



Kilowatt & Le Serre dei Giardini:
when social business aims at creating public impact

Nicoletta Tranquillo - 10th September 2019

WHO WE ARE

Kilowatt is a social business that decided to adopt the cooperative form.

Kilowatt develops projects in four main areas:

- **CONSULTING**, includes training, capacity building, projects design and management, implemented through **service anche community design tools**. we are focused on **urban regeneration, social innovation, sustainability and impact business modeling**.
- **COMMUNICATION**: projects range from brand strategy, to graphic design and video production, working mainly with social aware companies;
- **EDUCATION**: Kilowatt designs and implements **new educational and welfare models** that respond to new social needs in an inclusive way;
- **FOOD**: both as a service for people coming to Le Serre and as a research field, because we believe that eating and food can be key in changing the system, the economy and society: putting the the environment, wellness and happiness of people at the center.

OUR VALUES AND VISION

We aim at providing the working time with the same quality of leisure time.

progettando gli **spazi** perché siano inclusivi, generativi, creativi e stimolanti,

curando le **relazioni** perché siano al centro della creazione di valore,

e pensando l'**organizzazione del lavoro** perché sia occasione di incontro e scambio, apprendimento e innovazione, dignità e opportunità per le persone.

tradurre



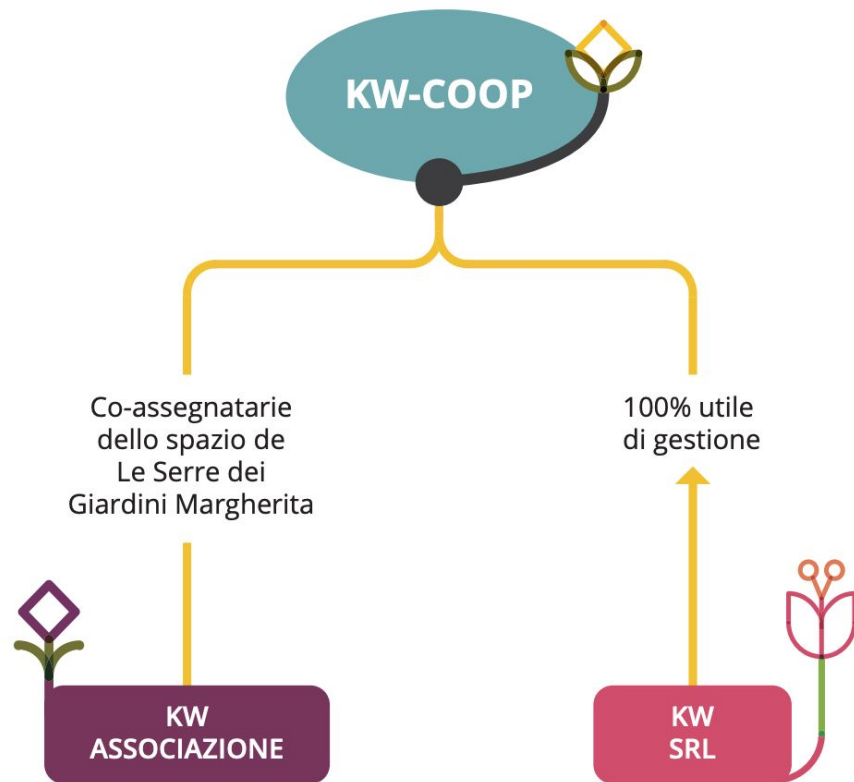
OUR GOVERNANCE

Kilowatt is a **hybrid organization**, designed to meet our goals:

- . renovate the buildings and the area,
- . create stable jobs,
- . offer culture, art and welfare service for free or at an accessible price,
- . being transparent and accountable while managing a public space.

KW Coop controls 100% KW Ltd, the company dedicated to the Food & Beverage sector. Hence no profit can be divided among shareholders, the surplus in fact is used to cover investments.

KW association, then, serves to aggregate more broadly, the community that orbits around Le Serre.



LE SERRE DEI GIARDINI

An abandoned public space that we turned into a **community hub**, a place of research, relationships, welfare e social innovation.



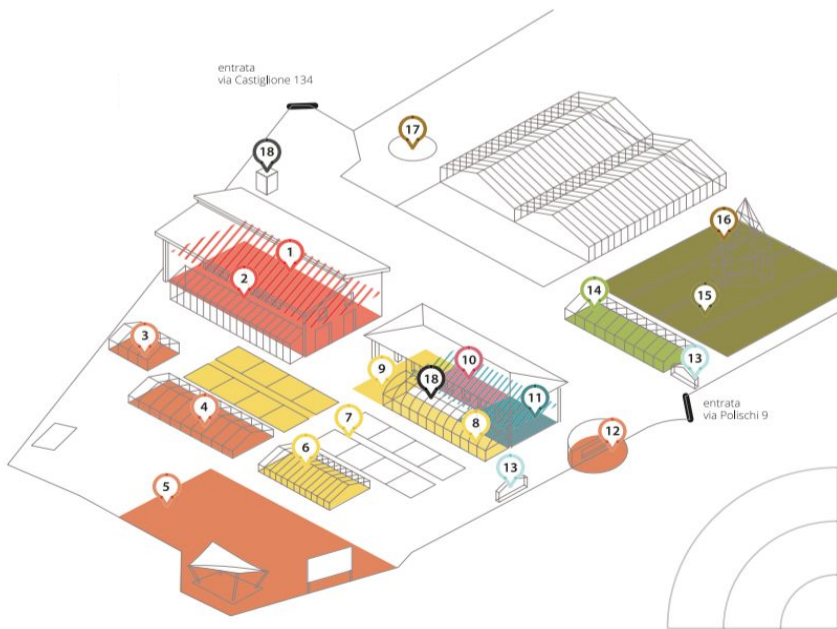
since 2014...

**550 K EURO OF
PRIVATE
INVESTMENTS**

For us, urban regeneration means **social cohesion, trust, sustainability and relationship building.**

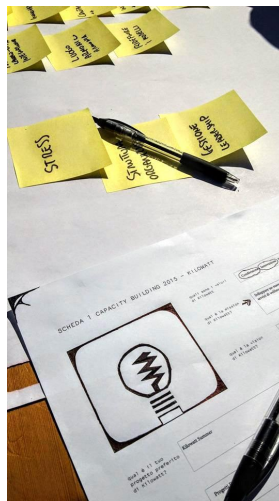
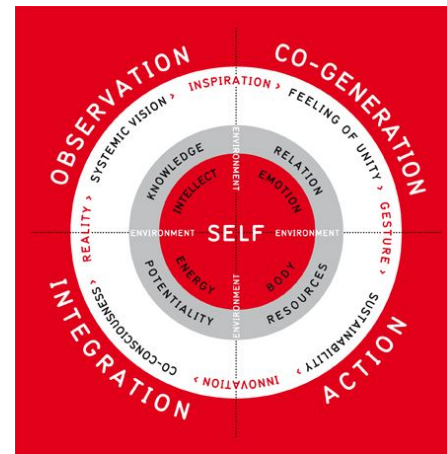
SERVICES AND LOCATIONS

- 1 Aster (p 1)
- 2 Fondazione Golinelli (p 0)
- 3 Serra salotto
- 4 Serra Sonora
- 5 Spazio Eventi
- 6 Serra bar
- 7 Panche orto
- 8 Vetro
- 9 Botanical bar
- 10 Kw baby
- 11 Kworking (p 0/1)
- 12 Gabbia del leone
- 13 Kw info
- 14 Serra orto
- 15 Kw gARTen
- 16 Landmark
- 17 L'alba dell'uomo
- 18 Toilette



OUR METHOD

- impact oriented entrepreneurial approach
- distributed leadership
- lean approach
- community organizing
- relational design



SOME RESULTS AND IMPACTS



550 k € direct investments

460 k visitors

360 days of opening / year

29 stable employees (+ 15 in summer)

15 nationalities

1:1,2 ratio between the top and the lowest salary

30 coworking places

150+ days of free cultural events/year

70 k € to finance cultural activities/ year

87% of our purchases are sustainable

KILOWATT AND THE PUBLIC ADMINISTRATION



We consider **urban regeneration processes as opportunities for win-win private-public partnerships:**

- > resignifying urban areas, empowering communities;
- > re-thinking and innovating services;
- > mixing business-models (profit-no profit) and targets;
- > prototyping new forms of civic oriented collaborations.



THANKS!

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