

## Challenge 1 – Turning a confiscated villa into a financially sustainable Social Business

### The Context:

[Libera](#) is an organisation that administrates confiscated properties from the Camorra, a Naples-based international crime group. They recently acquired a villa with a second house in an 8,000 square metre park, which includes a swimming pool. The villa is partly used by a social cooperative called L’Orsa Maggiore, which works mostly with people with disabilities. The other part of the villa (6 rooms and 2 bathrooms over 3 floors) is to be transformed into a social space. There are already ideas for the use of the surrounding park as well as the second house, i.e. a sound studio and for gardening. The villa is located in [Posillipo](#).

### The Challenge:

Turn the allocated space into a social business. The purpose of the social business must aim to benefit the community and helping disadvantaged or marginalised groups in society. Your social business must be financially sustainable and not dependent on public funding. You will be required to cooperate and coordinate with the other projects which are being implemented at the villa.

Local partners

## Challenge 2 – Making an abandoned Roman bath accessible and sustainable

### The Context:

[GAN](#) is a volunteering Non-Governmental Organisation where all the members and volunteers are archaeologists. It is responsible for the opening of some of Naples' archaeological sites. Along with other impressive sites, they are taking care of an ancient Roman bath in the outskirts of Naples, covering an area of 20x30 metres. This abandoned ruin has been neglected and some parts are yet to be excavated. Most of the ancient frescos are lost, and some of the mosaics are in a bad state. The bath is located in the suburb of [Fuorigrotta](#). The area is about 8 kilometres away from the city centre.

### The Challenge:

Turn the Roman Bath into an accessible site that can benefit society. Your project must work with limited access to the site, a lack of electricity, water and sanitary facilities, as well as the challenge that you cannot touch the ruin. You will need to make it accessible and create a sustainable site around it.

Local partners

## Challenge 3 – Creating a sustainable business plan for a volunteering organisation

### The Context:

[Gioco, immagine e parole – laboratorio culturale con e per i bambini](#) is a volunteering organisation based in [San Giovanni a Teduccio](#) and [Ponticelli](#), in eastern of Naples. These districts are considered to be among the most deprived in the city, with high unemployment, economic deprivation and criminality. The organisation focuses on the social inclusion of young people. They run several several workshops, including reading, pottery and theatre activities. They run various projects at schools or municipalities to help young people develop their own creativity. They work closely with organisations in their network to provide services for the young people.

### The Challenge:

Despite this strong network and the delivery of several successful projects, Gioco, immagine e parole still faces several challenges. Firstly there is the economic challenge: events are not conducted in a financially sustainable manner, as they only generate enough income to cover basic event expenses. The challenge is to find a sustainable way to manage their activities. Furthermore, volunteers need time, skills and suitable venues to perform activities. Therefore, being reliant on just 15 volunteers means the organisation cannot provide as many services as they wish. Moreover, the spaces allocated by the municipality are often inadequate and tend to be inaccessible to those reliant on public transport. A last challenge relates to getting families of the participating children to collaborate and actively support activities.

Local partners

## **Challenge 4 – Creating a sustainable business model for a non-profit organisation that works with school dropouts**

### The Context:

[Maestri di Strada](#) is a non-profit organisation that operates in the field of education and focuses on marginalised populations and young people. Its aim is to reduce the school drop-out rate in schools where it exceeds 30%. The schools are located in the eastern part of Naples where there is high unemployment. The programme is voluntary but has so far shown a high success rate. The students come from poorer, local Italian families in the neighbourhood. The schools are located in [San Giovanni a Teduccio](#).

### The Challenge:

Create an innovative and financially sustainable business model for Maestri di Strada. The non-profit organisation currently employs 20 part-time professionals in the field of education but can access a wider network of education professionals when needed. Funding comes from private donations and from fundraising and not from public bodies. The schools themselves do not have the resources to support the work by Maestri di Strada. The idea will be jointly implemented with Maestri di Strada and [Fondazione Cannavaro-Ferrara](#).

Local partners

## Challenge 5 – Creating an innovative new method for inclusion of the young Roma population

### The Context:

[Caritas Naples](#) is a charity organisation working on the inclusion of migrants and Roma. The Roma population in Naples faces many challenges. They usually live in camps with limited access to the most basic resources such as water and electricity. Children comprise roughly half of the population, due to marrying young and insufficient sexual education. Most camps are not officially recognised by the city and the Roma population lacks legal identification documents.

### The Challenge:

Create an innovative new plan for Roma inclusion that is effective and sustainable. The Roma population you will be focusing on lives in [Scampia](#), one of the most deprived areas in Naples, with the unemployment rate estimated to be around 75%. The camp includes around 600 people of which 50% are children. Programmes by Caritas have already established health services, with a particular focus on gynaecology. They have access to a local school, but are still marginalised from society. Your challenge is to foster social inclusion and create employment opportunities, especially for the Roma youth. Keep in mind their lack of identification documents.

Local partners

## Challenge 6 – Creating an innovative new method for recycling textiles sustainably

### The Context:

[AmbienteSolidale](#) is a social cooperative that focuses on textile recycling. With their local partner ASIA, they access around 2,000 tonnes of textile waste a year. After sorting and processing the textiles, they re-sell them. High quality goods are sold to local markets and second hand stores, whereas other goods are exported, particularly to Eastern Europe and North Africa. They employ people from vulnerable groups like former offenders or reformed drug addicts to give them new perspectives and a way to reintegrate within society. They collect waste from all around the city but also in [Portici](#) and [Ercolano](#).

### The Challenge:

You will have to create an innovative new way for AmbienteSolidale to increase their income generation. If they improve their processing they can triple their price per kilo of textiles. Your idea must be creative and can refer to improving their production facilities, opening new markets or something completely different. Your idea must be sustainable whilst meeting the social purpose of AmbienteSolidale.

Local partners