CASE STUDY

COOPERATIVA ORSO TORINO

- **Type of project** : e-services
- **Duration** : year-round
- **Beneficiaries** : more than 1000 users

DESCRIPTION

In the framework of the cooperation agreement that gives life to the Cité des Métiers, an attempt is being made to build an integration of existing services, provided by different actors.The project is carried out under the POR FSE WE CARE strategy of the Piedmont Region.

The objectives are

- to increase effectiveness in relation to the target group, in terms of employment or social involvement.
- to collect needs from beneficiaries, via chat, via telephone via email.

Two main actions are proposed :

- ARLO service: booking of a group orientation session format
- "coffee craft": entrepreneurs and professionals who tell their experience (video).

KEY FIGURES

- **Number of partners** : 4
- **Number of persons involved in the governance** : 5
- **Number of working days/hours dedicated** : 720 hours
- **Budget of the event/service**: 150.000 €
- **Percentage of private/public funds** : 91.000 eur / 66%
- **Number of users involved and age distribution** : 1000 users, mainly 18-35 years old
- **Number of human resources involved** : 10
- **Distribution of activities on-site/out-site/online** : 100% on-line
- **Number of communication channels** : 13

CONTACT

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FUNDING

The total budget for the e-service is 150.000€.
The project is 66% co-financed by the Piedmont region and the rest is covered by savings and co-financing under other projects.
There may be co-financing within the framework of other initiatives, which configure institutions such as "Compagnia di San Paolo" as an indirect financer from the banking sector.
The lead partner sets out the real costs for the whole partnership and each partner is responsible for providing information on the costs incurred for the service. Approximately 80% is allocated to implementation while the remaining part consists of coordination, planning, administration, dissemination and communication.

QUALITY

It is very difficult to implement information exchange procedures. One of the partners (Sinapsi) is responsible for managing the loading of resources on the site and on the youtube channel and a minimum standard has been defined that each partner must respect. The organisation is working to define and apply common practices that must be guaranteed by each partner and constitute outputs of the project itself.
Regarding the e-services, a user satisfaction questionnaire was foreseen in case of in-presence activities and they are working to foresee it also in web activities. Initially the users think that the online solution is provisional and then the judgment is divided between those used to services in presence, who consider it worse, and those "digital natives" who instead were looking for a mode of this type and are satisfied with the service.

MULTIPARTNERSHIP ORGANIZATION/GOVERNANCE

The partners are four employment agencies managed by social cooperatives :

- Coop. O.R.SO - coordinator
- Consorzio Abele Lavoro – focus on waste collection and recycling
- Consorzio Sinapsi – technology management, graphics and communication
- Consorzio Self – focus on socio-educational services

To manage cooperation, monthly control booth are organised to make the point, check the progress and define the next steps. The contractual relationships are formalised by the establishment of a temporary groupement for 18 months (full project duration). There is a control booth where decisions are made on the basis of a negotiation.
the Sinapsi consortium takes charge of the site and the online tools that have been and will be prepared. The website represents the collector of activities, which everyone organizes for themselves or collaborates to organize for everyone.

STRENGHTS/LIMITS

- The main limitation is that the existence of the project depends exclusively on public and partner contributions.

- The number and differences in the actors involved make it difficult to operate. Negotiation is exhausting.The relationship with the public administration is problematic because it does not enhance the partnership. The type of relationship is formal and not substantial.

- Resistance of partners to define common procedures.

- Significant difficulty in measuring impacts, both in terms of cost and resource commitment.

IMPACTS

The first impact figure is related to the number of users involved in the services. Quantitative and qualitative indicators on the impact dimensions to be measured should be defined.

The number of partners enables a critical mass to be reached.There is the possibility to work on the partners' specializations and to enhance the different competences.It improves the ability to react to a crisis situation (COVID) thanks to the partners' specialisations.

COMMUNICATION

There are 13 communication channels (the CdM website, 1 facebook (CdM), Youtube channels, partners web sites, 2 regional events). Communication must reach potential users. The stakeholders are companies and other social realities that can act as a bridge to increase the audience.

Except for a presentation brochure, communication takes place entirely via internet, using CdM web sites as well as partners' websites and their youtube channels. The events and initiatives are also communicated via youth information centers and job centers, respectively by the City of Turin and the Piedmont Region.

One of the partners is responsible for coordinating communication and the others must give visibility through their own channels. The original communication plan has been adapted to the current situation and it has been decided to reduce the effort to the bare minimum and enhance the existing one.

Social media are the most used communication tools, through presentation events and presentation videos that are sent through whatsapp.