



GENOVA
Inclusiva

"In the middle of chaos, there is also opportunity." – Sun Tzu



TEAM



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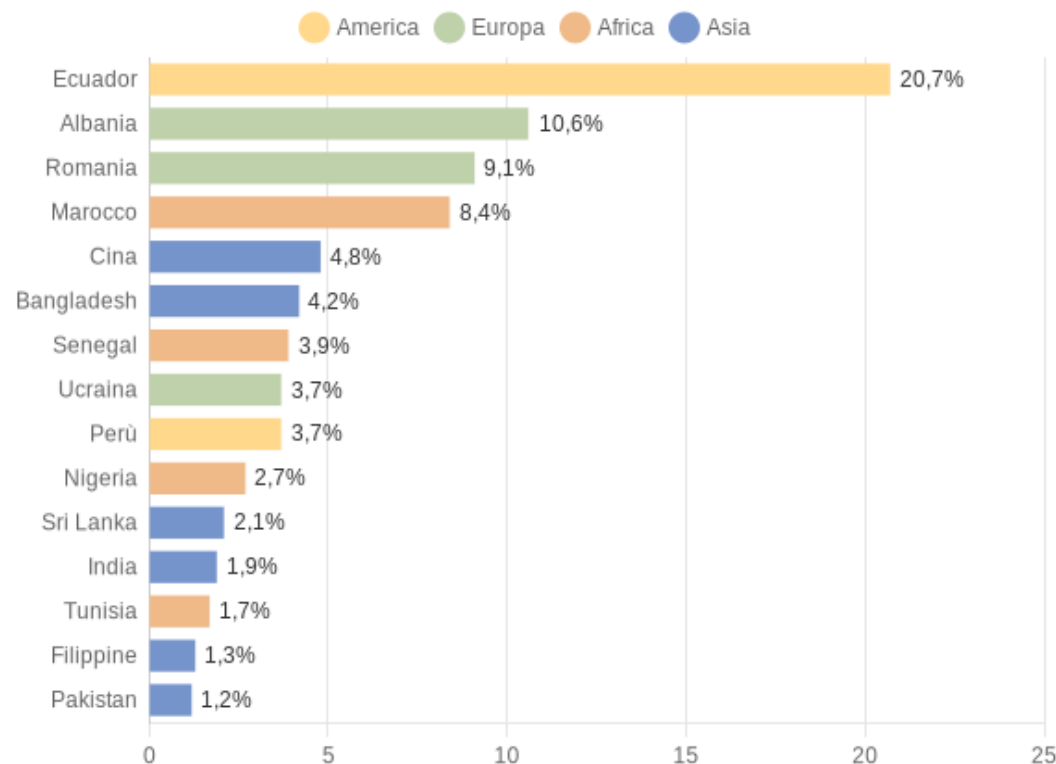


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CURRENT SITUATION



Cittadini Stranieri per Cittadinanza - 2021

COMUNE DI GENOVA - Dati ISTAT al 1° gennaio 2021 - Elaborazione TUTTITALIA.IT

Genoa hosts **60,706 foreign citizens**, representing **10.7%** of the resident population.

Multicultural city, with a **strong presence of foreign communities** from around the world.



PROBLEM: SOCIAL SEGREGATION IN GENOA

MANY CULTURES BUT → NO CULTURAL CONEXTION

- Language Barrier
- Cultural Differences & Prejudices
- Economic & Spatial Segregation
- Employment & Job Market Segmentation
- Institutional Barriers & Lack of Integration Policies



SOLUTION: COOPERATIVA SOCIALE "GENOVA INCLUSIVA"

- Promote inclusion through culture, sports, education, and economic opportunities.
- Create interactions between all community members

Community-driven events
"Comuni in Festa"

Annual metropolitan festival
"GENOVA UNITA"



“COMUNI IN FESTA”

A vibrant festival in a different municipality every month, ensuring that inclusion reaches every corner of the city.



- **Youth Engagement Through Sports & Games**
- **Community Market & Social Initiatives**
- **Multicultural Food Trucks & Stalls**
- **Stage Performances & Cultural Acts**



WHY A COOPERATIVA SOCIALE?

Financial Sustainability – Unlike an NGO, a cooperative can generate revenue and reinvest it.

Job Creation – Can employ migrants and locals for event organization, training, and workshops.

Long-Term Impact – A cooperative can grow into a recognized institution with real social influence.



SUSTAINABILITY & FUNDING SOURCES

Long-term success:

Public & EU Grants – Applying for social innovation and integration funding.

Corporate Sponsorships – Partnering with local businesses, food brands, and sports companies.

Community Crowdfunding – Engaging citizens to support events through small donations.

Cooperative Revenue Streams – Selling food & crafts, offering cultural workshops, and collaborating with tourism initiatives.



IS IT INNOVATIVE?



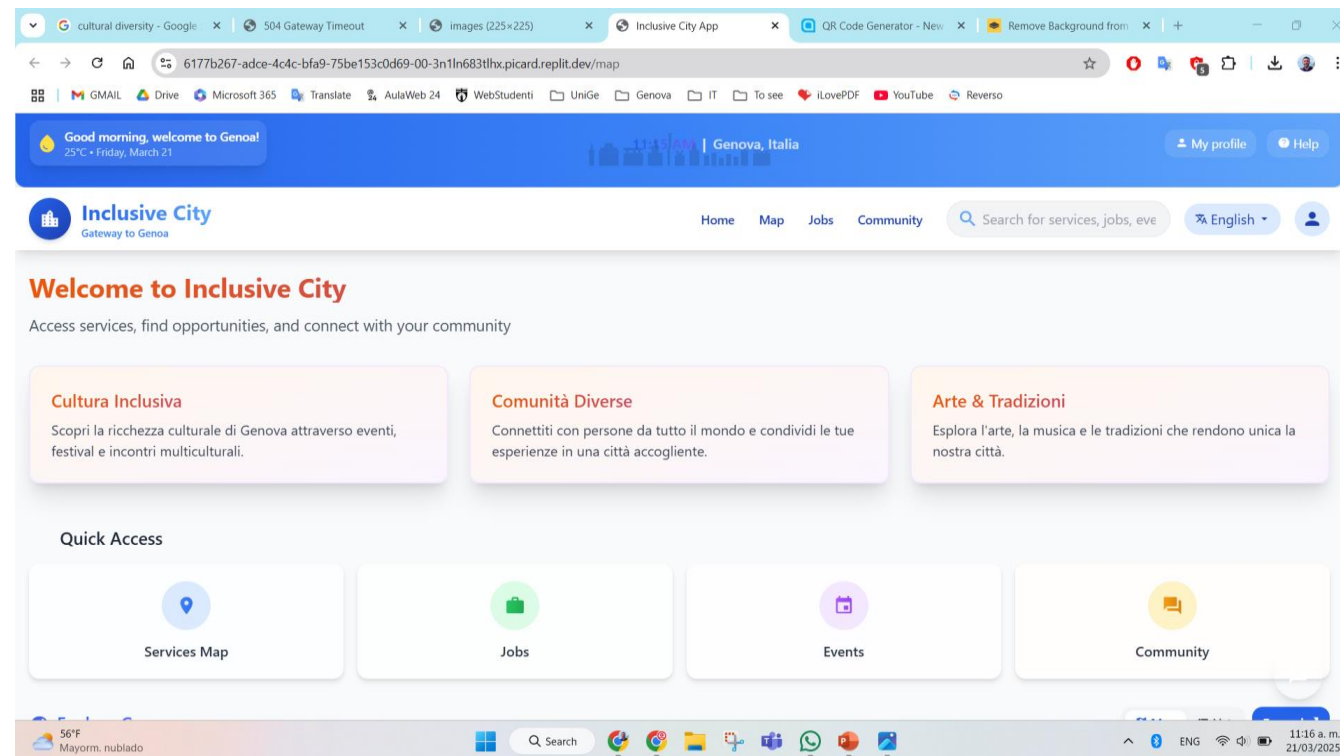
- Monthly festivals create shared spaces where everyone gets the chance to participate.
- Food, music, and sports are universal languages encouraging organic exchanges.
- Start local municipality to municipality
- Bring all together to the final grand event



FUTURE POSSIBILITIES

Webpage development- Immersive tool to find:

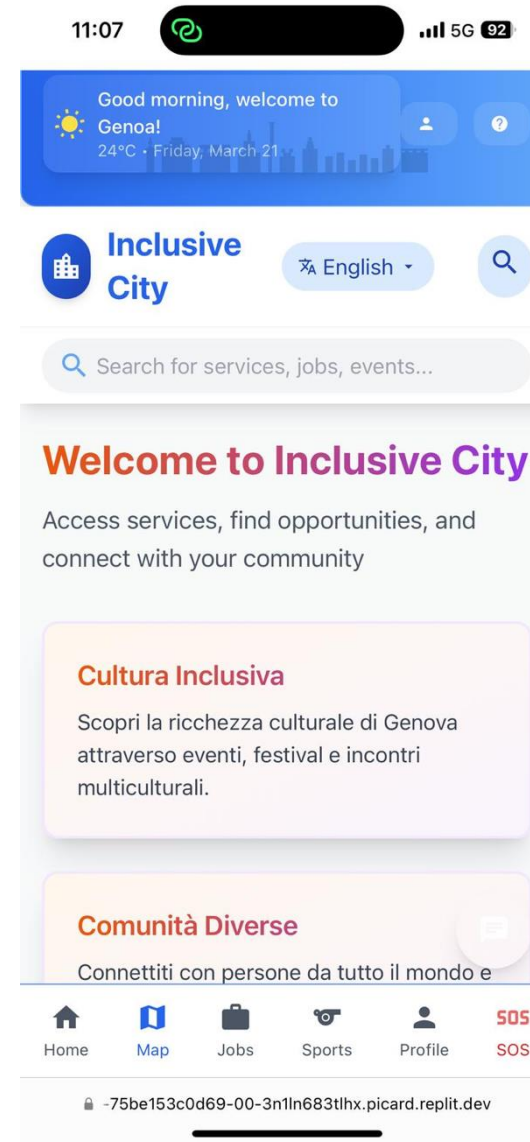
- Events
- Job opportunities
- Language lessons



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A CITY THAT GROWS TOGETHER

Not just an event series...



Transform Genoa into a model metropolitan city
for social inclusion.

