also, one students group idea, intended for the visually impaired, blind, hard of hearing and deaf, and persons with mobility disabilities was presented to: Lithuanian Association of People with Disabilities and to non-governmental organization - The Lithuanian Union of the Blind and Visually Impaired. Students connected and met with these organizations that to go deeper in the problem realized. Also, their idea was presented to stakeholders' jury during the ideas Fair-Competition event in Klaipeda on 05-12-2024. The Jury consisted of 5 representatives: private educational institution Lietuvos verslo kolegija, companies "Delteka" and "Lex consulta" and Lithuanian association of practice enterprises LIBA.
1.10	Analysis of assessment results (min. 80% of the Pilot training participants, who successfully completed the Course, demonstrate improved knowledge, skills and competences in the subject of the training, measured through the analysis of assessment results (based on the assessment tools available in the Syllabus).

2. Feedback from Students and Trainers on the InnoSocial Pilot Training

2.1	Please, provide a summary/ analysis of responses to Question 2.1 For the most part -4 answers Yes – 8 answers
2.2	Please, provide a summary/ analysis of responses to Question 2.2 Yes -6 answers For the most part 2 Partly -2
2.3	Please, provide a summary/ analysis of responses to Question 2.3 Yes 8 answers For the most part 3 answers Partly -1 answer
2.4	Please, provide a summary/ analysis of responses to Question 2.4 For the most part 2 answers





Yes 10 answers

2.5



Please, provide a summary/ analysis of responses to Question 2.5

- To diversify the lectures
- Took place in the communication medium. because one project representative did not attend the lectures
- From my perspective, there is a lack of concreteness in answering why we do these projects, what we get from it. Because now we are writing a project for who knows why and for whom.
- The course may not be finished by the end, we should try and find more forms of teaching for this subject
- In essence, there is no need to improve anything in the InnoSocial project. The knowledge gained about social business, the creation of a social business model company was very useful. During the "Entrepreneurship Education" subject I studied, I gained a lot of knowledge about social business, which I knew little about. I learned that it is a very useful business that brings great added value and importance to society. This is especially important for socially excluded and the most vulnerable groups in society.
- Everything is in order, it's just that this form is perhaps not fully adapted to a course for sessional (part time) students. Due to the lack of the opportunity to meet with colleagues, the work was done completely separately, so parts of the work are not fully known.

3. Lessons learnt and success stories

3.1 Please, provide the "success stories" as described by teachers and students in **Question 3.1** of the evaluation form (please, follow the structure given in the evaluation form):

Indicate the area which the "lesson learnt" refers:

- 1. Learned more, maybe write a joint work in a team
- 2. Time and task planning. Formulation of project team participants
- 3. Teamwork, communication with clients
- 4. Group work, development of new skills.
- 5. Social business adaptation or use of ecological tools, because such things often attract the attention of people who are responsible for support
- 6. I learned to work in a team, effectively distribute tasks, work remotely with a team.
- 7. Distribution of work in a team, creation of a social business
- 8. Introduction to business creation, the concept of social business, how to argue your statements, how to work harmoniously in a team by effectively distributing work according to everyone's abilities and strengths.
- 9. Overall, working in a group and creating the idea itself was quite a big challenge. All team members are very different and had different ideas for social business, but we managed to reach a compromise (we combined two ideas) and I think we made a great social business.







- 10. Preparing a social business document, teamwork and division of labor, preparing a document for a food business, measuring the budget, I learned a lot about business laws during my work.
- 11. Creating inclusive/social innovations, planning a social enterprise, and group work when completing tasks.
- 12. Having a team around you is the most important aspect when building a business

Describe the situation or experience encountered during the pilot training

- 1. I don't now.
- 2. Formulation of project team participants in the future, do not accept incompetent people who are unable to manage their time and look forward to coming to team meetings to complete the project.
- 3. I got acquainted with the creation of the company, its description
- 4. I learned a lot of new information, heard the plan of upcoming work.
- 5. I noticed that a leader is very often needed in teamwork.
- 6. For example, with a large workload, distribute the work, analyze who is more capable, so that the work goes faster.
- 7. By distributing the work, we were able to complete the tasks faster and more efficiently. Before starting to create a social business, I did not know what it was and how to create it, now I already know the strategy and what tasks need to be performed.
- 8. The experience is really cool. While learning this subject, I participated in the IB fair all the preparation, analysis of my idea was the strongest impression and the thing I liked the most.
- 9. It was interesting to challenge myself and participate in the mock company fair. We worked long and hard on this project and it was great to get feedback on the work we did
- 10. A lot of work, but a good experience.
- 11. Linking the business idea to sustainable development goals.
- 12. The team's (and mine) laziness while sitting at home really killed our motivation

Identify the outcomes of the situation or experience - what went well and/or what didn't

- 1. The working groups should have been divided, rather than letting them do it themselves, because the groups were of very different levels.
- 2. At the end of the project, it was difficult to predict the timing of everything, we really missed that person's help. What was good was a fact that you should never forget no one will help you, but you must control the situation.
- 3. All the lectures went smoothly, there was nothing to cling to
- 4. Everything is good, what was described in the training was implemented at the mock company fair.
- 5. It is difficult when you have your own business idea to necessarily apply it to one, so to speak, template and answer typical questions from it, where information is often repeated. There is a lack of laconicism, which in my opinion would have brought more simplicity and comprehensibility







- 6. Working in a team went well, but certain things such as searching for information, examining it, and filling out documents formally, caused challenges.
- 7. The worst thing was time planning, because it was difficult to coordinate and agree with the team when we would do the assigned tasks. However, teamwork was the best, because by joining forces we were able to complete tasks faster.
- 8. During the Ideas fair-competition event, we won the "Golden" award which means that everything went really well and we were sufficiently well prepared before the fair working in lectures and for long hours after them.
- 9. Most of it was easy enough, because we worked together as a team, but filling in the tables when doing statistics was really difficult. There was also a very intensive preparation for the fair, which caused other work to suffer a little. But overall, I only take away positive things from this lecture cycle.
- 10. A lot of work was postponed, there were a few difficulties with sources.
- 11. It was analyzed that the business idea and the social business enterprise being created are related to sustainable development goals.
- 12. The situation led to a certain leadership, clear distribution of work to everyone, starting them first, giving motivation to start working for others

Analyse the reasons behind those outcomes (why it happened so)

- 1. Because free choice
- 2. Poor selection of project participants for the team
- 3. Because the lecturer prepared the lectures for the work and presented interesting tasks
- 4. I think everything went smoothly because we worked as a team, we all had our roles and jobs.
- 5. No matter what your business idea is, you still have to answer all the questions that are asked in general for all companies
- 6. Time planning was a challenge
- 7. Poor time planning was because we did not have proper communication and it was difficult to agree on when the tasks needed to be completed.
- 8. Our team is very hardworking, so it was not difficult to distribute the tasks. Each one did their assigned work really thoroughly and responsibly. So, the distribution of tasks, the motivation of team members, the sense of responsibility for the task they were performing, belief in the idea of their project, the desire to train, how well we are prepared to develop our project.
- 9. These are probably my personal things about the distribution of time, so nothing related to this educational subject.
- 10. The load of other work, the work seemed less than it is.
- 11. This happened because our business idea is related to Cultural Activities Educational Publishing.
- 12. We wanted to do the work as soon as possible so that the work and deadlines would not be delayed in the future, so we took the initiative

Summarize the key learnings in a clear and concise manner

- 1.
- 2. Formulate a project team, inviting reliable individuals.







- 3. Teamwork
- 4. Teamwork, writing and designing plans, business analysis.
- 5. Business idea development
- 6. Training is valuable in order to learn how to create a business, simulating it is clearer and easier. Expanding knowledge about social business is useful, in half a year we learned the basics of social business and simulated a business that we can implement in the future.
- 7. We learned how to create a social business and develop it. We learned to identify our risks, identify competitors and how to be superior to them, analyze the idea of social business itself.
- 8. Teamwork, effective distribution of work, knowing where to look for information. Also, what is social business, how to create it, analyze your business idea.
- 9. This is undoubtedly teamwork, because it is the basis of this subject, as well as the ability to clearly, coherently present your idea both in writing and orally, so that it is understandable and accessible to everyone. Of course, searching and selecting data, sources, getting acquainted with various systems that needed to be used to create your own business.
- 10. Preparing a professional, detailed document for a real business. I learned a lot about setting up a social enterprise.
- 11. Inclusive innovations and social entrepreneurship are about creating inclusive innovations, sustainable development goals, a social business model, social enterprise planning tools. Establishing a social enterprise is about how to establish a social enterprise, legal forms of business management, management processes in a social enterprise. Ensuring the sustainability of a social enterprise.
- 12. To create a business, all participants must be equally motivated, most often an ordinary person needs someone to tell them what to do anyway. I learned less about the project itself, because we have a lot of similar things in this session, but it was the only one where I had to work in such detail and with a team.

Impact of the key learnings on your personal and/or professional development:

- 1. The most important thing is to focus on the purpose
- 2. ...
- 3. I don't know
- 4. I learned to adapt to the pace of the group members.
- 5. Teamwork improved
- 6. This training gave me knowledge about creating a social business and experience in a simulation business
- 7. I have a desire to create my own business, maybe even a social business.
- 8. This experience will help me in the future to effectively assemble a team, distribute work, and know where to look for information. For now, before the semester is over, it is difficult to say and see what impact this course has had.
- 9. This will be useful in the future to delve into sources, select and apply information. It gave me the courage to think differently and broadly, and this will only lead somewhere if I work hard and have a great team.







- 10. The experience improved my competencies, which will probably be useful in the future workplace.
- 11. The training is a useful contribution to professional development when creating a social business enterprise.
- 12. The main thing was the personal impact and understanding of teamwork, creating a project together, how things can be tight, or how you can motivate each other, the most important thing is to have the right people around to make the vision a reality, quickly and correctly.
- 3.2 Please, provide the "success stories" as described by teachers and students in **Question 3.2** of the evaluation form (please, follow the structure given in the evaluation form):

Titles of the ideas:

- 1. "Soscleaning"
- 2. Museum "Touched"
- 3. Educational bakery,,Bandelė po bandelės"
- 4. Educational publishing house KULTuras
- 5. MENAT
- 6. Agotos kletis

Describe the problem that your idea addresses (provide details about the context of the problem)

- 1. "SOScleaning" This mobile application not only provides an opportunity to conveniently order professional cleaning services, but also contributes to the promotion of social responsibility by employing vulnerable groups in society, such as emigrants, former prisoners and socially disadvantaged people. In addition, the SOSCleaning app emphasizes ecology and sustainability, promoting responsible consumption and implementing environmentally friendly cleaning solutions. Labor problem: social inequality and limited employment opportunities for vulnerable groups in society, such as emigrants, former prisoners and socially disadvantaged people. As a result, these groups often face difficulties in integrating into the labor market and getting decent work. In addition, traditional cleaning service ordering systems do not always meet customer expectations in terms of convenience, speed and transparency. The creation of the SOSCleaning app aims to solve these problems by ensuring a convenient platform for both job seekers and customers, and promoting social responsibility. We expand the number of workplaces.
- 2. Touched: In Lithuania, there are very few cultural institutions adapted for the blind, deaf and people with mobility disabilities. We are talking about both the adaptation of buildings and exhibitions. Also, in Lithuania, it is difficult for young artists to start a journey of independent work and enter the market, to make a living from their creativity. So with this project we combine both of these problems and provide a means to solve these problems. Lack of space for artists to create, non-adaptation of museums for people with blind, deaf and mobility disabilities. We are trying to solve these problems. Our idea solves the poor accessibility of culture in Lithuania. We came up with a social business a new cultural space, where a museum adapted for people with disabilities and creative workshops for young artists. Our space also offers various







- educations, events, souvenirs. Lithuania has extremely low employability rates. There are an infinite number of artists, but most of them have nowhere to create after graduation, because workshops or studios are expensive. So we combined these two ideas.
- 3. "Bandelė po bandelės" a bakery that would be established in Vilnius with a wide range of products and bun baking lessons, which is also engaged in charity work. Our activities are focused on children from socially vulnerable groups. Its goals are to teach children to cook, teach responsible consumption, reduce poverty and hunger, and provide additional after-school activities. Our social business idea is oriented towards children with social needs, giving them the opportunity to have extracurricular activities, spend time in a meaningful way and provide love, warmth and care. Children from poor families or children's homes cannot attend extracurricular activities, classes, and perhaps these children cannot afford to buy, in our case, confectionery.
- 4. KULTuras: Educational publishing house. Our business idea solves the problem of social exclusion.
- 5. MENAT. The problem is 1)the large number of unemployed artists in Lithuania and 2) sustainability for them and 3)social difficulty for people to reach and find quality artist attributes.

Solution to this problem:

- 1. "SOScleaning" This project, integrated into the world of technology through an app, aims not only to solve social problems, but also to contribute to sustainable development goals, such as poverty reduction, decent work and responsible consumption. SOStenis Cleaning cooperates with the Vilnius art and culture sector, ensuring the care of cultural objects and works of art, thus incorporating technology into the broader cultural and social environment. The SOStenis Cleaning app was created as a social business project, the goal of which is to provide a convenient platform for ordering cleaning services, while promoting responsibility and employing vulnerable groups in society. The main uniqueness of this idea is not only the opportunity to order quality cleaning services in Vilnius, but also to contribute to the integration of vulnerable groups – emigrants, former prisoners and socially disadvantaged people – into the labor market. The idea is in line with the United Nations Sustainable Development Goals (SDGs), which promote equality, poverty reduction, responsible consumption and a peaceful and inclusive society. The aim is that this app will not only help overcome social challenges, but also support environmentally friendly solutions by using ecofriendly cleaning products and methods. In this way, SOStinės Cleaning adds value to both society and the environment.
- 2. Touched: We have created a museum that is fully adapted for people with disabilities and creative workshops for young artists. We adapt the premises for disabled people moving in wheelchairs (automatic doors, wide door frames, low thresholds). All exhibits can be touched, they are tactile. There are audio guides, Braille, etc. We help young artists by offering modern premises for renting workshops at half the market price.







- 3. Bandele po Bandeles: Children's after-school activities. We will establish a bakery where we will carry out after-school activities. Children will have the opportunity to participate in pastry baking classes for free, and they will also be able to eat or take the baked goods with them, and those who do not want to make them will donate their products to children's homes or needy families.
- 4. KULTuras Educational publishing house: By concluding contracts with schools or nursing homes, children would receive lessons for free, providing after-school, additional activities. We will create a social enterprise to help children and adolescents from socially disadvantaged families obtain a higher quality education, as well as reduce social discrimination arising from society.
- 5. *MENAT store, which will employ unemployed artists and provide them with the opportunity to create the art, test and distribute sustainable merchandise.*

Highlight what makes the idea unique

- 1. "The SOSCleaning service is based on the operation of a mobile app (like Bolt), allowing for quick and easy ordering of cleaning services. The uniqueness of this service stems from its social and ecological context. 1. Adaptation: combining a conventional cleaning service with a digital platform, promoting simplicity and accessibility. 2. Modification: restructuring the service structure to meet the needs of today's customers, while also offering a transparent ordering process. 3. Scaling: incorporating a social responsibility component into the service, designed to include vulnerable groups in the labor market. 4. Ecological sustainability: using environmentally friendly cleaning products, thus contributing to sustainable development. 5. Connection: offering a unique opportunity to connect the service with cultural and artistic projects, contributing to the development of urban culture." Unique It's freedom, because we can make partnerships with museums, hotels or even schools. And our workers are not bound to do the same thing over and over again, they are called then needed.
- 2. TOUCHED: Museum + workshops for young artists an innovative form of institution. The museum is fully adapted for the blind, deaf, and people with mobility disabilities, art exhibits tactile. There is no such museum in Lithuania yet.
- 3. Bandele po bandeles. This is the only bakery in Lithuania, the purpose of which is afterschool activities for children from socially vulnerable groups, where children would be taught to bake pastries for free.
- 4. KULTuras: We will help children and adolescents from socially disadvantaged families. Through educational activities, we will improve their psychological health, motivation to learn. Since the activities of the company we are creating will be linked to the Cultural Activities Educational Publishing we will encourage children and adolescents from socially disadvantaged families to read more literary works that our social business company will publish.
- 5. MENAT Strengthening the Lithuanian artist community and ensuring a permanent income for artists.







6. AGOTOS KLETIS. A unique studio where ceramic products and items will be produced - only one in this region of Lithuania -unique and beautiful place.

Justify feasibility of implementing the idea

- *1.* .
- "Given our talents, we are convinced that this idea is suitable for our team. The project provides an opportunity to utilize the social sensitivity, creativity and organizational skills of the members. Our aspiration to create a social business that would not only provide services but also solve social problems meets the goals of this idea. Criteria for selecting the best idea. After considering the social business ideas, we have established five criteria that we will use to evaluate the idea of "SOStenis Cleaning": 1. Social impact: the extent to which the project helps vulnerable groups integrate is assessed. 2. Sustainability: an analysis of how the project complies with the principles of sustainable development. 3. Innovation: the novelty of the idea and its attractiveness to customers are assessed. 4. Financial potential: the ability to generate income and ensure long-term activity. 5. Team skills: the use of members' competencies in creating a business. Thus, the Analysis shows that the project has the potential to become a successful social business that not only contributes to the employment of vulnerable groups, but also creates significant benefits for the environment and society."
- 3. Since these are even two problems to be solved, we are guaranteed to get funding
- 4. To implement this idea, anything is possible. All that is needed is a significant budget, various partners, new premises.
- 5. thirdparty app's like bolt and boltfood, uber etc. are major companies right now. Those companies are great examples what people like, easy employment and easy ordering of the service.
- 6. By establishing a social business like our idea, children's joy pastries which they learn to make and bake, and to have activities that teach good things and spend good time in an environment that is warm and acceptable.
- 7. Innovation. The project must be competitive in the market and stand out from other similar projects. Our project is unique in that it combines the social aspect (reducing food waste) with the business model (selling processed food products). We use innovative technologies to optimize the collection, processing and distribution of food products. Financial sustainability. The project must be resilient to market changes and be able to adapt to changing conditions. Our business model is based on the sale of processed food products. Scalability. The project must be easily adaptable and applicable to other regions or social issues. Our project has great potential to grow and expand to other cities and countries. Our business model can be easily adapted to different markets and social issues. Community involvement and participation. The business must promote community participation, address local problems and involve interested groups in activities. The bakery will actively involve the local community by working with socially vulnerable children, thus







- strengthening community ties, helping children living in difficult environmental conditions. Impact measurement and evaluation. The business must be able to clearly measure and demonstrate its social impact, using indicators and reports to monitor progress and the extent of impact. The bakery will collect data on the progress of the participating children and the emotions they experience throughout the program, which will help assess the success and social impact of the project.
- 8. It would be realistic to implement this idea because there is a high demand for it in Lithuania. Due to the high demand and importance of the project, it would be realistic to receive solid financial support/assistance.
- 9. I think that it would be possible to implement it because there is a high enough demand and what we offer is truly unique. I think we would receive ample financial and all necessary support.
- 10. Our business idea meets five key criteria Innovation, financial sustainability, scalability, community involvement and participation, impact measurement and participation, impact measurement and evaluation.
- 11. The business idea is implemented because it has a significant social impact: our business idea has a high social impact. The product we offer will benefit people's health, help improve their quality of life. Our business idea can be seen as an innovative and creative idea because it uses engaging community projects.
- 12. The feasibility is high, and in my opinion, it is quite easy.

Explain the impact of the solution on the society or the environment

- 1. "1. Economic inclusion: include socially disadvantaged groups by providing them with quality working conditions. 2. Sustainability: implement environmentally friendly solutions and promote responsible consumption. 3. Customer satisfaction: create a platform that allows for quick and convenient ordering of services. 4. Cultural values: cooperate with local arts and culture sectors to ensure the maintenance of cultural objects. 5. Measurability of goals: assess progress every six months according to quantitative and qualitative indicators."
- 2. The idea is in line with the United Nations Sustainable Development Goals (SDGs), which promote equality, poverty reduction, responsible consumption and peaceful and inclusive societies. The aim is for this app to not only help overcome social challenges, but also support environmentally friendly solutions by using environmentally friendly cleaning products and methods. In this way, SOStenis Cleaning adds value to both society and the environment.
- 3. These creative workshops would be fully equipped for artists to work, they would be able to rent and create at an affordable price. The aisles, descriptions, lighting will be adapted for the disabled, and the exhibits will be fully touchable
- 4. This business would solve several problems. 1. It would not alienate people with disabilities from accessible culture, 2. It would help artists enter the art market more easily, 3. It would create a unique cultural space that could become a favorite place for tourists.







- 5. More workers, less unemployed
- 6. Emotional and social well-being of children
- 7. We will promote greater employment of children and reduce poverty.
- 8. Social inclusion is increased, jobs and job opportunities are created, the museum is sustainable, sustainable materials are used, LED lighting, artists create from sustainable materials.
- 9. We will have more artists creating with quality, which will allow artists to earn a name in the field of creators. Disabled people will no longer be afraid to go to public spaces, they will enjoy art with pleasure.
- 10. It would provide a place not only to taste delicious pastries, but also a place for extracurricular activities
- 11. Our proposed product is intended for certain social groups, which will have a specific impact on the target audience: improving health, increasing the availability of educational opportunities.
- 12. The audience of artists will have one place where they can buy sustainable attributes of many artists, and artists will not have to buy poor quality products, test them, throw them away, before finding those they would like to sell to their audience

Suggest what needs to be done to bring your idea to life and make it successful

- 1. It would take a lot of money, a lot of advertising, and attract a lot of employees.
- 2. Create an app, find suppliers of cleaning chemicals and products...
- 3. You need courage to submit an application, and everything else will go downstream
- 4. I think that our business basically needs partners and state or European Union funding.
- 5. there must be enough manpower to ensure smooth operations. And if word of mouth opinions are good, this is good advertising
- 6. Necessary funds to turn a business idea into reality
- 7. To implement such an idea, money is needed, so that we could open and make the business successful, we would have to have or get money.
- 8. All you need is motivation, perseverance, a strong belief in the idea and good financial resources.
- 9. Of course, financial support and of course a great team that would be motivated to implement it.
- 10. The main things are to raise funds and gather employees and volunteers
- 11. In order for our social business idea to be successfully implemented, greater cooperation with local communities, the city municipality, educational and training institutions, and cultural organizations would be needed in creating and implementing projects for children and adolescents from socially disadvantaged families.
- 12. To obtain funding and find a motivated team that believes in this idea.















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