La Città Verde

Social Cooperative

“Merging Social needs with research, innovation and environmental sustainability”

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LA CITTA’ VERDE
A WAY OF DOING THINGS
La Città Verde is a SOCIAL COOPERATIVE with the specific objective to guarantee work integration for disadvantaged persons

- Promoting environmental efficiency
- Pursuing a sustainable model of production that ensures savings and revenues
- Tying our actions to the community’s well being and needs
  - Social Innovation: research and technical skills to develop activities where to employ disadvantaged people
  - The Project was planned by cooperative members and public administration and authorized by public environmental authority and citizens
ACTION

- Manage economical activities to create jobs for the territory and disadvantaged people
- Provide the community with a sustainable way to recover organic and non-organic waste through composting and second hand materials production
- Access to new markets to strengthen cooperative commercial position through innovation
  - Finance: private and public funds Member’s capital, Cooperative equity, Private loans and Public funds from specific tenders
  - Circular Economy: waste management and recycling as a service for the community working in a nearby area
  - Environmental Education activities for students
  - Environmental sustainability and efficiency through a PV system
IMPACT

- 100,000 inhabitants involved in the waste catchment area
- 40,000 tons of waste treated each year
- 8,000 potential tons of wooden bio fuel produced every year
- 240 Mwh/year of renewable energy produced
- 180 new work insertion paths activated in 25 years
- 40 disadvantaged persons workers of the cooperative in 2017
- 9 new employees (and 4 others planned) in plant’s activities
- Agreements signed with 19 Municipalities through their public companies in charge of the environmental services
IMPACT MEASUREMENT

SOCIAL INTENSITY INDEX: THE REAL VALUE FOR THE COMMUNITY

- We need to measure our real impact on the territory
- We need a tool to think or re-think our strategies to cope with the real needs
- We need to improve reputation and competitiveness to consolidate our social and economical activity

STEPS

1. We study the territory through indicators: «BES» [fair and sustainable well-being] indexes [statistical indicators integrated to SDGs measuring sustainability at a local level] developed in 12 different areas and published yearly
2. We cross them with the stakeholders’ and cooperatives’ perception (interviews)
3. We outline the areas where cooperative’s action creates a real change
4. We describe these areas in quality and quantity (e.g. number of employees)
5. We match these indicators with competitiveness indicators (from economical balance)
MAIN POINTS

✓ Having a strategy chosen by the whole organization
✓ Having a strategy discussed with the community
✓ Cultivating skills [soft, technological, legislative]
✓ Building and maintain networks
✓ Being rigorous on money use