

“Welfare what a business!” competition for social start-ups – 2017 – II edition



Bracco Foundation with Fondazione Italiana Accenture, Fondazione Golinelli and UBI Banca, with the scientific contribution of Aiccon and the Milan Polytechnic – Tiresia, have promoted the “Welfare what a business!” Ideas competition to reward and support the best community welfare projects that will be incubated by PoliHub, SocialFare and Campania New Steel.

The initiative aims to promote community welfare, with new activities and services in local networks. The traditional welfare system cannot keep up with current complexity, and a possible answer is to incentivate and promote social entrepreneurial ideas that spring from the territory, from a local dimension, and so become a vehicle of regeneration.

The competition is aimed at the whole of Italy, the main requirements are generating social impact, creating jobs for the disadvantaged and/or vulnerable, using technology and being economically sustainable. There are four areas: social agriculture, social tourism, cultural welfare and personal services.

The contribution of Bracco Foundation focuses on the South of Italy. In line with Bracco Foundation’s all-round vision in its projects, the competition emphasises the promotion of sustainable entrepreneurship as a lever for growth and development.

To know more: welfarecheimpresa.ideatre60.it