

## CASE STUDY #2

RESONATE project 2<sup>nd</sup> training session, 28 March – 1 April 2022



## *Good practices – Social entrepreneurship in Milan*

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## Introduction

The RESONATE Case Study #2 is the second part of the series of the RESONATE Case Studies aiming to illustrate the case studies presented during the second training session. There are organizations supported by Fondazione Giacomo Brodolini srl SB (FGB srl SB) or with whom the organisation collaborates on projects, even partners with strong value ties, all are part of the social innovation ecosystem in Milan related to a social impact value. The subjects and their activities are presented based on the content shared with RESONATE partners during the training week in Milan, current or past connections with FGB srl SB are explained.

This second case study includes: Milano LUISS Hub, LUISS University, Italiacamp, Municipality of Milan, LUISS Enlabs, Reasoned ART, META, Social Innovation Teams/SIT, Vitality Onlus, Zeropercento, Bocconi incubator/B4i – Bocconi for Innovation), Hackability, InSprint.

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# Milano LUISS Hub

<https://milanoluissHub.it/>

The **Milano Luiss Hub** for makers and students, where Fondazione Giacomo Brodolini srl SB is one of the managing partners, is a multidisciplinary agora of the knowledge economy dedicated to learning, sharing, and integrating traditional and innovative entrepreneurial skills. It involves institutions, businesses, and citizens in a participatory manner to define various activities in the social and economic ecosystem of the city of Milan and to introduce measures for a sustainable change in the city. The MLH is a service of the Municipality of Milan.

The space hosts open events dedicated to the impact of new technologies on the world of work, programs dedicated to the community of makers and startups, artistic and cultural production and participatory urban design and urban planning, besides on-the-job training for students on 4.0 technologies.

Set the location of the RESONTE's second training at MLH, create a straight connection to the Italian innovative ecosystem that vary from social enterprises to the support of a more general new urban economy.

Being at Milano Luiss Hub let partners touch by hands different experiences, projects related to inclusion and social economy, as part of the MLH's everyday network.

The other two partners of the consortium are LUISS University and ItaliaCamp.



# *LUISS University*

<https://www.luiss.edu/>

**Luiss Guido Carli** is an Italian private university based in Rome, founded in 1974. The university is geared towards teaching social sciences, in particular law, economics, management, finance and political science. With 4 departments and 4 higher education schools, in Milan the university deals with training within the Milan Luiss Hub (MLH) with courses dedicated to high school students and university master courses.

Luiss Guido Carli has also a business school hosted at MLH, that deliver different masters.

This mixture of targets and activities create a vibrant environment that partners had the opportunity to live during the everyday routine at MLH.

# *Italiacamp*

<https://italiacamp.com/it/>

**Italiacamp** is an impact organization that combines profit with purpose and non-profit to promote social impact projects and develop impact assessments with numerous partners, private and public, working at national level.

At Milano Luiss Hub it is dedicated to the contact with companies in an open innovation perspective.

ItaliaCamp creates a strong connection with another important part of the Milanese ecosystem for social economy, especially if they focus more on the impact side: SMEs interested in Open Innovation agreements with social startups.

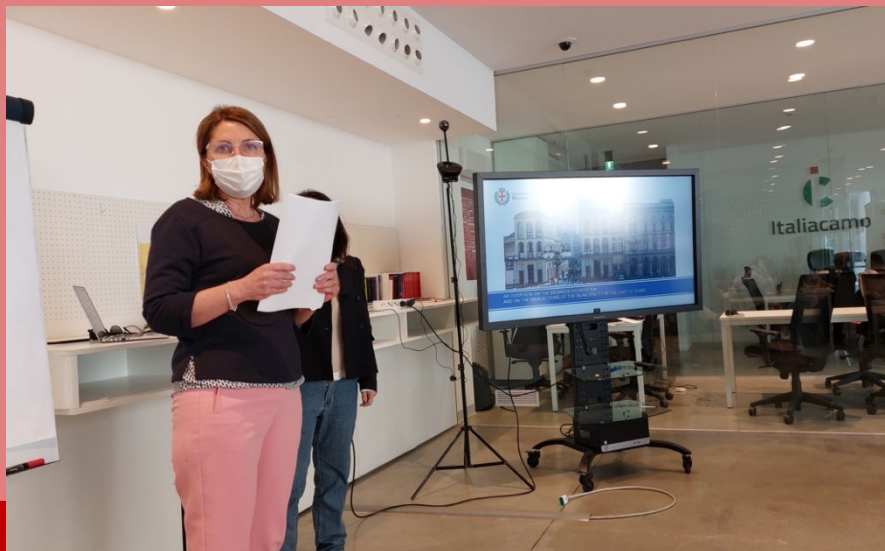
# Municipality of Milan

<https://www.comune.milano.it/>

The department of Urban Economy and Employment of the **Municipality of Milan** is the “client” of the Milano Luiss Hub for Makers and Students, as subject of public concession. The Economic Innovation Unit provides the innovation programmes of the City and funding that is available as a grant for entrepreneurs, including social entrepreneurs.

Main actions of the Municipality in supporting, improving and developing the entrepreneurial and innovation ecosystem:

- Networking projects
- Internationalization projects
- Financial Impact projects
- Grant making and indirect support to startups
- Supporting verticals



# *LUISS Enlabs*

<https://www.lventuregroup.com/>

**Luiss Enlabs** is also located at the Milano Luiss Hub. It is the LVenture Group's acceleration program, born from a joint venture with Luiss University. It is an open incubator and accelerator, the headquarter is located in Rome with office in Milan.

Luiss Enlabs represents one of the first example in Italy where a university, a certified incubator, and a venture capital work together at national and international level to promote entrepreneurship in the tech sector.

At Milano Luiss Hub the incubator manages twice a year calls addressed to high tech startups or companies using emerging technologies and helps them to improve their business processes.

# *Reasoned ART*

<https://www.reasonedart.com/en-US>

One of the start-ups currently participating in the Enlabs programme is **Reasoned ART** that presented their ideas and business models too.

Reasoned ART is an art-tech start-up (B-Corp) that aims to revolutionize the art world through the union of the healthy elements of the traditional system with the innovation of the blockchain technology. The goal is the creation of a new decentralized art market, an entire digital ecosystem made of artists, curators, collectors, and art lovers.

Recently the start-ups closed its first investment round of 310.000€ thanks to the president of auction house Finarte Auctions and contemporary art collector that participated to the funding round together with Lventure Group.



# META

<https://www.spaziometa.it/>

**META** is a company that reuses leftover materials from scenography, installations, offers an innovative and virtuous example of recovery of spent materials.

META is an innovative start-up operating in the field of art, fashion and design, aiming to respond to a concrete need: counteract the overproduction of waste promoting a sustainable and alternative solution to the ruling cycle of production, consumption and disposal. It promotes waste reduction and would like to raise awareness on the fact that existing resources have potential. They collect, process the components, and exhibit them for sale to the wider public. In addition to that they support designers, provide different training activities, labs, workshops dedicated to the re-usage of existing materials.

META was a startup supported by FabriQ, the social innovation Inubator managed by Fondazione Giacomo Brodolini srl SB for the Municipality of Milan.

The start-up was selected in late 2019 for the FabriQ Quarto call, that aimed to support proximity activities in peripheral area of Milan. This frame completed the view on how social innovation is circular and synergetic in the City.



# Social Innovation Teams

<https://socialinnovationteams.org/en/sit-social-innovation-teams-2/>

The **Social Innovation Teams, SIT** has a community of social innovators and entrepreneurs. As a non-profit organization they operate in several cities in Italy - mainly in Milan and Turin where also FGB srl SB has Hubs - providing mobility programs for international exchange.

The program accompanies startups with potential significant social impact throughout their growth path, offering customized support depending on the stage of development of the company.

They do not only support entrepreneurs with ideas and startups, but also provide ad hoc training to develop new social entrepreneurship projects. Their training, support and mentorship activities cover skill development in marketing, networking, talent search, strategy creation, business management, finance, and sustainability.

Until now SIT has supported more than 35 startups and project in a network of more than 50 mentors and experts, SIT is partner of FGB srl SB in Milan, and they exchange know how, resources and experts.





# Vitality Onlus

<https://www.vitalitysocial.it/>

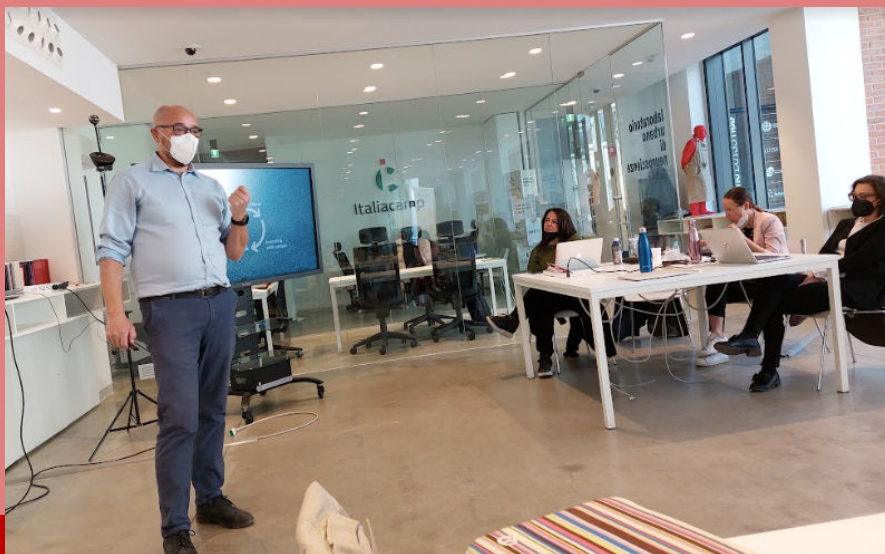
Vitality Onlus is an association that builds its concept around diversity that connects people in a vital community and provides them a forum to meet, with the transversal objective of creating job opportunities.

The focus of the enterprise changed during its existence, but they support people in need and invest in their human capital to foster their talent. These goals are achieved via creating tailor-made jobs and investing with people.

During the training session Vitality presented 3 experiences they supported that was useful to better frame their tailor-made approach:

- Amore&Sapore
- Mobique
- Community Laundry

Vitality often collaborates with FGB srl SB in European projects supporting migrant entrepreneurs, such as ME4Change project or FabriQ Quarto 2018. Indeed, both Amore&sapore and Mobique were supported by Fondazione Giacomo Brodolini srl SB through FabriQ's programme.



# Zeropercento

<https://zeropercento.org/>

At first impression, **Zeropercento**, the social enterprise is a shop that sells organic products and goods that were produced, processed, and delivered ethically.

However, the social entrepreneur has its reintegration concepts as well. They employ people with mental disabilities and helps them to enter the world of work by acquiring different skills and knowledge, while working in the shop.

Zeropercento was one of the best start-up that FGB srl SB supported through the FabriQ Quarto call and there are still collaboration between the two organizations.

# Hackability

<http://www.hackability.it/hackabilitymilano/>

**Hackability** is a non-profit association born in 2016 which helps people with disabilities to become innovators and helps them to make a product about things that they develop to ease their everyday life.

The goal is to create connections between designer's skills and creativity (and needs) of people with disabilities: through the digital fabrication and co-design techniques, important changes were achieved.

They organize different labs and events at Milano LUISS Hub and often support FGB srl SB in digital fabrication project and co-design process such as the Interreg project Ecos4In.

# Bocconi Incubator

<https://www.b4i.unibocconi.it/>

Another important part of the Milanese ecosystem in social impact finance is **Bocconi Incubator B4i** (Bocconi for Innovation).

B4i is an initiative of Bocconi University that acts as a catalyst for the most innovative and high potential ideas and start-ups in the Italian entrepreneurial ecosystem. Building on the unique experience, know-how and legacy of their business school, B4i aims at promoting entrepreneurial culture, encouraging, and supporting innovative start-ups, and developing innovation within companies.

B4i collaborates with FGB srl SB in cross-dissemination of project and initiatives. B4i offers different kind of incubation and acceleration program with several verticals.

Pre-accelerator is a 3-month training program designed for aspiring entrepreneurs who are working on an early-stage business idea. It aims at helping them develop an MVP (minimum viable product), validate their business, and plan a go-to-market strategy. The program is held twice a year and welcomes up to 20 teams per batch. It is completely free and runs online.

The B4i Accelerator is a 4-month structured program to bring start-ups from prototype stage to product-market fit. Entrepreneurs will be expected to dedicate a full-time effort to the program, through which we'll help them define their product, complete the team, connect to industry experts and advisors, and ultimately fundraise.



# InSprint

<https://in-sprint.com/>

**InSprint** srl helps organizations create a leadership model through facilitation methodologies such as Business Agility or Design Sprint.

With the term Business Agility it is meant a mindset oriented to the final result (why we do what we do) in which all the members of a team contribute to its achievement. It is implemented through the ability to create sequences of microstructures (exercises) starting from the objectives of the group: a more effective way to act in a complex context.

The focus was achieving impact with your own organizations using technologies and new lean approaches.

This approach is useful in teamwork, with social entrepreneurs as well as among partners, here the reason why InSprint collaborates with FG organizing events open to the community.



