

## **Social Cooperatives International School 2017 - #SCIS2017**

*Naples, 19<sup>th</sup>-22<sup>rd</sup> October 2017 – Hotel Royal Continental, Via Partenope 38-44*

### **#SCIS2017 – Introduction**

Social cooperatives are among the most vital actors of the economy in today's world, showing the capacity to understand the great change and challenges that our societies face today.

In Italy, social cooperatives are the landmark of social services and assistance to persons in difficult situations and at risk of social exclusion. Furthermore, they are a crucial provider of work opportunities for disadvantaged persons. At international level, social cooperatives are growing steadily, inspiring innovative solutions in different social and economic context, and governments in many Countries are interested in creating favourable regulatory frameworks to recognise and promote them.

The *Social Cooperatives International School* is the annual event that promotes exchange of experiences and innovative development of social cooperatives and their networks, both at the local and transnational level.

In the 2017 edition, the school confirms the successful formula of the past editions, gathering social cooperators from different countries and giving them the chance to meet experts from innovative sectors, to get inspired from international best practices and to participate to in-depth interactive discussions.

Addressed to entrepreneurs, thinkers and practitioners, #SCIS2017 aims to foster the connection and development of the social cooperatives and promote their international dimension.

### **#SCIS2017 – Sessions**

The #SCIS2017 foresees four thematic sessions and one international seminar. Each training session will include a theoretic introduction on the topic, the presentation of best practices and a workshop to deepen different aspects of activities of social cooperatives.

***Session 1 – Introduction to the international school “Social Cooperatives: normative framework and best practices in the international context”***

*An overview on social cooperatives, normative frameworks and recent trends in the provision of social, health and educational services, as well as work integration of disadvantaged persons.*

***Session 2 – How to communicate about social cooperatives***

*Model and strategies for enhancing communication effectiveness: building the cooperative identity, promoting the added value in production of good and services, branding strategies and marketing communication*

**Preparatory activity - Communication:** Participants will have the chance to submit the communication strategy, social media campaign or the brand of their cooperative to Alessandro Martemucci. They will be analysed and discussed during the session, highlighting points of strength and proposing possible developments. More information and deadlines to follow.

### **Session 3 – Social inclusion, work, educational services and more: social farming**

Social farming is the emerging sector where social cooperatives promote new forms of work inclusion, social services, education activities and therapy, while providing social services and assistance to people living in rural areas.

#### **Seminar – Work, sharing economy, platforms – towards a cooperative approach?**

In today's context, social cooperatives contribute to face the ongoing societal changes through work inclusion and fighting social marginality and inequalities. Their capacity of innovation should meet the new challenges linked to technology changes: can the cooperative boost these forces towards a better future? Can social cooperatives enhance their impact through technology?

### **Session 4 – Management and leadership in social cooperatives**

Is there a cooperative way to tackle management skills and organizational training? How can cooperative promote successful leadership while ensuring members participation and democratic control? What lessons can be learnt?

During the sessions, the presentation of best practices will be focused on the analysis of the role of cooperative **groups and consortia** in the life of social cooperatives, and how they promote development and partnership among cooperatives themselves and among cooperatives and non-cooperative enterprises.

On Friday 20<sup>th</sup> October **Fattoria Sociale Fuori di Zucca** will host the the activities of the school. Fattoria Sociale Fuori di Zucca is a best practice on assistance, education and work inclusion in social farming, developing its main activities in the former mental hospital in Aversa.

More information on the Fattoria sociale

#### **Un fiore per la vita and Fattoria sociale Fuori di zucca**

Fuori di Zucca is a social farm managed by the social cooperative "Un fiore per la vita" (type B social cooperative) employing disadvantaged people (mainly people suffering drugs addiction and people with mental disorders). The social farm produces, processes and sales agricultural goods, runs a restaurant.

The Farm is located around the former mental hospital of Aversa, returning an abandoned and degraded urban area to families, children and adolescents. It is now an oasis of peace, hosting educational activities in a potentially hostile urban area.

In the farm it is possible to visit a garden dedicated to innocent victims of urban and organised crime.

**Where?** 54, via Giovanni Linguiti - Parco della Maddalena- ex Ospedale Pschiatrico di Aversa

**Website:** [www.fattoriafuoridizucca.it](http://www.fattoriafuoridizucca.it)

**Email:** [unfioreperlavita@yahoo.it](mailto:unfioreperlavita@yahoo.it)

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### **#SCIS2017 – How to participate? Registration, accommodation and logistical information**

The school will take place in [Hotel Royal Continental](#) in Naples from 19<sup>th</sup> to 22<sup>nd</sup> October 2017. Hotel Royal Continental is in Via Partenope 38-44, in the enchanting promenade of Naples right in front of Castel dell'Ovo. The hotel is well connected with the main railway station of Naples (Napoli Centrale) connected with the main Italian cities, and it is easily reachable from Naples International Airport by shuttle bus (more info [here](#)).

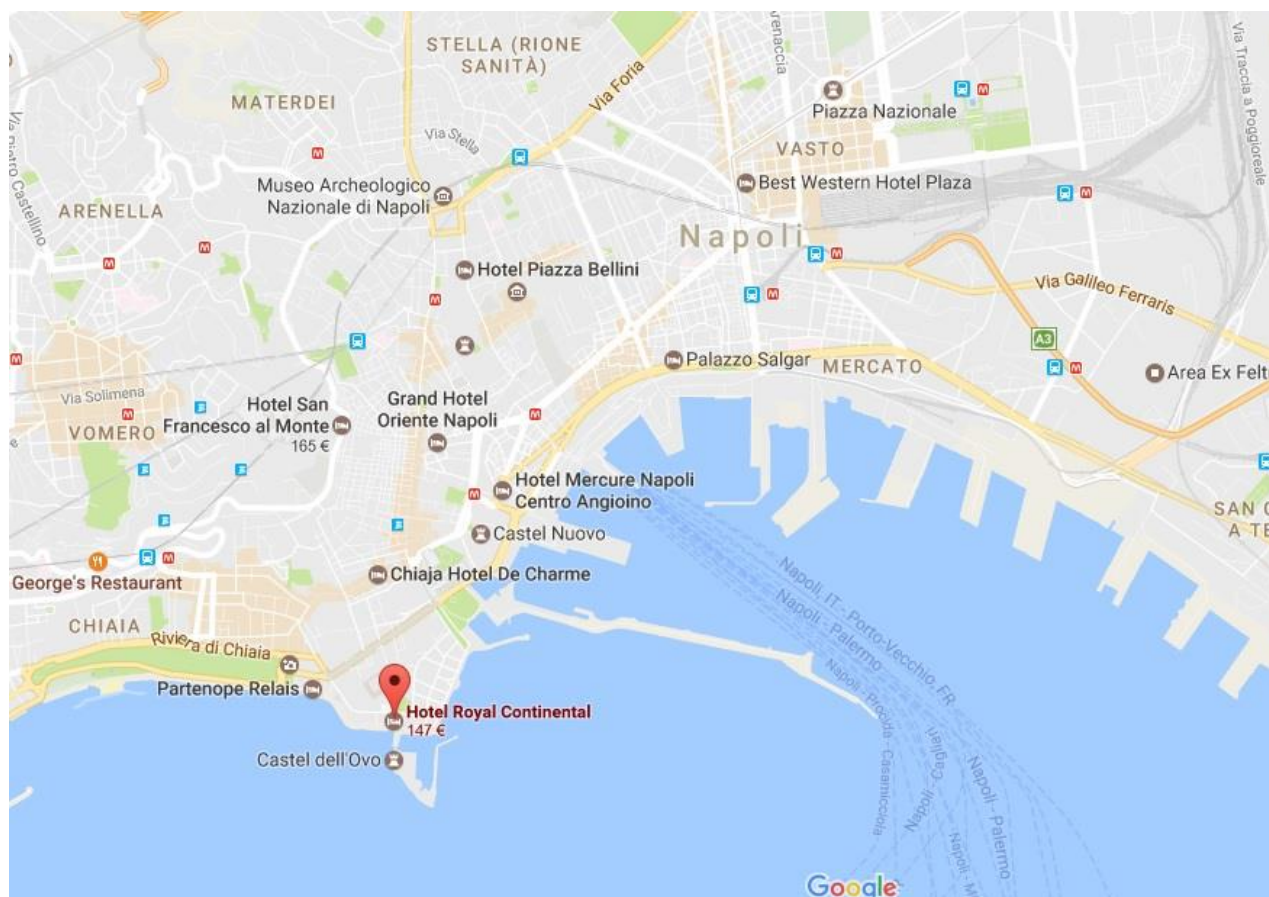
**The participation of 40 social co-operators is foreseen, among whom 20 Italians and 20 from other countries. The working language will be English.**

The participation fee is 250 € (10% VAT included), including participation, materials, accommodation in Naples (3 nights: from 19<sup>th</sup> to 22<sup>nd</sup> of October)\*, coffee breaks and lunches.

The participation fee also includes the visit to local best practices.

\*Participants will be hosted in double rooms. It is possible to request to be hosted in single rooms, in this case the participation fee is 400 € (10% VAT included).

**Deadline** for registration form and payment: 6<sup>th</sup> September



Programme *Social Cooperatives International School* – Hotel Royal Continental – Napoli 19-22 October 2017

	Thursday 19th October	Friday 20th October At <b>Fattoria Sociale Fuori di Zucca</b>	Saturday 21st October	Sunday 22nd October
<b>Morning</b>	Arrival of the participants	<p><b>Session 2</b>  <b>How to communicate about social cooperatives</b></p> <p>A. Martemucci – CEO <i>Officinae</i></p> <p><b>Preparatory activity:</b> communication strategy, social media campaign, brand of your cooperative.</p> <p>Workshop</p>	<p><b>International seminar</b>  <b>Work, sharing economy, platforms – towards a cooperative approach?</b></p> <p><u>Intro</u>  G. Guerini – President <i>Federsolidarietà</i></p> <p><u>Round Table</u>  G. Ventre – Director <i>Apple Developer Academy*</i>  G. Salvatori – CEO <i>Euricse*</i>  S. Esim – Head <i>Cooperative Unit ILO*</i>  K. Walsh – <i>Outlandish-CoTech*</i>  L. Piangerelli – <i>Open and Social Inn. Advisor</i></p> <p><u>Moderator</u>  Barbara D’Amico – <i>Data Journalist</i></p>	<p><b>Session 4</b>  <b>Management and leadership in social cooperatives</b></p> <p>S. Granata – President <i>CGM group*</i>  L. Stopponi – <i>Caritas*</i></p> <p><u>International Case Study</u>  K. Acedo – CEO <i>SSI Group (Spain)</i></p> <p>Workshop</p> <p><b>Conclusions</b>  G. Guerini - President <i>Federsolidarietà</i></p>
		Lunch break		
<b>Afternoon</b>	<p><b>Opening session</b>  L. Dal Pozzo - Vice President <i>Federsolidarietà</i></p> <p>U. Engelmann – Head Unit <i>Clusters, Social Economy and Entrepreneurship (European Commission)</i></p> <p><b>Session 1</b>  <b>Introduction to the international school</b>  “Social Cooperatives: normative framework and best practices in the international context”  V. Pellirossi – <i>Federsolidarietà</i></p> <p>“Social Cooperatives and International Co-operative Development: the inclusion of vulnerable and marginalized groups as a tool for economic empowerment”  <i>Coopermondo*</i></p> <p>Workshop</p>	<p><b>Session 3</b>  <b>Social inclusion, work, educational services and more: social farming</b></p> <p>Best practices – <i>Networks in social farming</i></p> <p>Workshop</p>	<p>Visit to the city and free time</p>	

\* speakers to be confirmed