

Titolo del progetto

#genera_azioni – costruire relazioni costruisce comunità

#genera_azioni is a three-years project started in February 2016 thanks to Fondazione Cariplo's contribute; it takes action in District 10 of the Province of Brescia, comprehensive of about 67.000 inhabitants. Since the last two years, this district have been a growing territory referring to demographic data; but, from an economic and productive perspective, it has been characterized by a diffused vulnerability, which breaks the stability of population, and most of all of the families: about 45.000 families are now in trouble in this area. Economic impoverishment, which emerges from the housing and working difficulties of these families, is often accompanied and led to emergency by a relational impoverishment, which involves lack of support networks, feelings of shame, relational instability. In many cases, the neighborhood feed and characterize the isolation, loneliness and insecurity of many families and individuals. Such a complex situation needs composite and durable answers: #genera_azioni aims to change the perspective of the territorial welfare system, from an "interventionist" model founded on a vertical load to spontaneous community welfare.

Our strategy consists in facing economic and social vulnerability with an integrated approach. The project operates on four integrated programs centered on as many nerve centers of the community: housing, work, youth and development of ideas between citizens. To connect people, organizations and resources, has been created six "Community Points": places whose aim is to generate community bonds, managed and animated by 10 facilitators tasked with fostering mutual aid between parents, families, workers, and facilitate meetings between companies, personal services and citizens. In these places various workshops take place; all around them, take shape the different activities, such as experiences of co-housing with fragile families; the creation of a corporate network and employability support measures; experiences of school-work, through a local catalog of proposals (to date more than 60 available positions) and extra-curricular activities for young people; the design of a Start Up Plan for to finance and realize ideas launched by citizens. Community points were definitively opened starting from May 18 in 2016; the day after was inaugurated the first experience of social condominium, and in June housing and work programs were presented.

The innovative character of the good practices launched trough the project is its participatory approach, guaranteed by a mixed public-private governance, which unites local public entities and non-profit organizations in a perspective of cooperation. Strategies, coordination and actions of the project have been created and implemented with this cooperative approach; as the project started, participation were extended to the citizens too: they have been more and more involved, not only in the actions but in the strategic levels. Now, this first year of practice has produced very good and encouraging results: thanks to the integrated work of Facilitators, 530 individuals, 104 associations and 23 formal groups have been intercepted. The Community Points hosted over 20 laboratories of proximity, 2 world cafe about work, and 9 local events.

Referring to the housing integrated plane, thanks to #genera_azioni 14 leases and 3 paths of cohabitation for frail families were subscribed. Then, for one year sharing-housing in condominium was experienced, involving all residents in community activities (cleaning management and green) under the coordination of the social caretaker.

About work, 3 thematic laboratories have been implemented, and the activity of connection between demand and offer of labor produced 6 apprenticeships and 100 cognitive interviews. The project achieved good results also about actions directed to young people: the youth involved around the project have been enabled to develop 4 laboratories for other young people, and took part to 9 events co-projected on the territory. The students of the district's high schools gained also the access to a catalogue of 60 offers for school-work experiences with qualified enterprises.

Thanks to the call for ideas #genera_idee, 6 ideas for innovative projects for community purposed by citizen were financed with a contribute of 9.500 €. These results have been analysed and are currently monitored by the independent organization "CODICI Ricerche". #genera_azioni project has a great potential of reuse

in every European rural area, because it provides innovative strategies for to support de development of a more sensitive community, where social bonds enable people to prevent frailty and exclusion. These strategies comes from the analysis of the community's needs attested by the Zone plan of the District, but is not linked to a specific legislative context; this make it exportable and adaptable to other places characterized by a similar urban and social context.