

## 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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## STRENGTHS/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.



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## 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.