

Factory Arts and Social Innovation

Value Propositions - Why

The economy of Lucca's surroundings is centred on traditional sectors (paper industry, nautical and catering services) but at the moment these sectors are not able to employ more workers.

Factory Arts and Social Innovation

...why

Even though there are a lot of associations, the experiences of innovative social work are few and these associations don't network between themselves. There is the opportunity to expose young people to these experiences and increase their competence, knowledge and awareness thus enabling them to improve their job prospects and reduce the unemployment level in the local area.

Factory Arts and Social Innovation

... why

Often the cultural offerings that favour the construction of community are delivered toward a selected audience (resident or tourist) because it is difficult to intercept young people, those in low income brackets or recent migrants and refugees. There are some significant experiences that when connected with the right groups, could create new social and job projects in the local areas.

Factory Arts and Social Innovation

What

We want to enrich the proposal through the new project “Mais – Factory Arts Social Innovation” with additional activities for:

- establishment of a community of social innovators promoting good practices at local, national and international level to empower welfare supplies;
- expansion of cultural access - for persons normally excluded - through a permanent space in which the citizen can express their interests and needs

Factory Arts and Social Innovation

...what

- training on the themes of Sharing Economy for young people and citizens in general offering new and alternative visions with respect to the local working culture and reinforcing the ability of young people to find creative solutions in their profession;
- collaborate in the construction, over a long period of time, of a “local collective intelligence” networking with public and private stakeholders in the local territory to paths of collaborative governance.

Factory Arts and Social Innovation

Key Activities:

- *mapping* good practices, projects and experiences of social innovation in particular in cultural access/accessibility to promote knowledge;
- *implementation* of a data base for cultural operators and social innovators to give incentives and tools for new projects;
- *animation* of Tobacco Factory with:

Factory Arts and Social Innovation

- a - workshops and support for planning in Sharing Economy*
- b - realisation of cultural events with a high significance at a social level and directed towards the inclusion of those who belong to the poorest bracket of society;*

Factory Arts and Social Innovation

When- Project's Timetable:

Mapping from October 2017 – workshop from Spring 2018

Key Resources:

Website; space in Tobacco factory with municipal grant; team with specific competence; external trainers

Factory Arts and Social Innovation

Key Partners Partners

Le Macchine Celibi, Onda Espressiva, Spazi Attivi, Shared Office For the Arts: all the partners are involved in cultural activities or in management of space devoted to young people and the *Municipality* gives us free use of the space. We will collaborate with *Caritas*, the *British Council*, local *Transfair shop*, *GAS* (non-profit group purchasing organisation) and others.

Factory Arts and Social Innovation

Channels :

Lucca Creative's Hub website is under construction, facebook page is on line: @luccacreativehub

Who - Customer Segments:

associations, cooperatives, social and cultural operators.

High schools, students, people who are in searching for a job

citizens and residents

Eco-social-tourists interested in Sharing Economy.

Factory Arts and Social Innovation

Channels :

Lucca Creative's Hub website is under construction, facebook page is on line: @luccacreativehub

Customer Segments- Who:

associations, cooperatives, social and cultural operators.

High schools, students, people who are in searching for a job

citizens and residents

Eco-social-tourists interested in Sharing Economy.

Factory Arts and Social Innovation

Customer Relationships: share planning events, workshops and cultural events

Costs Structure: Team and external trainers, happyhour-meetings, consumables.

Revenue Streams : Grants, fundraising and municipal crowdfunding; contribution (tickets - registration fee -service charges)