

# THE TWO “SOULS” OF ST. PETER’S CLOISTER: Social Innovation

24 giugno 2021







# The value proposal

The Laboratory is a **learning community**, to make each other capable, establishing virtuous circuits of production and exchange of knowledge oriented to doing.

The aim of the Laboratory is to offer experimentation opportunities to citizens, informal groups and local organizations to innovate the offer of welfare and social entrepreneurship in Reggio Emilia.

The Laboratory is an enabling space, which facilitates the leadership of the communities.

The Laboratory is a hybrid space, modulated around the needs of the different reference ecosystems



The Laboratory carries out the following tasks:

- it brings out and accompanies social planning
- offers structured training and capacity building courses for different recipients, modulated on the maturation stages of social impact projects (from embryonic proposals to more advanced projects)
- it favors open innovation paths between companies and the territory
- integrates service offers according to the level of operation: it is a community hub on a neighborhood scale, but it is also an infrastructure to support innovation in the territorial system
- supports the innovation of public policies



# The laboratory services



## INCUBATION AND ACCOMPANYING

### Target:

Local social innovators, Third Sector Entities (E.T.S.), Consortium of Cooperatives, Local companies, Public Administration (PA)

### Provided services:

- Paths of incubation;
- Entrepreneurship training
- Support in finding resources and funding;
- Personalized accompaniment paths;
- Encourage moments of networking, exchange and comparison;
- Accompaniment of projects that could be integrated into local public policies.

## EDUCATION AND CULTURE

### Target:

Students of Reggio Emilia, Citizens, E.T.S., Public administration

### Provided services:

- Offer of alternative learning spaces and services with a learning by doing approach;
- Development of skills related to the world of social innovation and sustainability;
- Promote youth leadership;
- Training moments for ETS and PA;
- Cultural programming;
- Thematic in-depth events

## CO-WORKING

### Target:

Reggio Emilia workers, student of the University of Modena and Reggio Emilia (UnimoRE), EmilBanca shareholder

### Provided services:

- Co-working stations;
- Smart-working stations;
- Study stations;
- Making available to the Laboratory networks;
- Offers in synergy with the cafeteria;
- Possible provision of services provided by the co-workers at the Laboratory.

# The laboratory services



## HELP DESK

### Target:

Public Administration, Citizens, Third Sector Entities, Companies

### Provided services:

- Consultancy and support for European projects design;
- Evaluation and analysis of public policies by OCIS;
- Proximity services and social reception desk;
- Listening / socialization activities;
- Networking;
- Rent / provision of spaces

## CAFETERIA/COFFEE BAR

### Target:

Citizens, co-working clients, local Companies

### Provided services:

- Cafeteria with organic and food coming from local sources;
- Moments of sociability related to food;
- Training moments related to food;
- Conventions and discounts for co-workers;
- Offer plans for employees of Reggio Emilia companies.

# Territorial co-design



## When:

December 5, 2020

December 12, 2020

## From the call to the co-design:

Given the **strong diversity in the development stages of the mapped projects** during the territorial survey activity, it was deemed appropriate to replace the public call for project selection with a territorial co-design activity

## Vertical themes:

Food, Culture, Education

## Horizontal themes:

Digital, Networking design, economic sustainability, social impact

## What have we done:

**2 co-design sessions** around the themes identified through the Design Thinking methodology



## Results

**16 social innovation projects (7 on education - 6 on culture - 3 on food)**

Subsequently **8 projects were selected** to be included in the incubation process

# Incubation



Here are the ideas selected to participate in the incubation process:

- **Komorebi** - Education/Food
- **Work VitaLab / Disordered** - Education
- **Tam Tam** - Education
- **Digital Freaks** - Education
- **Museo di strada** - Culture
- **Dai diamanti non nasce niente** - Culture
- **Stazione cinque.quindici\_ il Network radiofonico dei ragazzi di RE** - Culture
- **Zero - Emporio Sostenibile** - Food



## WHAT HAVE WE DONE

February-May 2021

- **16 workshops for structuring and validating project ideas** through Lean Start-up and Design Thinking methodologies
- **1 Mentors Evening**

**Training and experimentation** of the Open Laboratory as a provider of incubation services

### Key points for future scenarios



Possibility of incubating projects that become part of the **public policies** of the Municipality



The need has emerged to foresee an **intense work of looking after the internal relations** of the teams



**Definition** of the **target** of interest and **service design**, **network** consolidation for delivery, monitoring

# Mentoring



Provision of **personalized consultancy** sessions to social innovation **projects already underway**, based on an **analysis of needs** and in support of their strategic development.

The projects involved were selected on the basis of the stage of **development** and **needs**, as well as their **strategic interest** in the profile of the Open Laboratory.

- **Eurita**
- **K-Lab**
- **Vicino e Sicuro**

This activity is part of the **enabling** and **testing** of the **Open Laboratory** in terms of providing acceleration services.

## Key points for future scenarios:

- Definition of the **target** of interest (e.g. impact / non-impact; start-up / scale-up; local / national; thematic / non-thematic)
- Engagement of motivated **teams** aligned with the required **commitment**
- Definition of objectives and a **specific perimeter** of work in the individual mentoring paths
- **Monitoring** of the sessions and follow-up
- Evaluation of **synergies** with the **other services** of the Open Laboratory
- Consolidation of the **network of partners** for disbursement

# The Open Laboratory: projects with the Municipality of Reggio Emilia for active participation and citizen empowerment on a widespread scale



- The open laboratory is **a hub of social innovation** and is the node around which the public policies of the Municipality in the field of participation, citizen empowerment, responsible protagonism revolve.
- It is **the central place to which the network of “decentralized” places refers** (the districts and social centers spread throughout the city) and is the pivot around which the main projects in the field of protagonism and widespread social innovation conducted by Municipality in the last years
- The reference and coordination framework is the **“Neighborhood Common Good “** project within which projects for the co-creation of services and the enhancement of skills and active involvement of citizens take shape
- The **main projects**, developed thanks to the synergy between the Municipality, the Districts and now with the support of the Laboratory opened in recent years are:
  1. Community wifi
  2. “Food” project
  3. “SPID” project

# Neighborhood Common Good

“**Quartiere bene comune**” project (ongoing). An experimental **bottom up governance approach** which:

- **Adopts** a “phenomenological” interpretation of territorial dynamism and needs beyond its traditional administrative division;
- **Provides** actions concerning city maintenance and citizens care

**Methodology:** a process of **community engagement** at the neighbourhood level, through neighbourhood - based representation points (participative laboratories) coordinated by the City Council and **co-designed with local associations and citizens** (main issues: social innovation, education, urban security, active citizenship), **through citizens labs**.

**Output:** drafting of agreements between the Municipality and the community in order to define the problems and the correlated strategies



From the “Quartiere bene comune” project, based exclusively on a **bottom – up approach**, we are learning that a networking process both at an institutional level (top–down approach) and at an informal level (bottom – up approach) would be more efficient to guarantee interventions feasibility rather than an informal approach only.

# Participation and co-creation projects

## 1. community wifi

Participatory process involving the Municipality, Lepida (internet provider), social centers for the supply of Internet in areas with no access, at more favorable market conditions

What?	method/tool	<b>Community Wifi</b> participatory process
Where?	name+administrative level (population)	city of Reggio Emilia(1 72,000)
When?	time/duration (cycle)	since 2015 - 2020
Why?	reasons/rationales for implementing (bottom-up or top-down initiative)	Lack of internet connection in some urban areas
What for?	main objectives/tasks/problems to be solved	access to ultra-broadband and therefore a greatly enhanced network connection at a lower cost than that of the market
Who?	actors: organisers/ participants/observers etc.	City council, Social centres, Lepida (internet regional provider), citizens etc.
Key strengths?	e.g., empowerment of marginalised groups, etc.	Internet service supply in marginalized areas
Key weaknesses?	e.g., low participation, high exclusion, etc.	Technique problems (interferences with other bands, malfunction)
How it changed over time?	direction of evolution/ institutional change	creation of a replicable model of this experience, with reference to the definition of a new subject as a social/community enterprise that can manage current business model feasibility and scalability of the project in the municipal area and, subsequently, also in the provincial/regional territory, in agreement with the other public institutions



# Participation and co-creation projects

## 2. «Food» project

*Process involving the Municipality of Reggio, the Open Laboratory at the cloisters of Saint Peter and the Managing Authority, the Manager of the Laboratory Bar / Cafeteria (Pause), social centers, horticulturists, to spread a sustainable agri-food culture based on the short chain of production / distribution / consumption*

Start of collaboration with Pause Atelier dei Sapori (Reggio Children Foundation), in charge of managing the bar / cafeteria of the Open Laboratory, for the following projects:

- “food LAB - A vegetable garden to taste”:  
Development of initiatives and appointments able to propose a synergy between creativity and promotion / enhancement of urban gardens already active in the city, in synergy with social centers and neighborhood
- “Widespread Cuisine in the neighborhoods”:  
organization of appointments open to the city on food in order to promote the culture of food and socialization, through an intercultural and intergenerational project
- “Regeneration Lab - Re-generates in the kitchen”:  
activation of cycles of workshops to be carried out in the different seasons (spring-summer-autumn-winter) by Pause srl cooks and atelieristas, botanists, agricultural experts, domestic and industrial compost experts.



# Participation and co-creation projects

## 3. “SPID” project



- From February 28, 2021 SPID (Public System of Digital Identity), CIE (Electronic Identity Card) and CNS (National Service Card) are the only possible access channels for the online services of the Public Administration (other authentication systems discontinued on the basis of the Simplification Decree (art. 24, DL 76/2020))
- need on the part of the administration to:
  - set up a SPID assisted online registration service;
  - identify new decentralized points to allow for recognition.
- involvement of social centers, pharmacies, Open Laboratory for the activation of new decentralized points in the area for pre-registration and recognition
- in parallel, the launch of digital empowerment / literacy actions spread in the aforementioned offices to bridge the digital divide and reach the “weak” groups

# Thank you for watching