



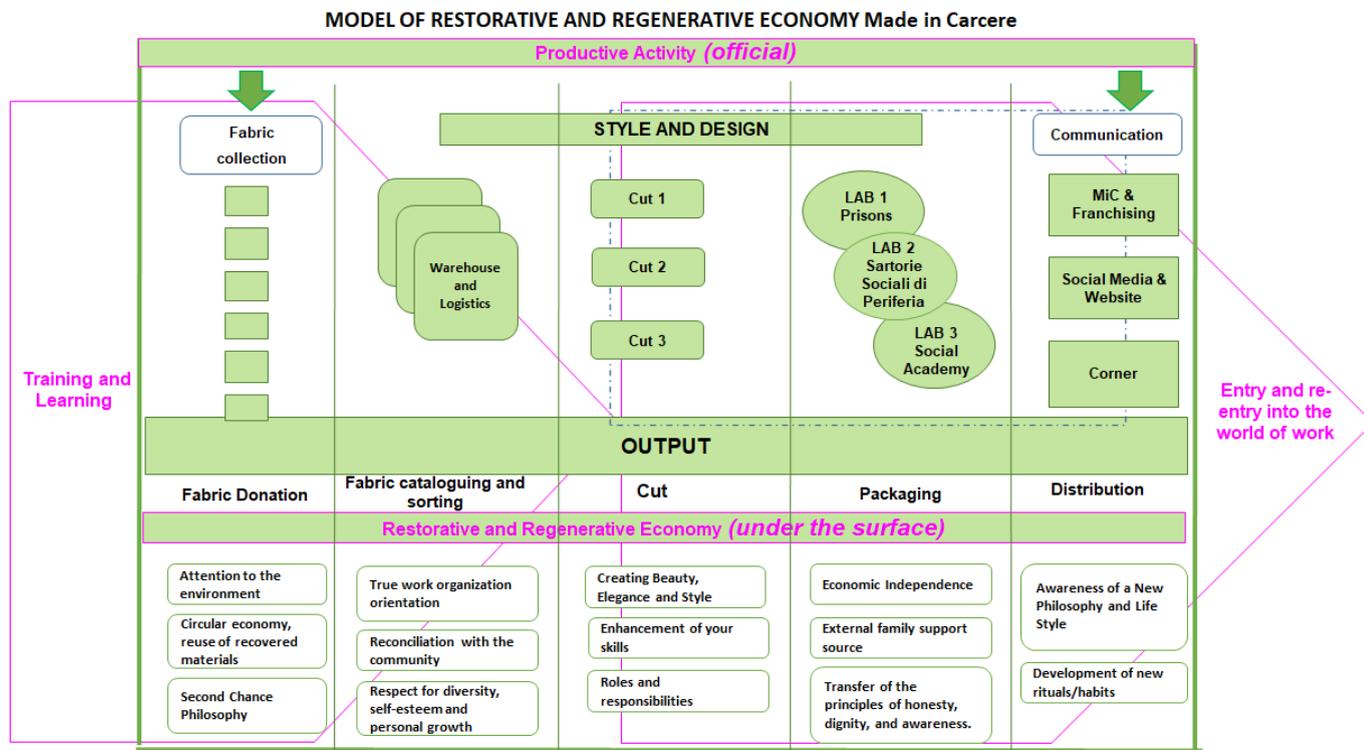
Company profile

The non-profit organization **Officina Creativa** - with the social brands Made in Carcere, 2nd Chance and Sartoria Sociale di Periferia - has been promoting for over twelve years the work of women detainees in Italian prisons, who can thus truly experience what is the ultimate goal of punishment, work and social reintegration into the productive fabric of the country.

Made in Carcere was born from the intuition of Luciana Delle Donne who comes from twenty years of banking experience. During her brilliant career, she created the first online multichannel bank in Italy achieving great success. However, she then decided to completely devote herself to the Third Sector, ranging from technological and social innovation, obtaining important awards such as Ashoka's Change Makers. Luciana has been volunteering for 15 years promoting a "**model of regenerative, reparative and transformative economy**", which is good for everybody: the individual, the community and the environment - transforming detention into a multiplicity of values, such as personal re-education, the reduction of recidivism and environmental sustainability.

In fact, the materials used to sew Made in Carcere products receive a brand new life: they are fabrics donated by generous and brilliant companies that, instead of discarding them, flooding the disposal and pollution system, they prefer to make them relive under the hands of those who seek, every day, to rebuild their lives and regain integrity.

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Context

In the tailors of Officina Creativa, we collect waste materials from partner companies that are transformed into new solidarity products and personalized gadgets for events and conferences - all handmade by women prisoners. In addition, Made in Carcere has started a pastry shop where certified organic biscuits made with high quality ingredients are produced in juvenile prisons. Made in Carcere has become a real method-model to build awareness and dignity among people.

Among the many social conflicts, in addition to the marginalization of contexts such as prisons, there is also that of generational clash, animated by the many difficulties of children to be protagonists in the society organized by fathers - an invisible generation or a short-sighted community towards the needs of young people? Maybe both, but the solution is elsewhere.

The solution is in the joy of living, in the charge that must infect consciences, in passion and love while following interests, work and hobbies.

Despite the uncertainties, the perplexities of the moment, new creative classes and new crafts are born that are based on shared joy as well as on innovation and on the three T: Technology, Talent, Tolerance. A generation that does not want to give up and that is aware that only through commitment and sacrifice can be cut important goals. In short, in a world that has become more complicated than before, youthful enthusiasm, constancy and humility can succeed.

Today, more than ever, **a rethinking of all existence is needed**. It will be easy for Made in Carcere, thanks to the principles of *style and life-philosophy* that characterized these years of activity.

Our values

Officina Creativa is an Social Cooperative that:

- ❑ Promotes "networking" between and for women and young people, considering the **difference** as a distinctive value;
- ❑ Strongly believes in actions aimed at instilling a feeling of **hope** and **enthusiasm** in women and young people;

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- ❑ Believes and works in the **protection of the environment** and promotes the **sustainable development** of territory;
- ❑ It aims to **inform, communicate** and **debate** to develop the feeling of membership of Europe.

Our strategic goals

Officina Creativa aims to:

- ❑ Recover local **traditions** and **crafts**, stimulating and helping the creation of new **work place**, framed in the logic of eco-compatibility;
- ❑ Create moments of attention on results related to **Innovation and Research**, stimulating initiatives to implement the results;
- ❑ Building new forms of **social cohesion** and new trajectories for **competition** and creation of a successful **sustainable development** model;
- ❑ **Contaminate**, with the dissemination of the results achieved and future objectives, the world economic, social and academic;
- ❑ Generate well-being and use the **BIL - Gross Domestic Welfare** as a new measure of wealth.

Areas of intervention

<p><u>ENVIRONMENT</u></p> <ol style="list-style-type: none"> 1. Reuse of materials; 2. Awareness raising on the use of eco-friendly materials; 3. Cultural and environmental dissemination, practices of the good citizen; 4. Creation of synergies with Institutions and other Associations. 	<p><u>ART AND CULTURE</u></p> <ol style="list-style-type: none"> 1. To promote knowledge of local arts, such as Fashion, Cuisine, Tourism, etc.; 2. Creation of an art workshop; 3. Organisation of national and international events attracting talent, exchanges and synergies with the various world contexts.
<p><u>SOCIAL</u></p> <ol style="list-style-type: none"> 1. Observation and definition of the needs map for young people and citizens; 2. Promotion of activities aimed at removing barriers; 3. Exploitation of differences for the purpose of knowledge circularity; 4. Generation and evaluation of BIL - Gross Domestic Welfare. 	<p><u>INNOVATION AND RESEARCH</u></p> <ol style="list-style-type: none"> 1. Analysis and study of socio-economic phenomena (also in collaboration with universities) with a view to generating new start-ups; 2. Creation of a Social Academy for the training of trainers; 3. Building new modes of interaction through new technologies.

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Officina Creativa is no profit who pursues exclusively aims of **social solidarity**, in the field of the promotion of **active citizenship**. The activity consists mainly of:

- ❑ **Reintegration** of disadvantaged resources;
- ❑ **Creation** of new trades;
- ❑ **Networking** for women and young people;
- ❑ **Generation** and evaluation of BIL- Gross Domestic Welfare.

The activities are carried out through:

- ❑ A **network** that serves as a starting and ending point for a new social cohesion among the young people, engine of a new personal and group creative action;
- ❑ **Seminars and exhibitions** to promote a new concept of international cultural exchanges;
- ❑ **Events** to raise awareness of a new culture of hospitality, engine for the development of the territory;
- ❑ **Initiatives** to recover feeling of pride and sense of belonging;
- ❑ **Training** courses aimed to the reintegration of women and young people into the working environment;
- ❑ **Collaboration** with Schools and Universities: from childhood until the working environment;
- ❑ **Valorization** of leisure time, for the development and the growth of the person as social individual;
- ❑ **Reuse** of materials and wasted fabrics;
- ❑ **Support and cooperation** of start-up in various phases (ideation, design, experimentation and realization, etc..)
- ❑ **Valorization** and export of our land full of culture, traditions and beauties landscape, as a source of income and development.

Our projects

- ❑ **“ER-RE” (Renewable Energy and Energy Saving)** - Training project for new jobs among unemployed young people but also for plumbers and electricians. Participation in the formulation of the **first cooperative community** started in Italy, in Melpignano, together with Università del Salento, Banca Etica and Lega Coop.
- ❑ **“MADE IN CARCERE, Tailoring Laboratories”**- In the Prison of maximum security of Lecce Borgo San Nicola at the House of Female Imprisonment of Trani, and recently in Matera for the production of ethical gadgets, fashion accessories in general, all made with recycled fabrics, collected by various Italian textile companies, in particular thanks to the Consorzio Mare di Moda.
- ❑ **"2nd CHANCE"** - Elegant brand of artifacts (fashion and design accessories) made in prison.

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- ❑ **“IL BARATTO-LO”** - Social communication project in primary and secondary schools to stimulate the collection of plastic bottles and cans, emphasizing the value of waste (also with the support of the Megamark foundation).
- ❑ **“VERTICAL VEGETABLE GARDENS”** - Food education learning projects through the realization of vertical vegetable gardens with plants and earth in jute bags, in youth prisons, military prisons and middle schools (also with the support of the BNC Foundation).
- ❑ **“LECCE VENEZIA A/R”** - Path of reintegration of trafficking women victims of and exploitation to train them from the professional point of view, in agreement with the municipality of Venice and the Venice Biennale.
- ❑ **“LUISS VOLONTARIAMENTE”** - Agreement signed with the University of Rome Luiss Guido Carli, whose aim is to welcome around 6 students for the month of July in prison. This year was the seventh edition.
- ❑ **“ERASMUS ENTREPRENEUR”** - Enrolled in the platform for the reception of young European entrepreneurs and welcomed about 10 foreign entrepreneurs.
- ❑ **“SCAPPATELLE”** - Our first project in the world of food. A new workshop has been set up at the Fornelli Juvenile Penal Institute in Bari and in collaboration with the Nisida Juvenile Penal Institute. Thanks to the support of Fondazione Poste Italiane and Fondazione Megamark, biscuits are produced with high quality raw materials and hold a certification of organic vegan biscuit.
- ❑ **“SOCIAL TAILORS FROM THE PERIPHERY”** - Officina Creativa, in collaboration with the Apulian territory, has launched a series of social tailors in the suburbs, transferring the group's know-how and allowing young women at risk of marginalization to set up small businesses, supporting them for the realization of their social brands and for the supply of all the necessary raw material, collected and redistributed according to principles of circular economy.
- ❑ **“UNIVERSITA' DOMINICAN REPUBLIC”** - The aim is to train university trainers and local cooperatives, through a transfer of know-how and targeted training in collaboration with ISA the University of the Dominican Republic that will allow us to transfer our social business model (productive and commercial).
- ❑ **“FOUNDATION WITH THE SOUTH”** - the project BIL - Gross Domestic Welfare involves 65 people in detention and 8 project partners located in 3 Regions of Southern Italy - Apulia, Campania and Basilicata. In these territories, Officina Creativa wants to replicate the model of **"regenerative economy"** developed through the social brand Made in Carcere, create new jobs, transfer their skills and experience to other cooperatives and associations, and assess the social impact that these activities generate on multiple



levels - individual, community and environmental. In particular, the areas of intervention of the BIL project are the following:

❑ **Work reintegration:** Officina Creativa intends to export the Made in Carcere model and disseminate the good practices acquired in the last decade of activity, to use in a stable and continuous restricted in the textile and agri-food sectors. Therefore, through the collaboration between Officina Creativa and the project partners, 65 subjects in detention will be able to participate in training processes related to the aforementioned commercial sectors and some of them will enjoy a subsequent job exchange.

❑ **Creation of a "Social Academy": Creative Workshop** proceeds to the training to ensure that associations and cooperatives present in the territories of reference the use of multi-thematic training courses with the aim of studying the model "Made in Carcere" and apply it in its context. These training activities will focus on various topics, such as social, environmental and economic sustainability, as well as in-depth analysis on topics such as waste disposal, personnel management, administration, etc.

❑ **Definition and monitoring of BIL - Gross Internal Well-being:** through collaboration with universities and research centres, Officina Creativa intends to give an academic definition and therefore a scientific value to BIL. This index, which is social and environmental, as well as economic in nature, would cover not only the limited participants but also the stakeholders in the project in question.

In relation to the above-mentioned research project, Officina Creativa has established a Scientific Committee - defined by Luciana Delle Donne "Group of Essays" - which aims to bring together the interdisciplinary skills necessary for the identification of benchmarks and indicators useful for the assessment and measurement of the impact generated by the actions carried out by the Cooperative and the project partners in the environmental field, and social.

This empirical research, however, needs scientific support to provide valid and comparable results, indispensable to improve the operational model and make it applicable in other contexts beyond the confines of the prison, as already started with the latest projects of Officina Creativa, such as the Social Tailoring of Suburbs and the Social Academy.

The BIL - Gross Internal Wellness project therefore foresees, as a natural evolution of the current activities, the creation of a Research Center called CROC - Research Center Creative Workshop.

GUARANTOR OF PRISONERS: Training course in on-the-job learning (social work grants) aimed at the employment of resources in detention.

❑ Finally, with regard to alternative forms of detention, Officina Creativa is participating in the completion of the reform of the Health Budget and Health Homes. The aim is to strengthen and qualify the national public and universal health system by redesigning and strengthening the network of territorial medicine, social health services of proximity. Such a reform would be the main form of proximity welfare, converting

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the system of private health lines into a system of personalised co-projection capable of affecting the social determinants of health.

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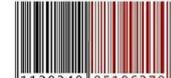
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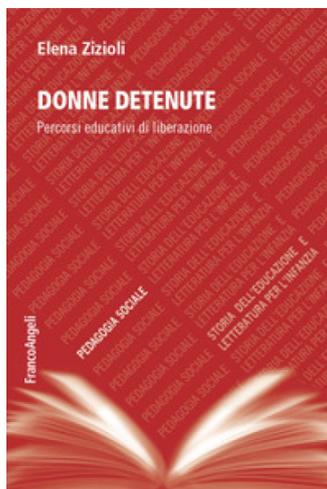
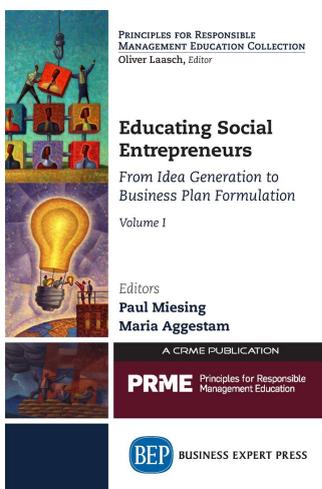
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Some book who study and present our case:



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