

From homeless to urban gardener

RIDAJE

C'È SEMPRE UNA CHANCE!



Social Vulnerability

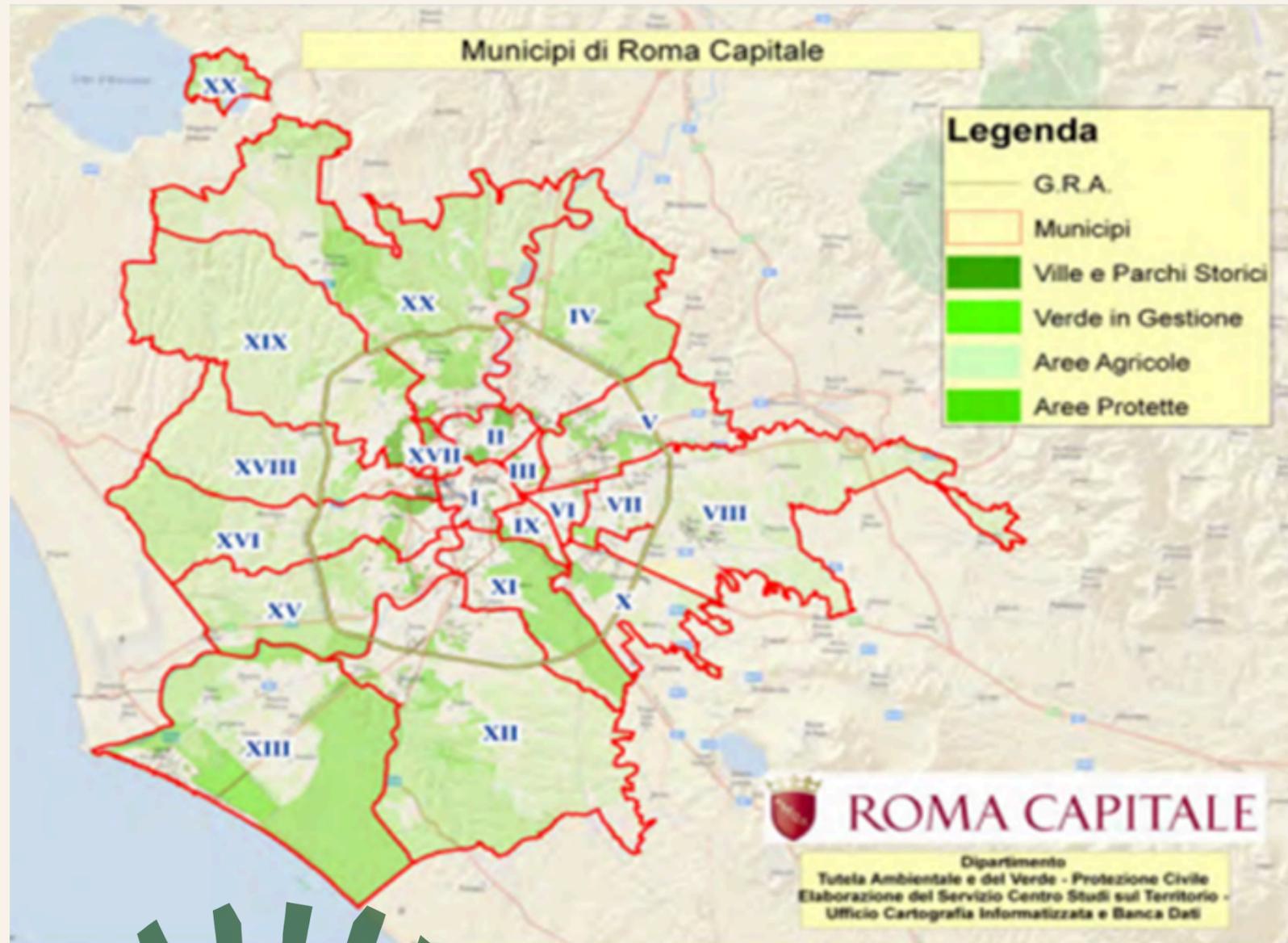
70.000 homeless people in Italy

14.000 just in Rome alone

Il **62%** earn less than **400 euro**

15.000 euro per year is the cost for the society

Green areas in Rome



6.000 soccer field

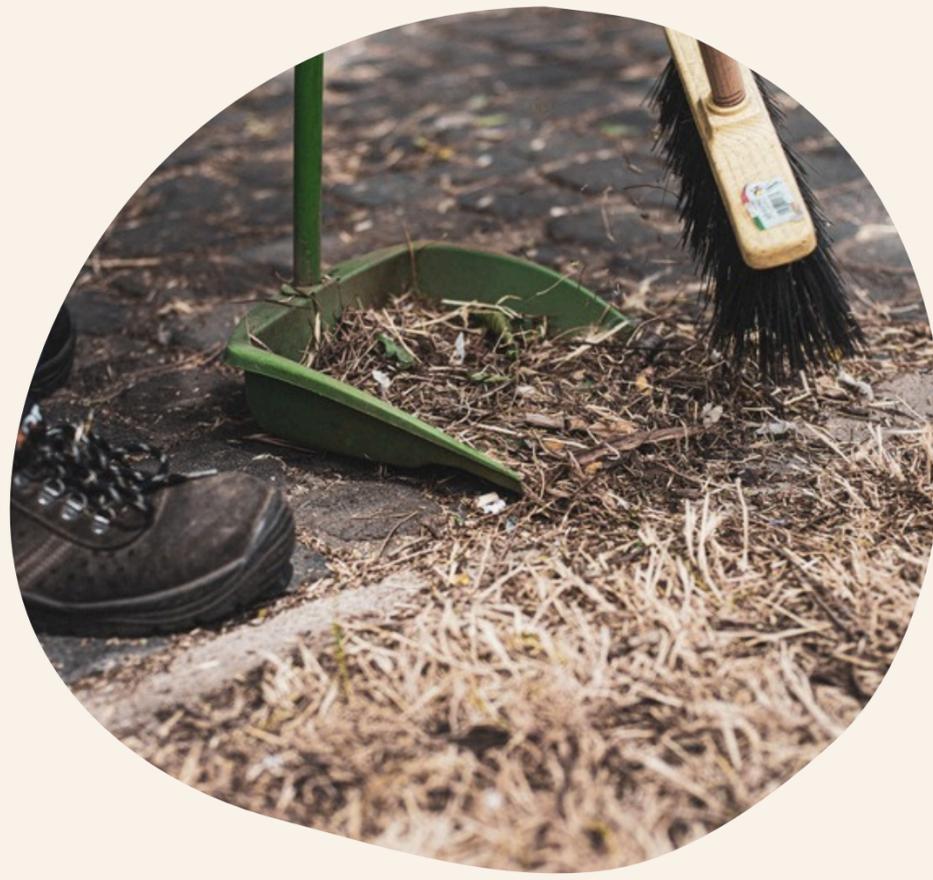
164 gardeners

more than 90% is not maintained

€ 52M public spending

Our Mission

To transform the homeless into urban gardeners who take care of Rome's green areas.



How we do it

EMPLOYMENT

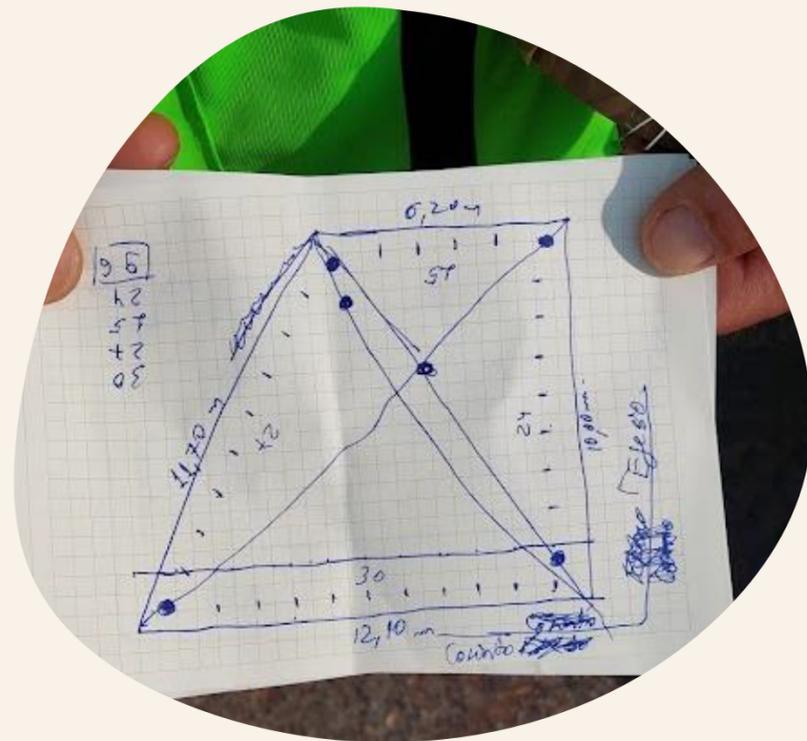
Part-time contract with coaching sessions



HOUSING AND

PSYCHOLOGICAL SUPPORT

Rent contribution
proportional to income



TRAINING

40 hours practical and theoretical on urban gardening



Business Model



Committees
Citizens
Companies

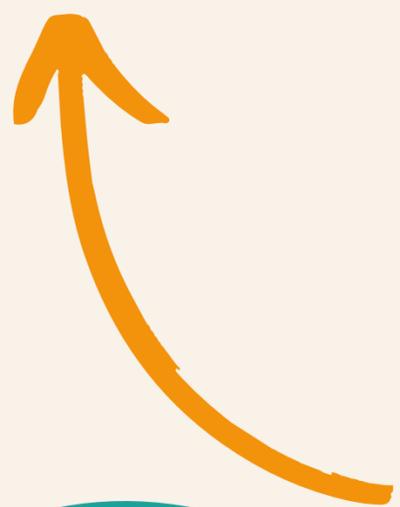


Public spaces
adoption

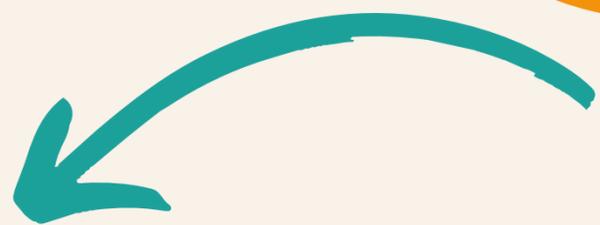


Work

Social impact



Indipendence



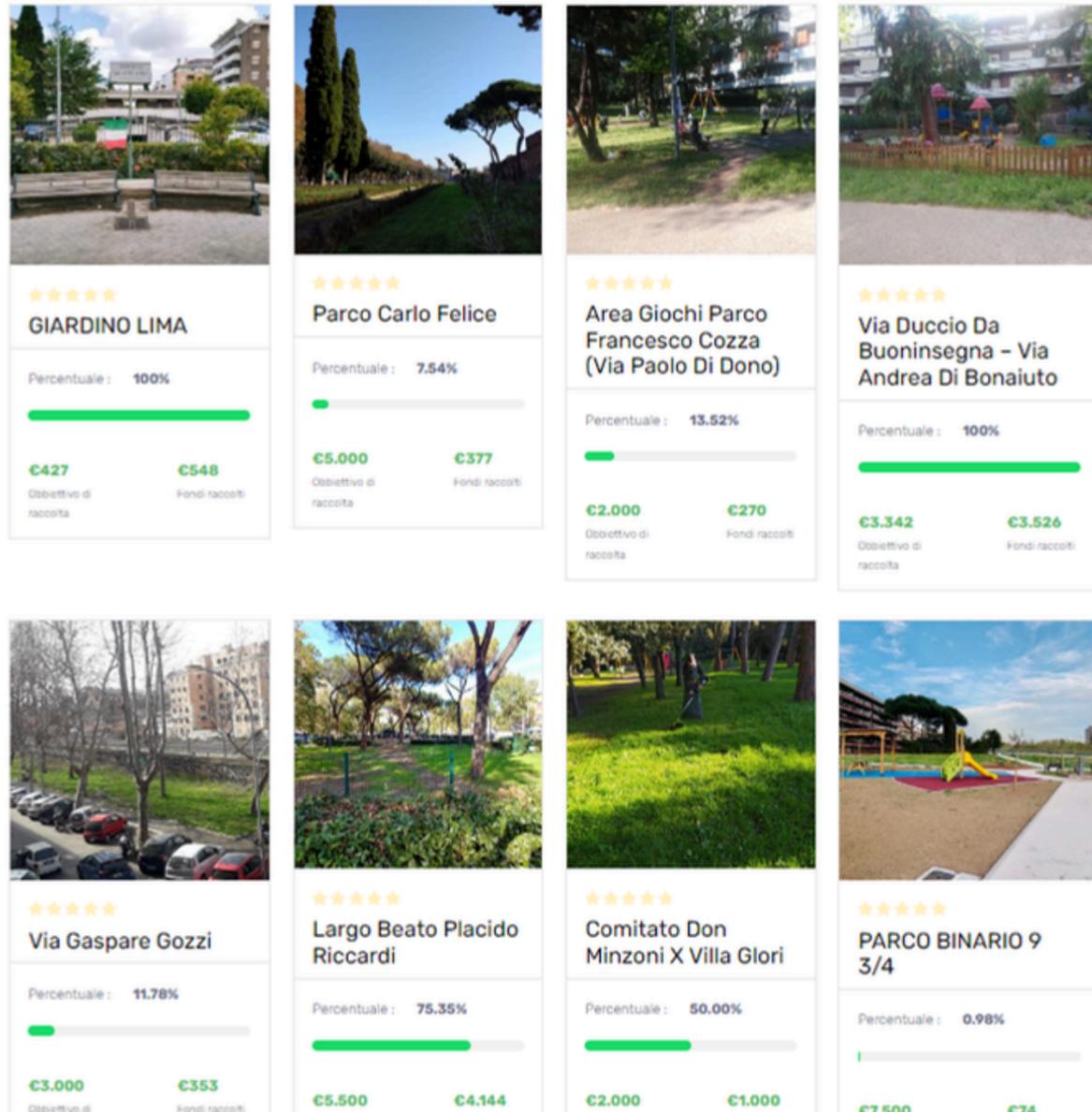
Crowdfunding platform

Proprietary platform

No collection fees

19 Active Campaigns

€25,000 Raised



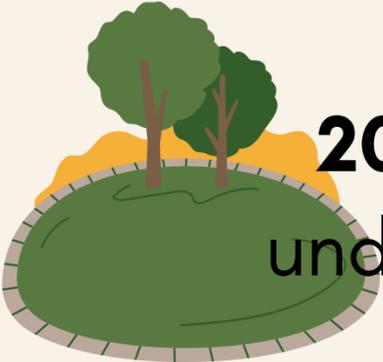
Results



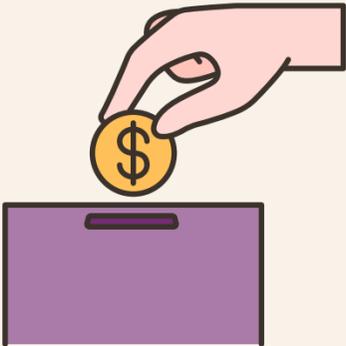
50 Gardeners
trained



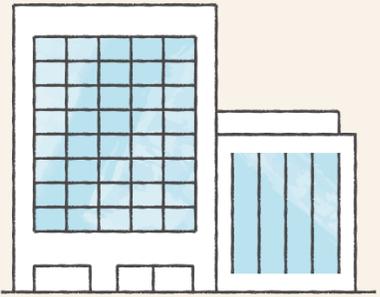
18 hired



20 green areas
under maintenance



25.000 €
Crowdfunding



115.000 €
Corporate



FONDAZIONE AZIMUT ONLUS
ENTE FILANTROPICO

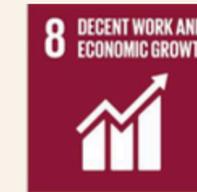


The Result



8 People reintegrated in 18 months

Social Impact



Every 10 people trained

4 people will be hired

3 people that works for at least 1 year

1 people will be reintegrated

National railways - train station



Dedicated class for 12 trainee

Adoption and maintenance of 20.000 mq of green areas.



The Team



Sara
*CEO
Co-founder*



Marco
*Green Design Project
Management*



Luca
*Founder
Social impact
research*



Lorenzo
*Founder
Chairman*



Antonia
*Communication
COO
Head of Operations*



Eugenio
*Advisor
Social Enterprise
Expert*

National network



Scalable nation wide

Milan

Turin

Brescia

Savona

Firenze



**Custodi
del Bello**



Ridaje Srl

**Via Luigi Sincero 4
00168 Roma
P.I. 15321571000**

ridaje.com

info@ridaje.com

