REPORT CONCEPT OF PILOT ACTION BOLOGNA

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KEY FACTS

Project partner	ASP Città di Bologna
City, Country	Bologna, Italy
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Name of pilot (as in application form)	Welfare Community Management
Focus of the pilot (as in application form)	☐ Labour market integration ☐ Social integration and cohesion ☐ X Both
Planned duration of pilot	Start date: December 2020 End date: November 2021
Short summary of the concept (max. 500 characters)	The pilot wants to strengthen the already existing network and integration activities in 1 neighborhood in the city of Bologna and in 4/5 towns in the Metropolitan area of Bologna. By the analysis of the needs, the resources, and the possibilities of each area the pilot will support locals, asylum seekers and refugees, long period immigrants, associations and institutions to work in an open innovation process. The three points of views of the project will be: RELATIONSHIPS - JOB - HOME. For each area the pilot will propose different participatory activities, taking into account the territorial specificities and working side by side with local institutions and associations, in order to create something (a project or a methodology) accessible and sustainable for future activities and projects.

CONTENT

<table>
<tr><td>

1. Description of the existing situation / Contextualization of the process (max. 2000 characters)
   - What is the existing situation?
   - Which problem, challenge, and observation does the pilot react to?
   - Is the pilot a new project/service or implemented with an already existing project/service? If implemented: What is the added value?

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The pilot will start from the observation of the specific **challenges** of the areas where it will be implemented.

San Donato -San Vitale

The neighborhood in Bologna shows difficult relationship between old people and new generations and between local seniors people and refugees. Although there are a lot of social associations that developed social and cultural projects, a lot of work needs to be done to reach the real social inclusion of immigrants.

San Lazzaro
The town in the suburbs of Bologna, offers a lot of opportunities to stay, but migrants are always seen as guests and it is very difficult for them to take part in the social, cultural and political life.

Gaggio Montano and Porretta Terme
They are two small towns in a bigger and mountainous area called Alto Reno Terme, where there are thermal baths and some trekking itineraries. These areas risk a big depopulation process although the quality and the cost of life is more accessible than Bologna.

Castello d'Argile and San Giorgio di Piano
They are two small towns in an area called Unione Reno Galliera, a valley where usually migrants arrive by chance because of the hosting public policy. It is very difficult in these areas to have a social relationship with locals, because there are not so many associations and most of them are engaged in services thought only for locals.

The pilot wants to **strengthen the already existing networks** in the areas described before, in order to:
- ensure a continuity on some already existing projects and to facilitate a process of community organizing and engagement targeted on real, recognized and evident needs each area will express;
- share new participatory methods and techniques, as well as qualitative and quantitative

data resulting from the mapping of each area, fostering the development of new skills in local associations and a higher engagement in the social, cultural and relational growth of each area;
- support a positive image and narrative about integration, starting from the neighborhoods where refugees live with projects involving Italians and refugees.

Baumhaus creates and shares with institutions and partners a [presentation](#) that resumes the process (in Italian).

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2. Definition of the target group(s) (max. 1500 characters)
    - Who does the pilot want to reach (e.g. refugees, locals, as well as other stakeholders)?
    - What are the special needs of the target group?
    - How can a diversity of stakeholders be involved?
    - How are the target group(s) reached?

The pilot **wants to reach**:
- Refugees
- Neighborhood citizens (seniors, families, under18)
- NGos workers
- Local authorities

The **most important need** is to facilitate relationships between people living in the same area and to create some services based on real needs and resources of each area.

The focus will be to engage all the targets from the beginning as an active part of the process of the pilot. Baumhaus is working to develop tools and to structure the methodology for the engagement process. This process will **involve** different people at different levels.

In order to map the real needs and resources of each area, and to understand the different levels of possible engagement, the team designed some useful **tools to reach the target**:

[Online map](#) (January 2021)
[Structured interviews](#) (February - April 2021)
Questionnaires (March - May 2021): [questionnaires for locals](#) and [questionnaires for immigrants](#).
[Focus groups](#) (March - May 2021)

A dedicated Whatsapp number, a dedicated email address, a monthly newsletter to share the process with all the people previously involved. The monthly newsletter will be also a way to promote the network created during the process, and to give more exposure to local associations and innovative projects in the territories in order to share a common framework and a collaborative way to work together.

3. Description of the pilot (max. 2000 characters)
- Which kind of pilot action was chosen?
- How is the agency of refugees respected?
- How refugees are concretely involved and made protagonists? How is the access to resources and the voice of refugees enabled?

In order to develop social innovation and inclusion, it is important to build processes able to activate and strengthen individual passions, best practices, sense of community and collaboration.

The methodology of **Community Labs** will be used to develop the pilot in a process of engagement and analysis of needs and resources of each territory, in order to find common solutions to common problems, and to create a real link between citizens, immigrants, NGOs and local Institutions. This is a method ordinarily implemented in the Emilia-Romagna Region.

The pilot is called **Connettiamoci-Coltivare Comunità** ("Let's connect-Growing Community").

"Let's connect" represents the culture of relationship and active participation between citizens, refugees and asylum seekers that are living in the same area.

"Growing Community" tells us how fundamental it is to take care, as well as take care of the earth, it is desirable, if not necessary, to take care of the participants in the process.The identity of the project expresses the importance of the meeting, of recognizing each other in order to activate trust relationships between people.

Through interviews and questionnaires, the team will explore how refugees live the relationships, discover new opportunities and plans his/her lives for the future. Through the analysis of their skills, expectations, knowledge of territories, resources and needs, it could be possible to engage them and try to create a trust relationship with people. To involve refugees, the team will develop some questionnaires and focus group activities, structured with images in order to be accessible also for illiterate persons or vulnerabilities. If necessary, the Welfare Community Manager will involve intercultural mediators to facilitate the process.

Refugees could have the possibility to define which kind of Community Lab implement in order to respond to their needs and to give value to their personal resources and, if it will be possible, Baumhaus will engage refugees to manage some phases of the pilot, such as video making, communication plan, tutoring during the Labs.

4. Goals of the pilot (max. 1500 characters)
- What are the goals of the pilot?

The pilot is a way to:

- taking care of a process of inclusion at different levels in order to achieve successful results;
- mapping relationships, public and private services already existing in each area; listen to different points of views in each area and learn from them, giving voices to people that usually have less opportunities to explain their point of view;
- enhance value to previous projects and successful activities in inclusion of immigrants;
- co-create a new way to project together, also facing something new that could happen (e.g. Covid-19);
- create a common sense about inclusive and sharing approaches;
- define a methodology of engagement of locals and asylum seekers and refugees (or people that live for a short period in the territory) in the social, economic, cultural life of the territory;
- spread the knowledge of different best practices through networking, fostering mutual learning at local level;
- disseminate the value of the service design method.

5. Measures and activities (max. 2000 characters)
- What measures are taken to achieve the goals?
- What are success indicators, key figures, milestones? How can the results of the pilot be measured?
- Which sequence of steps are to be taken?

Success indicators: attended quantitative and qualitative results for each step

Step 1: Mapping:

- number of stakeholder engaged, minimum 30;
- number of migrant associations engaged, minimum 5;
- number of asylum seeker and refugees engaged, minimum 30 ;
- number of permanent resident engaged, minimum 30;

Step 2: Community Labs:
- number of Community Labs for each area: minimum 2;
- number of participants for each Labs: minimum 20;
- final questionnaire for each Labs in order to collect feedback by the participants.

Step 3: Conclusive events:
- feedback from the events of each area: number of participants- minimum 100;

The **key figures** enrolled are:
- Welfare Community Manager and Project Manager
- Facilitators for mapping
- Teachers for Community Labs

- Tutors for Community Labs

To develop the pilot, Baumhaus will work with a team of experts already engaged in the areas and with a huge expertise in welfare community management.

The pilot will be implemented in 4 **stages** with methods involving Welfare Community Management, focus groups and community labs:

- Relational mapping: observation, listening and sharing ideas and experiences

After focusing on the community to engage and on the touch points to reach them, the team will project specific tools (questionnaires, structured interviews, focus groups) to map the area: how people live there, which similarities and differences there are between locals and asylum seekers, between seniors and youngers, and in what ways people network with each other.

- Communication plan (Annex 1)

The communication plan is a fundamental part of the process: giving a sense of belonging to a community means to recognize oneself part of this community.

To face the Covid period and the red zone imposed by the government, the communication strategy will be mostly online, using the facebook profile of baumhaus and ASP Città di Bologna and sponsored posts for target and territories in order to reach locals and immigrants residents in the areas.

The posts will be the first contact with people that don't know the project and that could be interesting in that. Thanks to an outlined questionnaire people will be included in a database, clusterized for targets and territories, in order to create an online community that could participate during the Community Labs and that will be updated in the future months. At the end of the projects, the final database will be shared with local and institutional stakeholders that could be considered for future plannings.

Some printed posters will be affixed in strategic points (municipalities, pharmacies, squares, doctors offices, etc…) for each territory to also reach people without social accounts.

2.1 Short film of the project (Annex 2)

The video will be produced by September 2021, published through the social media profile of SIforREF project, and sent by newsletter to every person engaged along the process.

- Community Labs
  Digital tools useful to reach a full citizenship such as:

- Digital Identity (what is that, why it is important and how you can use it);
- Work Lab (how to use smartphone to look for a job);
- Financial Education (what it is a bank account, for what it is useful, tools to save money and to ask for a loan -microcredit - bank loan, etc...)
- Looking for an house (what it is required to look for an house: guarantees, contracts and financial resources to rent an house, how to face racial discriminations)
- Carpentry Labs;
- Kitchen Labs;
- Bike workshop;
- Tailor workshop;
- Guerriglia gardening.

6. Timeline

Include a schedule of the pilot (including milestones)

1.Relational mapping: observation, listening and sharing ideas and experiences.
January 2021- May 2021

2.Communication plan
March 2021- November 2021

2.1 Short film of the project
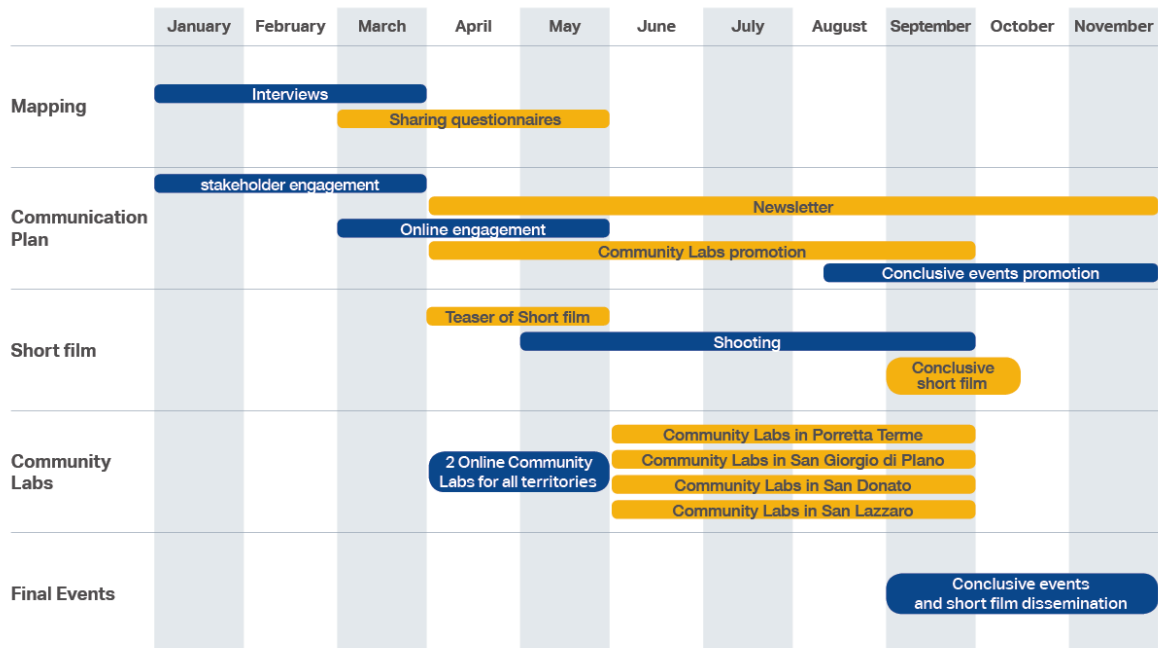April 2021- mid October 2021

3.Community labs
April 2021- September 2021
Because of the Covid situation, the first Community Labs will be done in a blinded way (online labs).

4.Conclusive events
September 2021- November 2021

7. Definition of responsible actors (max. 1500 characters)
- Which actors are responsible for the pilot?
- Who will implement the pilot?
- Are there cooperation partners?

ASP City of Bologna is the responsible for the pilot and chose to entrust with Baumhaus in order to take care of the planning and the implementation of the pilot action.

Baumhaus is a small social organization established in may 2019 with a long-term experience as an association since 2012. It triggers cultural processes aimed at empowering the new generations, promotes spaces for empowerment, spreads knowledge and redistributes opportunities by creating at the same time employment opportunities.

Some **cooperation partners** are involved:
● **KILOWATT** is a consulting company. It will be involved to create tools and to define the methodology to engage the different targets.
  ARCI is a network of associations for leisure and it will be involved in San Donato and San Lazzaro in order to create value around their already existing venues and to project something new could be developed in their networking.
  SMK is an association of freelance video making. They will produce the small film of the pilot and share their competence in video making.
  DICO is an association that develops projects to face IT challenges in social field. This association could be involved to face digital divide in all the steps of the project.
  FESTIVAL ITACA' responsible tourism festival is the first and only festival in Italy that deals with tourism innovation.
  BITMUP an association made by experts and researchers engaged in local regeneration and promotional projects to contribute to create sustainable development.

8. Possible problems or difficulties (max. 1500 characters)
- Which problems or difficulties are possible when implementing the pilot?
- How does COVID-19 affect the pilot? Is a Plan B necessary?

During the pilot implementation, to prevent the opportunity to develop not inclusive Labs for everybody, the team wants to involve local and institutional figures as "ambassadors".
Covid 19 can also affect implementation, because it would reduce the possibility of carrying out activities in the presence. For this scenario, the Baumhaus has already defined a PlanB for each step to address all possible risks.
However, to carry out the activities in the presence, the Baumhaus is working to ensure safety in every activity, so it could be important to have a health center to buffer each participant before to get in touch with others during the Workshops.

STEP 1: Relational mapping
● online questionnaires, focus group and interviews;
● printed questionnaires in every neighbourhood in order to reach seniors or locals;
● digital tutor if necessary;

- for each area a whatsapp group
- sharing knowledge of the pilot with NEXTDOOR App, in order to reach already engaged locals in the neighborhood.

STEP2: Community Labs

- Labs will be done online, reducing the number of participants but confirming a real interaction. Meet, Zoom or Topia platforms will be used and the process will be facilitated through a Jamboard.

- Labs could be done in presence in big open venues to create links between people and/or with a covid-test done before to enter in labs.

STEP 3: Conclusive Events

For the conclusive events it will be possible to plan some open webinars and some offline communication materials useful to share the result of the project.

9. Sustainability (max. 1500 characters)
- What is the sustainability of the pilot?
- How can the pilot or the methods be used after the end of the pilot or the project?

The methodology used to develop the pilot will contribute to create a collaborative project where every step, tool, and problem will be shared. Testing together every step of the process could be possible to introduce some remedials and, in the meanwhile, to strengthen the previous experiences of local partners.

The pilot is sustainable because it will engage from the beginning local associations in order to build a tailored methodology and to define in a participatory way which kind of Community Lab could be implemented.

In every area, the team will share the mapping phase results with local stakeholder and politicians, and will leave them an important tool to develop future activities in the social inclusion field.

The pilot will help the NGOs working with asylum seekers and refugees to discover new associations, institutions and services existing in the territories and to develop new and own methods to work in social inclusion.

On the other side, for locals, asylum seekers and refugees engaged there will be an experience to feel part of a more complex community and to keep taking part in future activities proposed.

All the tools built during the process by the team will be shared with European partners, local institutions, and local NGOs.

Conclusive video will show, in a visual way, the whole process.

Some final interviews will be done to participants engaged in the process to show the real impact of the pilot on their lives and which strategy/tools/activity is more useful to reach the aim of the project.

At the end of the project the team will write a conclusive and narrative report inclusive of some pictures, participants' point of views, infographics and all the strategies used during the process.

In particular the team will define:

- Canva to describe the process. The canva model could be used to plan activities in other territories.
- Tools used in the mapping could be re-used in other territories;
- Focus groups as a way more useful to include people that usually don't participate in the social life of their territories;
- Strategies to create more inclusive process;
- Strategies useful to face some challenges that could happen during the process: how to engage people that you don't know; how to understand if people recognize themselves in the communities.

11. Short film (video) (max. 1500 characters)
- Which steps are planned to create the short film of the pilot?

The short film is a way to tell the process, from the beginning to the end of the pilot, as well as to highlight the importance to engage people who live (temporarily or permanently) in the studied area in every step of the project.

The short film will be also a way to compare different areas of the same Region and different ways to face a real social inclusion of asylum seekers and refugees.

During the project it will be produced 2 different videos:
a trailer (1m 30s) by March 2021;
a short film (maximum 10m) by October 2021.

Video trailer [1m30s]
This short video will have a dual function:
1) a tool to narrate the pilot to institutions and people living the areas involved with the aim of understanding better its goals and the future steps;
2) a tool to deeply involve people already engaged in the first step of the project (mapping and data analysis).

Short film [maximum 10m]
The short film will narrate the whole process of the pilot and it will illustrate the different contexts and the different paths, "road maps" defined for each area.