

Unlocking Innovation

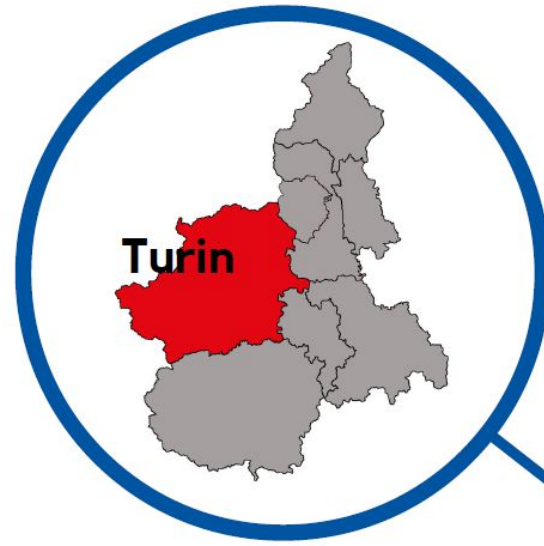
INSIGHTS FROM TORINO SOCIAL IMPACT AND INNO SOCIAL METRO

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The **Metropolitan City of Turin** is a local public authority (NUTS₃), established by national law (n. 56/2014)

Located within the Piedmont Region, in north-western Italy, it covers a large and **heterogeneous territory**, with very diverse geographic and socioeconomic features

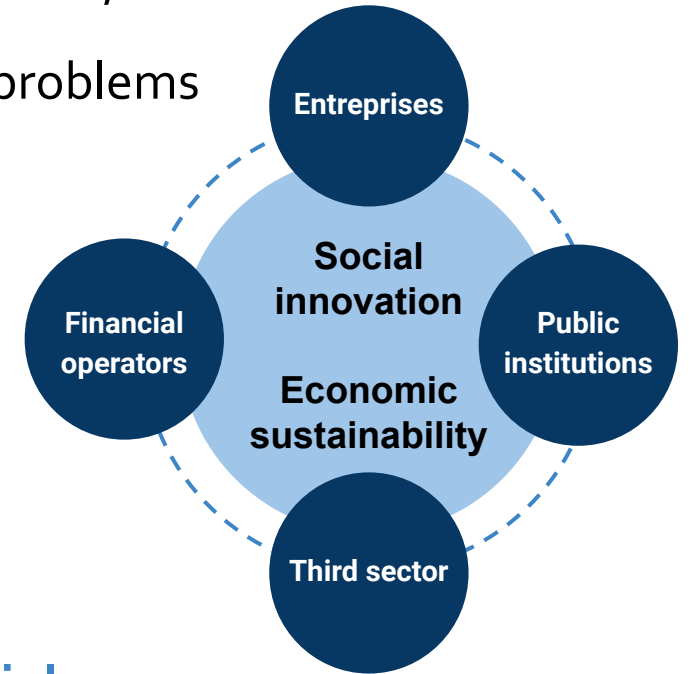


The **entrepreneurial ecosystem** is characterized by a high percentage of MSMEs: the **micro-enterprises** represent **90%** of the businesses



Torino Social Impact is an open platform aimed to share ideas, practices, projects and resources, in order to catalyze and attract forms of entrepreneurship to solve emerging social problems

Over **280 actors** joined the platform, signing a **Memorandum of Understanding**



The definition of impact is based on **3 principles**:

- **Intentionality** – Acting with the purpose of generating social value
- **Additionality** – Operating in sectors that are undercapitalised due to traditional market mechanisms
- **Measurability** – Apply ex ante evaluation and ex post measurement methods



● **2012** - Program “**Torino Social Innovation**”

Joining the network My Generation @ Work, european project aiming to share best practices on youth employment and entrepreneurship, with a focus on the role of social innovation

● **2017** - Memorandum of Understanding (**MoU**): +50 organisations

● **2018** - **Strategic Plan** and Governance

● **2022** - Launch of **Borsa dell’Impatto Sociale**

- Torino Impact City 2022-2024 – **Master Plan**

Strategy based on the intersection of

- historical vocation of the city for social entrepreneurship
- density of technological capabilities
- presence of major financial investors oriented to social impact

INNO Social METRO

Policy aiming to have a significant **impact on the social economy** of our territory, in line with the principles defined by the EU in the Social Economy Action Plan

AIM

increase the ability of **micro and small enterprises** of the territory to generate **socially desirable impacts** on their community

MEANS

two instruments of **financial support**, obtainable only after having undertaken an individual **training** with experts in consulting services and impact evaluation

RESOURCES

> 1,000,000 €

PROJECT DIMENSION

min 20,000 €
max 100,000 €

GRANT min 10,000 €
per project max 50,000 €

AREAS OF FOCUS

employment preservation
environmental enhancement and protection
urban regeneration
sustainable tourism
well-being and quality of life

INNO Social METRO

- STEP **1**: Publication of the **call**, evaluation and approval of the list of training providers (14 implementing subjects)
- STEP **2**: The enterprises undertake the **training**, finalized to the elaboration of a social innovation project with a forecast of the measurable social impact
- STEP **3**: **Approval** of worthy projects by a “Validation Committee”
- STEP **4**: The enterprises gain access to the **financial support** instruments
 - a grant to repay 50% of the amount invested by the enterprise in the project
 - an interest subsidy in the face of a bank loan subscribed by the enterprise to finance the project, to lower the interest rate by a maximum of three percentage points

INNO Social METRO

The policy has a lifespan of **three years**

By then we hope to have reached our **triple goal** of:

1. having supported the implementation of **innovative projects** with a positive impact
2. having raised the level of “**social economy literacy**” of our **entrepreneurial ecosystem**, which in turn should ideally be an incentive to the implementation of other similar projects in the future
3. having **learned more about the social economy in our territory** and about its needs, in order to be better prepared to help the switch to a fair, sustainable and resilient economic model

Thank you for the
attention

Do you have any
question?

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