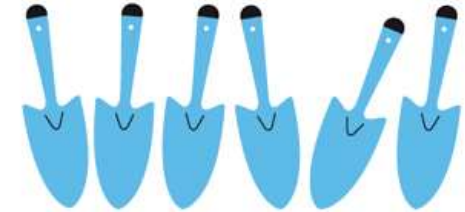


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GENERALI  
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# Background: **MIRAorti PROJECT**



- Applied Research Project (2010-2013)
- Support to public decision makers
- Territorial animation
- Educational activities
- Neighbourhood involvement
- Communication



# TURIN VEGETABLE GARDENS

URBAN VEGETABLE  
GARDENS:  
SPONTANEOUS AND  
REGULATED

PRIVATE ALLOTMENTS  
MANAGED BY NO  
PROFIT ASSOCIATIONS

Spontaneous  
gardens

EDUCATIONAL  
ALLOTMENTS

**MUNICIPAL  
ALLOTMENTS**

Average surface: 50-100 sqm  
Assignment through public call  
Assignment Duration: 5 years  
Assignment criteria:  
Income, seniority  
Rent: 50-200€/year

URBAN GARDENS SURFACE  
IN ITALY 2011-2015

**+27,3%**

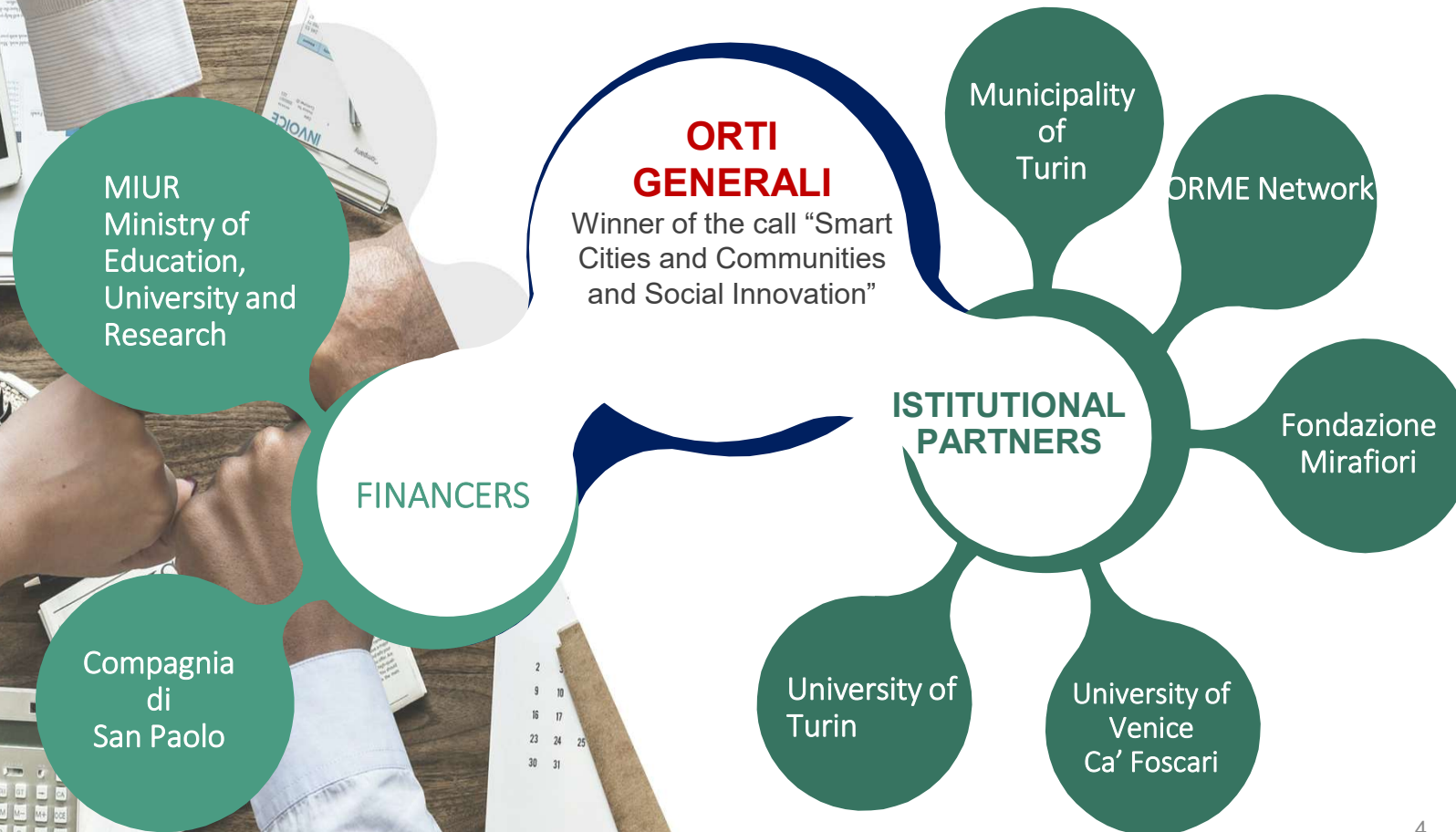
GREEN AREAS IN TURIN  
MUNICIPALITY

**35%**

AGRICULTURAL AREAS IN PUBLIC AND  
PRIVATE GREEN AREAS

**5%**

# ABOUT US







## WHERE WE ARE

Mirafiori Sud  
Parco Agricolo del Sangone



## WHAT WE DO

**New model of urban vegetable garden  
with a strong social connotation.**

**Multidimensional idea of agriculture  
in order to meet emerging  
social challenges.**

# SERVICE'S MODEL

## PUBLIC SECTOR

MAINTENANCE OF A PUBLIC AREA

## NEIGHBOURHOOD

BEEKEEPING

INTERNSHIPS

SOCIAL COOPERATIVES

ADULTS

CITIZENS

INDIVIDUAL PARCELS

FAMILIES

## COLLECTIVE GARDEN

## GROWERS

EVENTS

NO PROFIT ORGANIZATIONS

RENT OF SPACES

STUDENTS

EDUCATION/TRAINING

ELDERLY PEOPLE

RENTAL OF MACHINERIES

APPASSIONATI

SUPPORT AND CONSULTANCY

## ASL USERS

HORTICULTURAL THERAPY

MIGRANTS

COMPANIES

TEAM BUILDING

PERSONS EXPERIENCING  
DIFFICULTIES

INTEGRATION INTERNSHIPS



TARGET



SERVICES



# VALUES

SOCIAL INCLUSION

RECOVERY OF PEASANT KNOWLEDGE

FOOD/NUTRITIONAL AWARENESS

EMPLOYMENT

PHISICAL ACTIVITY

SELF-PRODUCTION

SOCIAL MIX

RECOVERY OF MANUAL LABOUR

SENSE OF COMMUNITY

INTERGENERATIONAL AND MULTICULTURAL  
EXCHANGE

FREE TIME IN AN OPEN AIR ENVIRONMENT



BENEFITS



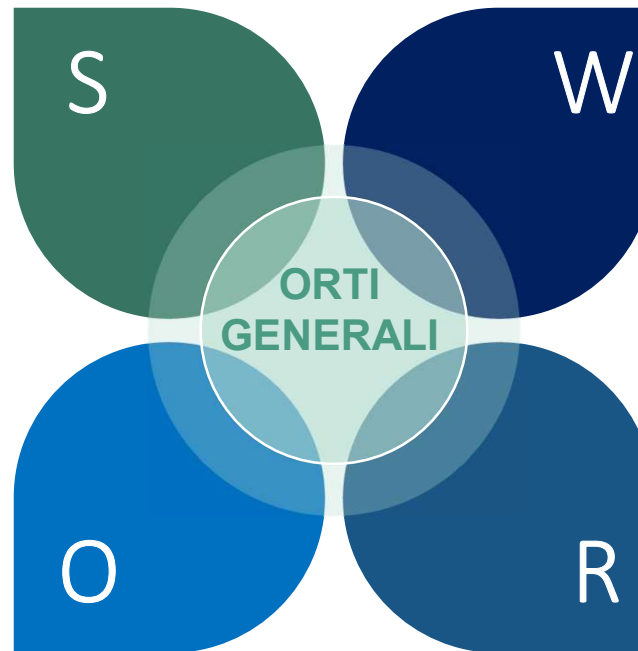
# MICRO AND MACRO CONTEXT



# SWOT ANALYSIS

- Unique setting
- Broad target
- Diversified and consistent offer
- Social inclusion

- Mirafiori as a strategic area
- Increasing importance of social enterprise and CSR in public and private agenda
- Interest of the public sector in projects related to green areas, urban agriculture and environmental education
- Scaling up possibilities



- Peripheral location
- Operative management of cash flows
  - multiple borrowers
- Seasonality of activities

- Relationship with spontaneous growers
- Eviction
- Relationship with the gypsy camp
- Meteorological conditions
- Emerging competitors
- Changes in the political agenda

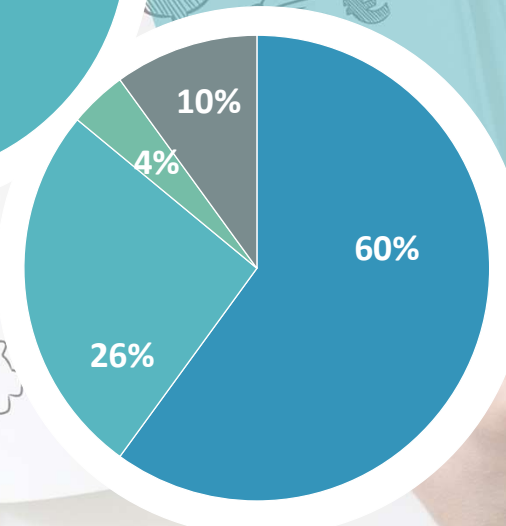
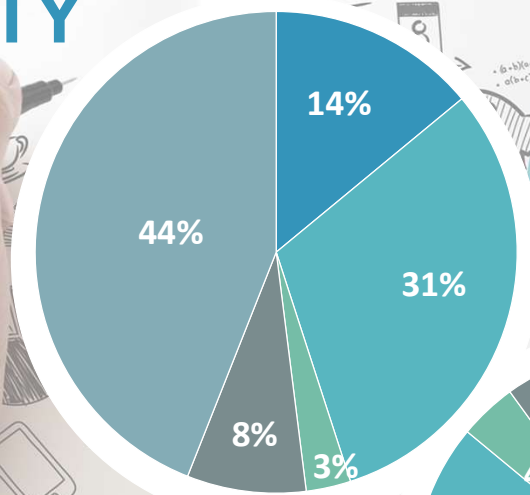
# ECONOMIC SUSTAINABILITY

## INCOME STRUCTURE

- ◆ Rent from parcels
- ◆ Education and training
- ◆ Additional services
- ◆ Fundraising
- ◆ Rental of spaces

## COST STRUCTURE

- ◆ Employee
- ◆ Administrative and management costs
- ◆ Marketing
- ◆ Rents



Start up funds: 472.000€

## BREAK EVEN POINT

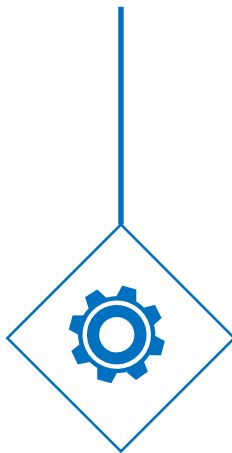
Esteemed at 127.180€



# FINAL REFLECTIONS

## HIGH FIXED COSTS

Key importance of marketing  
and user's loyalty

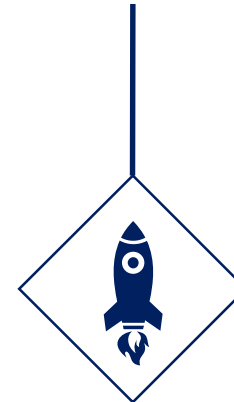


## EMERGING OPPORTUNITIES

Social entrepreneurship is evolving  
and attracting funding

## ECONOMIC SUSTAINABILITY

Consistency of our entrepreneurial  
model with the principles of social  
enterprise





Thank you for your attention!

