

SOCIAL TAILORING:

The project is inspired by the tailor's work which is based on recycling aimed at transforming waste into wealth, a creative laboratory based on the circular economy.

First of all, it promotes textile recycling, and offers a new job opportunity to people in social disadvantage, guaranteeing a specialised training course.

A human enhancement project that intertwines craftsmanship, sustainability, and stories, to give a new life to things and people.

Specifically, the project aims to offer services such as: tailoring repairs; customised creations for events such as wedding favours; for merchandising for the promotion of the territory, cultural and religious promotion (gadgets).

INITIATIVE	
Name of the initiative	Social Tailoring
Short description	the work of the tailor's shop is based on creative recycling aimed at transforming waste into wealth, offering services such as: tailoring repairs, customised creations for favours, sugared almonds, etc. (for example tablecloths, towels, clutches, bags, key rings, bookmarks, diaries, photo frames), creation of gadgets for the promotion of the territorial, cultural and religious sites.
CRITERIA	
Economic and financial sustainability of the project <i>(Is the project ensuring a steady flow of funds and generating revenue for maintaining and continuing the organisations work?)</i>	The idea behind the sustainability of the project proposal is to focus on the levers of the circular economy.
Compatibility of the investment with the urban planning instruments and the time required for obtaining permits, concessions and opinions preparatory to its start-up <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>	
Consistency under the strategic profile <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</i>	



<p>Sustainability and coherence under the organisational profile</p> <p><i>(Details of the key resources as competences, organisational model, permits and / or necessary permissions)</i></p>	<ul style="list-style-type: none"> • organisational innovation of assistance and social inclusion services • job training and promotion of new forms of job start-up: a HUB that becomes, thanks to an intertwining of collaborations and relationships, a place of change, a new identity, or a new chance for things and for people • the principles of circular economics: The central aspect of these paths is that a relational and political laboratory is set up in which each stakeholder also carries responsibility and makes resources available. • The enhancement of an ethical brand, also through the formalisation of a Solidarity Purchase Group, with initiatives and events for members, with a view to raising awareness of ethical consumption.
<p>Coherence under the economic-financial profile</p> <p><i>(Internal and external financial resources needed. Cost items, revenue items, the trend of costs and revenues)</i></p>	<p>The financial plan consists of:</p> <ul style="list-style-type: none"> • Operating and management expenses, relating to administrative management and to consumables and stationery relating to project activities 5000 €/year • Human resources dedicated to planning and reporting, coordination, organisation, monitoring, and evaluation, carrying out specific project activities 25000 €/year • Capital goods and functional supplies for setting up and starting social tailoring activities 1000 € • Services related to the launch of the social brand, communication and promotion and awareness of the local community 5000 €
<p>Scalability of the project idea in time and space</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"> • replicate the initiative in additional spaces, to promote social tailors online under the brand created, • expanding the network of partners, in a logic of scalability of the experience, and enhancing the first activated experience • promote the brand of ethical artefacts also in new territories, through the social networks of belonging and the project partners



	<ul style="list-style-type: none"> • launch an online sales service using already active platforms, such as Amazon Handmade.
<p>Flexibility and dynamism of the entrepreneur</p> <p><i>(Capacity of the potential entrepreneur needed to adapt to changes in the market and socio-territorial conditions)</i></p>	
<p>Feasibility and expected effectiveness</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 determining factors for the feasibility of the initiative can be seen in:</p> <ol style="list-style-type: none"> 1. Identification of a first network of partners and collaborators for the implementation of the project and the coverage of organisational, logistical and economic needs foreseen 2. Identification of a first group of beneficiaries already taken in charge to support job placement from the network activated for the project 3. Availability of adequately trained and experienced human resources 4. Clear and achievable business idea, also in line with the trends of a target of consumers who are attentive to product ethics, as demonstrated by good practices in the national context.