Community challenge /resolution projects

What is a community?

According to some scholars, the community is "a group of subjects who share significant aspects of their existence and who are therefore in a relationship of interdependence, can develop membership and can maintain trusting relationships"
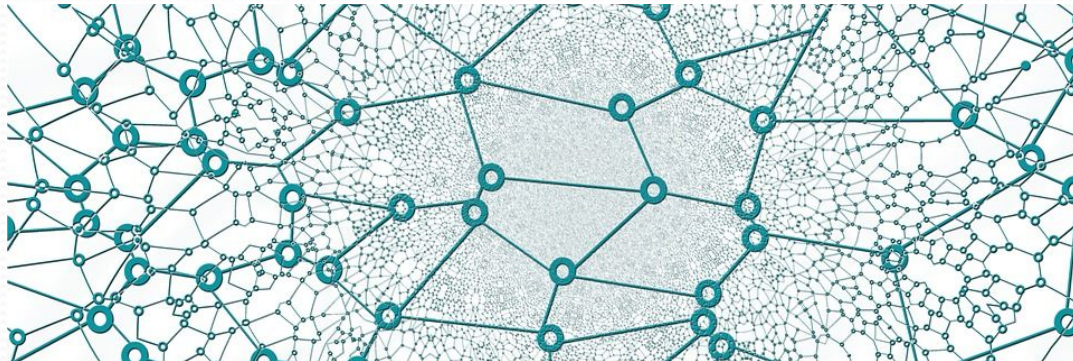

Technological progress broadens the community to the virtual sphere.

Community development trends

In many European countries there is a revival of civic activism from below, facilitated by the spread of new technologies, which has given rise to NEW FORMS OF BUSINESS.

The rise of community businesses

The idea of community enterprise refers to initiatives from below.

They can be born in territorial communities of different sizes: condominiums, roads, neighborhoods and beyond.

Business for People, not for Profit

Community businesses are collective enterprises that bring together people around an objective recognized as mobilizing for all.

Businesses are representative of communities of interests, practices, projects, founded on community ownership.

Locality as primarily relational and contextual

Locality coincides with the space defined by their action and the networks of relationships they have with other actors.

The Social Capital

CB are **placed-based** companies for which social capital represents the prerequisite for e

Community businesses are born where there are widespread capabilities, which they help to consolidate and extend.

They build and mobilize common resources and can be powerful factors of innovation of territorial policies.

Their activities produce social and territorial transformation.

Food for thought around Community Business

The **economic crisis** has accelerated innovation processes. Young people in particular invent and re-invent their employability: they reformulate problems and find innovative solutions.

In these contexts, social innovation projects and new forms of business are developed.

Community businesses and public institutions.

Community Business that take into consideration the social utility connected with their activity deal, like institutions, with social issues.

In 2011, **the community right to challenge** was born in UK (https://www.gov.uk/government/publications/community-right-to-challenge-statutory-guidance).

What is the role of public authorities in this process?

Build conditions for the diffusion of innovation and the capability of the actors.

Promote opportunities to activate innovative processes.

Encourage opportunities for co-planning, co-design.

Favoring opportunities for granting public assets.

Innovation and conflict / innovation and processes of civic participation

Many innovations arise, even indirectly, from the conflict and from the questioning of the dominant economic and social model.

The conflict is oriented to the production of new proposals.

Community Business are often an emerging form of taking charge of public issues by the community.

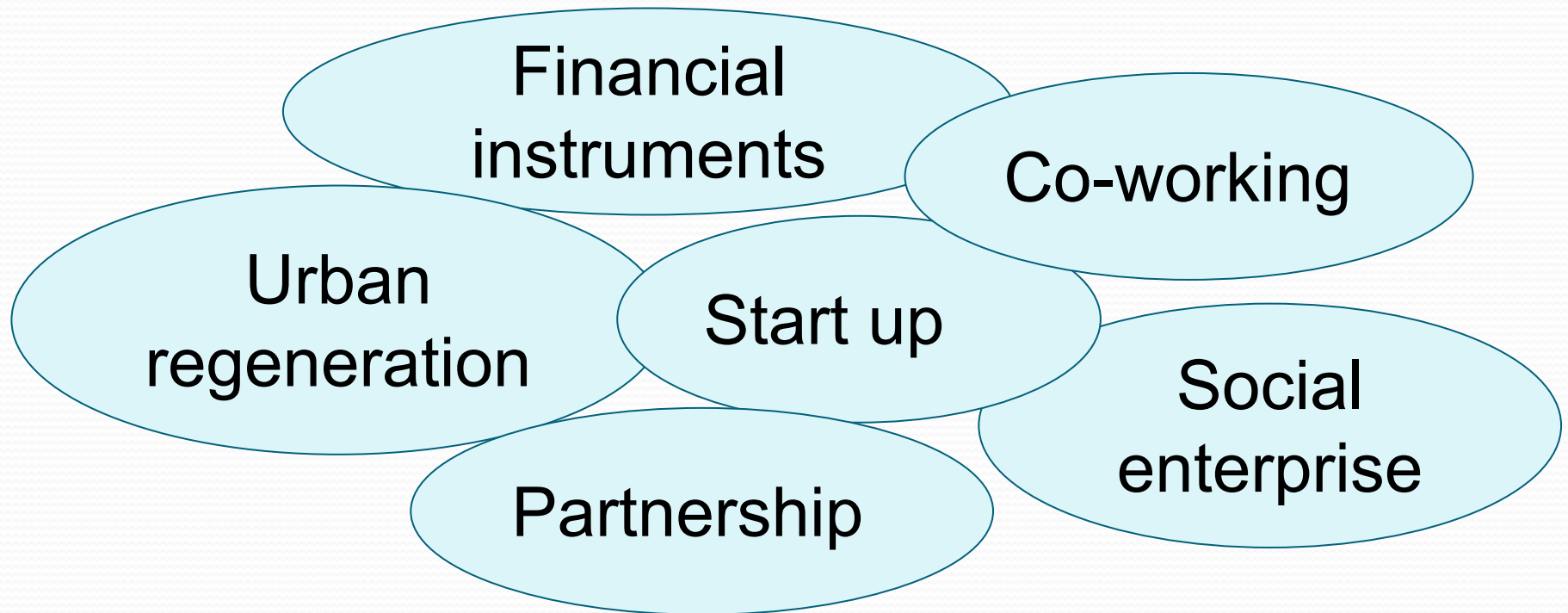They are the expression of actors who no longer want to start a discussion with politics, but begin to deal with policies.

KEYWORD

- Participatory planning
- Active listening
- Enhancement
- Expertise

- Connections and relationships
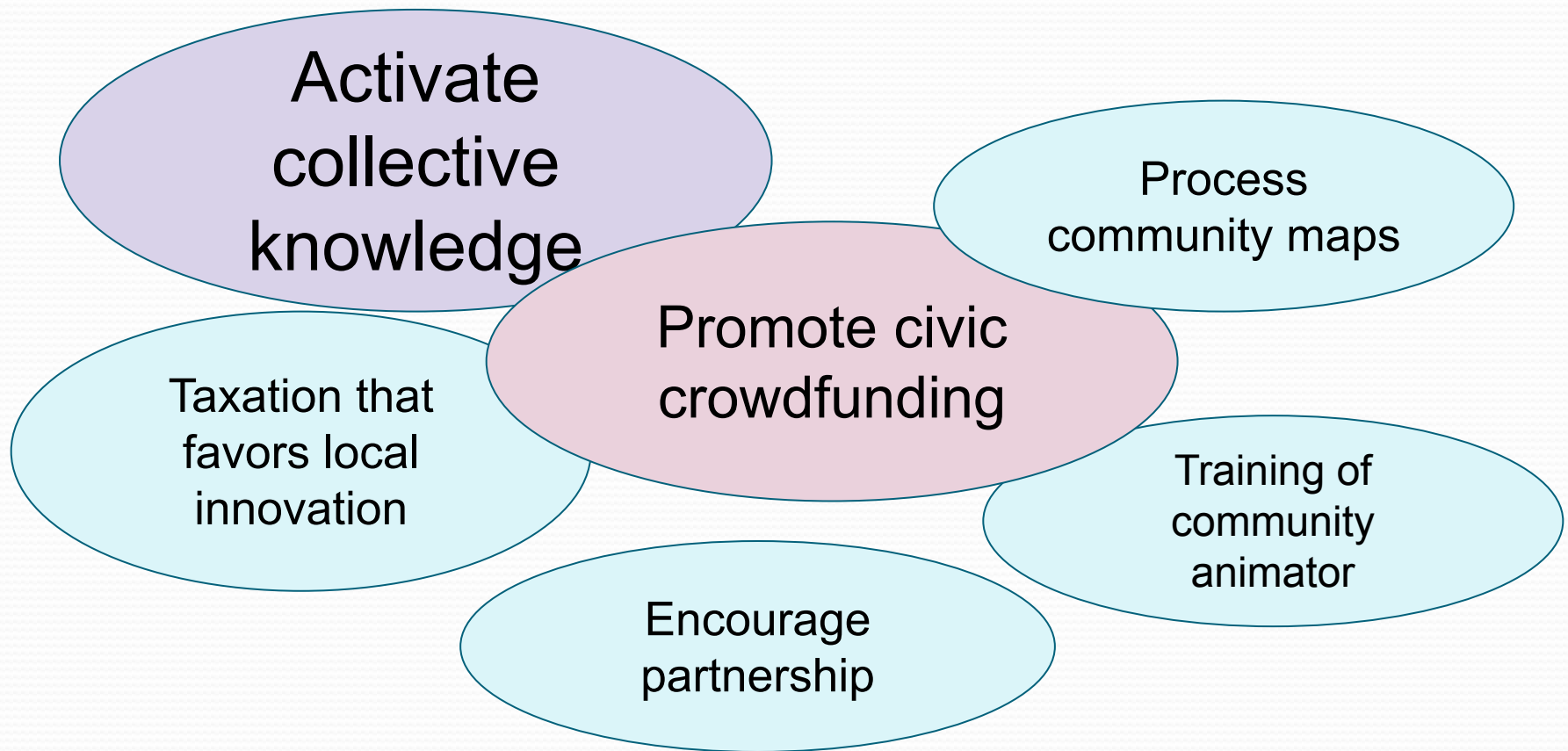- accompanying
- Training
- Activation of resources
- Sharing

Back to the future.
A bottom-up innovation strategy.

The recipe for succes

Financial instruments

Co-working

Urban regeneration

Start up

Social enterprise

Partnership

The role local authority

Activate collective knowledge

Process community maps

Promote civic crowdfunding

Taxation that favors local innovation

Training of community animator

Encourage partnership

The way of Social Innovation camp

What is S.I.C.

Innovation Camps are processes in which economic, social, technological, cultural and environmental challenges can be addressed at policy, strategy and/or operational levels, to find innovative solution together with stakeholders and experts

Steps: 1. Call for ideas

Launch a call for ideas by choosing:

Areas of interest: culture, environment, social...

Target: who can participate and how (single, associations).

Submission of a project proposal: simple and quick forms.

Widespread dissemination of the call and promotion of territorial meetings to illustrate it. Online experts to support the compilation.

How to choose the best ideas.

- Quality of the project and description of the results
- Impact on the territory
- Sustainability (environmental and economic)
- Ability to network
- Innovation

2. Mentoring!

Organize training sessions focused on:

Strengthening of the project TEAM
Support for the process of transforming ideas into a
design prototype
Development of a canvas business model

Important role of **community animators**

3. Work in team!

- What'are the problem they'are trying to solve?
- Use of technology
- How will you sustain your idea?
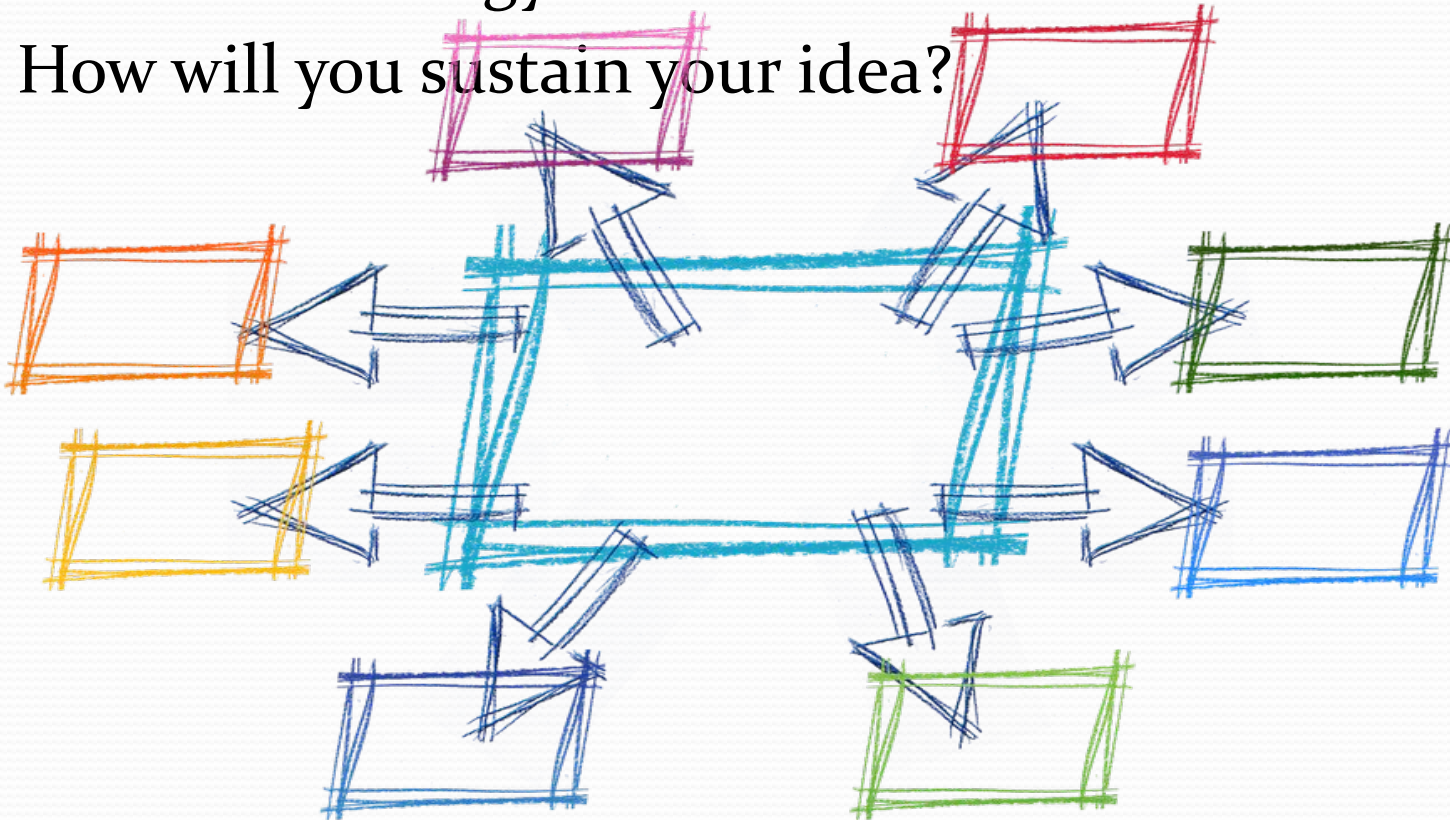
Work in team in a suitable place

WHERE: choose a suitable place for work, equipped and friendly.

HOW: support teams with experts specialized in various subjects (Communication, design, business).

Circularicity: the Capannori way to Social Innovation

A project of the Municipality of Capannori for innovative start-ups.

Community challenge / resolution project:

Two examples of projects funded by the Circularicity project

Relevant features

- Untreated social needs
- Local youth team
- Creative group work
- Definition and development of an idea
- Promotion and financing with civic crowdfunding

GIOVANORTI

Intervention area:

recovery of uncultivated lands

Network: social cooperative, agricultural coop, environmental association, voluntary association

Challenge: to cultivate an abandoned agricultural area

CONSERVE

Intervention area:

foodwaste

Network: agricultural cooperative, restaurant, Center of studies on agriculture, charity organization.

Challenge: create a food laboratory for the recovery, processing and conservation of agricultural surpluses.

And the winner is…