

## MUSHROOM GREENHOUSE

The project is an agricultural initiative for the production of the cardoncello mushroom (*Pleurotuseryngii*) in an air-conditioned greenhouse, which aims to create a local brand, to create a solidarity buying group managed by people with disabilities.

Specifically, the cultivation of mushrooms lends itself well to the skills of users with intellectual disabilities as they require simple and repetitive tasks, respecting personal times and rhythms.

Furthermore, the concept of taking care of an element that is born, grows and develops, allows the achievement of important results in terms of role and personal satisfaction. This develops a sense of initiative and entrepreneurial skills, aimed at generating positive changes in terms of activation, work-oriented, with the aim of developing, in a broad sense, the "knowing how to act with a spirit of initiative and entrepreneurial skills" to overcome the challenges for one's professional and personal development.

<b>INITIATIVE</b>	
<b>Name of the initiative</b>	<b>Mushrooms Greenhouses</b>
<b>Short description</b>	<p>Agricultural initiative for production of cardoncello mushroom (<i>Pleurotus eryngii</i>) in an air-conditioned greenhouse, design of a local brand, Creation of a Solidarity Purchase Group carried on by people with disability.</p> <p>The agricultural production arises from the need to propose work tasks in a sustainable entrepreneurial process and from the awareness that the farming activity better respond to the individual predisposition of some people, by achieving excellent results as regards the acquisition of professional skills and well-being. Specifically, the cultivation of mushrooms lends itself well to the skills of users with intellectual disabilities, respecting personal times and rhythms.</p>

<b>CRITERIA</b>	
<p><b>Economic and financial sustainability of the project</b></p> <p><i>(Is the project ensuring a steady flow of funds and generating revenue for maintaining and continuing the organisations work?)</i></p>	<p>Clear and achievable business idea, with a sustainable cost-revenue plan, and with a proposal in line with the trends of a target of consumers attentive to product ethics, as demonstrated by good practices in the national context of Groups of Solidarity Purchase in agriculture.</p>
<p><b>Compatibility of the investment with the urban planning instruments and the time required for obtaining permits, concessions and opinions preparatory to its start-up</b></p> <p><i>(Is the project coherent to its city urban planning and foresees the time required to have the necessary documents and concessions to implement it?)</i></p>	
<p><b>Consistency under the strategic profile</b></p> <p><i>(Clarity in the identification of stakeholders and beneficiaries, of the territory, of the need that you want to contribute to satisfying, of the change that you do wants to generate)</i></p>	
<p><b>Sustainability and coherence under the organisational profile</b></p> <p><i>(Details of the key resources as competences, organisational model, permits and / or necessary permissions)</i></p>	
<p><b>Coherence under the economic-financial profile</b></p> <p><i>(Internal and external financial resources needed. Cost items, revenue items, the trend of costs and revenues)</i></p>	<p>The fixed costs will concern the staff employed, energy and water utilities, support material for the production of mushrooms; the revenues will derive from the sale of mushrooms, of which a yield is estimated equal to:</p> <ul style="list-style-type: none"> <li>- 4000 kg / year / greenhouse, for a total of 12000 kg / year overall (year 1).</li> <li>- Estimated selling price: 9 euros / kg</li> <li>- Revenues equal to: € 36,000 / year /</li> </ul>

	greenhouse, for a total of € 108,000 / year as a whole (year 1).
<p><b>Scalability of the project idea in time and space</b></p> <p><i>(Economic sustainability and prospects for continuity and development of the project idea, clarity in the definition of solutions for the procurement of resources and continuation of activities)</i></p>	<ul style="list-style-type: none"> <li>• replicate the initiative in additional spaces, to promote the production of cardoncelli mushrooms even with outdoor cultivation, with the availability of additional land</li> <li>• expanding the network of partners in a logic of scalability of the experience, and enhancing the first activated experience</li> <li>• promote the social brand also in new territories, through the social networks of belonging and the project partners</li> <li>• launch a sales service of Cardoncelli mushroom bales for private production to GAS members.</li> </ul>
<p><b>Flexibility and dynamism of the entrepreneur</b></p> <p><i>(Capacity of the potential entrepreneur needed to adapt to changes in the market and socio-territorial conditions)</i></p>	
<p><b>Feasibility and expected effectiveness</b></p> <p><i>(key factors that reinforce business feasibility, in relationship with the constraints and criticalities of the intervention sector, capacity of the project to achieve the stated objectives)</i></p>	<p>The idea behind the sustainability of the project proposal is to focus on the levers of the social economy: once the production of cardoncelli mushrooms in the greenhouse has started, the preconditions for sustainability will be created beyond the end of the project itself thanks to the organisational modality of the service:</p> <ol style="list-style-type: none"> <li>1. Formalisation of the social network of "partners" for the involvement of disadvantaged workers, the continuity of agricultural production and territorial promotion</li> <li>2. cost reduction thanks to the enhancement of the photovoltaic system for the production of the energy necessary to maintain temperatures in the greenhouse</li> <li>3. launch of the CardOK - Cardoncelli social brand for social issues and positioning in the local market</li> <li>4. formalisation of the social network of "customers" linked to the promotion of the local community and the establishment of a GAS.</li> </ol>



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