



URBAN THINKERS CAMPUS

Il processo partecipativo per la realizzazione del piano urbanistico di sviluppo urbano integrato (SUI) per il quartiere di Palermo, in collaborazione con il Comune di Palermo e il Dipartimento di Urbanistica e Architettura dell'Università di Palermo.

Il processo partecipativo ha permesso di coinvolgere i cittadini e i portatori di interesse nel processo di pianificazione urbana, attraverso una serie di iniziative di partecipazione pubblica, come workshop, tavoli di lavoro, incontri pubblici e consultazioni.

Il risultato è un piano urbanistico di sviluppo urbano integrato (SUI) che ha integrato le diverse visioni e interessi, creando un quadro di riferimento comune per lo sviluppo del quartiere.

RIGHT TO THE FUTURE

QUADERNI

#12 Right to the Future

Il processo partecipato per l'implementazione della New Urban Agenda a Palermo

a cura di **PUSH & urbanita**

- Andrea Govi |
- Elisabetta Rizza |
- Luigi Piccirillo |
- Marco Terranova & Benedetta Rodeghiero |

- Michelangelo Ferri |
- Sandro Agialoro |
- Sara Rizzo |

gennaio aprile 2017
numero dodici
anno cinque

URBANISTICA 
giornale on-line di
urbanistica

ISSN:
2531-7091

URBANISTICA **ire**

giornale on-line di
urbanistica
journal of urban
design and planning
ISSN: 2531-7091

Comitato di redazione

Editor: Giorgio Piccinato

Editor in chief: Nicola Vazzoler

Secretary: Francesca Porcari

Editorial staff: Simone Ombuen, Anna Laura Palazzo, Lucia Nucci

iQuaderni: Elisabetta Capelli, Sara Caramaschi, Lorenzo Barbieri

Rubriche: Flavio Graviglia

Social e comunicazione: Viviana Andriola, Domenica Bona

Graphic design: Janet Hetman

Comitato scientifico

Thomas Angotti, *City University of New York*

Oriol Nel-lo i Colom, *Universitat Autònoma de Barcelona*

Carlo Donolo, *Università La Sapienza*

Valter Fabietti, *Università di Chieti-Pescara*

Max Welch Guerra, *Bauhaus-Universität Weimar*

Michael Hebbert, *University College London*

Daniel Modigliani, *Istituto Nazionale di Urbanistica*

Luiz Cesar de Queiroz Ribeiro, *Universidade Federal do Rio de Janeiro*

Vieri Quilici, *Università Roma Tre*

Christian Topalov, *École des hautes études en sciences sociales*

Rui Manuel Trindade Braz Afonso, *Universidade do Porto*

<http://www.urbanisticatre.uniroma3.it/dipsu/>

ISSN 2531-7091



La qualità scientifica del Quaderno è garantita da una procedura di peer review ad opera di qualificati referees anonimi esterni.

Progetto grafico e impaginazione / Nicola Vazzoler

Data di pubblicazione: Roma, settembre 2017

In copertina:

*l'allestimento di Palazzo Sant'Elisa
sede dell'Urban Thinker Campus*

edito da



con il supporto di



per informazioni



#12

gennaio aprile 2017
numero dodici
anno cinque

january april 2017
issue twelve
year five



in questo numero
in this issue

Tema/Topic >

Right to the Future

a cura di / edited by PUSH & urbanita

Andrea Govi_p. 19

SuperSpatial:
digital experiments for a possible public space

Elisabetta Rizza_p. 29

Scambio linguistico e inclusione sociale nella realtà multilingue
Language exchange and social inclusion in a multilingual context

Luigi Piccirillo_p. 37

Dal Molise un nuovo modello di welfare di comunità:
CivES - Civic Economy System
A new community welfare model from Molise:
CivES - Civic Economy System

Marco Terranova & Benedetta Rodeghiero_p. 45

Il cielo in un cortile.
Rigenerazione urbana a misura di un bambino

Michelangelo Ferri_p. 53

Innovazione digitale per un'agricoltura periurbana collettiva
Digital innovation for a collective peri-urban agriculture

Sandro Agliandolo_p. 61

Sicily & Sicilians:
un progetto sociale e culturale per i (giovani) talenti siciliani

Sara Rizzo_p. 67

Reactivating the City through
Multicultural Youth Entrepreneurship

Apparati/Others >

Profilo autori/Authors bio p. 76

Parole chiave/Keywords p. 78

Right to the future

Il processo partecipato per
l'implementazione della
New Urban Agenda a Palermo



Reactivating the City through Multicultural Youth Entrepreneurship

@ Sara Rizzo |

Imprenditoria
giovanile |
Inclusione |
Rigenerazione urbana |

Youth
entrepreneurship |
Inclusion |
Urban regeneration |

The article presents a programme aimed at fighting urban poverty and youth unemployment, by promoting migrant integration and urban regeneration. In order to do this, the programme technically and financially supports young people from deprived neighbourhoods in the creation of social enterprises able to capitalise on their experiences and skills to answer the needs of local communities. The programme is inspired by the Agência de Redes para a Juventude, a socially innovative organisation created in Rio de Janeiro and already replicated in London and Manchester. Due to its particular conditions, Palermo can constitute an ideal setting to implement a similar initiative, targeting local and migrant youth from degraded or marginalised areas. Stimulating social entrepreneurship and multicultural, multiethnic interactions within the target group can be instrumental in addressing social and economic inequalities and providing vulnerable youth with opportunities for social mobility. In addition, the programme methodology favours the structuring of innovative enterprises, based on the exchange of knowledge and experiences among participants and able to promote social cohesion as well as urban, economic and cultural development of the affected areas. The article briefly introduces the context, the programme goals and structure and the questions that must be answered to implement the initiative in the city of Palermo.

Youth unemployment is one of the greatest social and economic challenges EU governments have faced in the last decade. The total of young people not in employment, education or training, is currently around 14 million in the EU (Bamber, 2014, p.5). The youth unemployment rate in Italy (15-24 years old) reached 43% in 2014 and was nearly double the EU-level youth unemployment rate (21.9%). In the southern regions of Italy, youth face an even greater challenge in entering the labour market: in Campania, Sicily, Sardinia, Basilicata and Calabria, the youth unemployment rate stood above 50%. Those with low levels of education are three times more likely to be



Fig.1 The project “Livreteria Popular Juraci Nascimento” in action in the São Carlos slum.

unemployed, or not in education or training (NEET), compared to those with tertiary education, while young people with an immigration background are 70% more likely to be at risk than nationals. At 22%, Italy had the highest proportion of youth that are NEETs among EU Member States in 2014 (OECD, 2016, p. 15).

Within the framework of potential efforts and strategies to boost employment, entrepreneurship is increasingly accepted as an important means and a valuable additional strategy to create jobs and improve livelihoods and economic independence of young people. Yet, there is still a general lack of in-depth research and concrete data on youth entrepreneurship. The main reason is that young people specific needs and particular entrepreneurial potential as well as their critical contribution to economic and social progress are underestimated. This is particularly true when it comes to young people from disadvantaged or migrant backgrounds. A range of constraints impede them from starting and maintaining a successful business: among them, social and cultural attitudes and beliefs operating within a particular community or environment; lack of business training and assistance, as well as entrepreneurial role models and appropriate network; difficult access to start-up finance; burdensome administrative and regulatory framework (Schoof, 2006, p. 23). Most youth entrepreneurship programmes focus on high potential and innovative project, excluding disadvantaged youth while favouring those who are university-educated and have business ideas more likely to have a great economic impact. Although quite understandable, this approach excludes a great number of youth who may be able to create a sustainable job for themselves (OECD, 2016; p. 25).

At the same time, there is still inadequate attention to the complications that can arise in neighbourhoods where migrants have found accommoda-

tion, where existing residents are often on low incomes, there is competition for jobs and housing and public services are both under pressure and subject to cuts (Perry, 2012; p. 6).

Given these premises, the article presents a youth social entrepreneurship programme whose goal is to simultaneously promote job creation, migrant integration and urban regeneration in the city of Palermo, Sicily.

Programme Goals and Structure

The programme at issue is inspired by the Agência de Redes para a Juventude, an organisation created in Rio de Janeiro in 2011, with the aim of technically and financially support urban slum youth in using their own expertise and abilities – usually undeveloped due to a lack of opportunities – in order to devise creative solutions to the problems of local communities. It is directed to youth aged 15-29, inhabiting urban peripheral and degraded areas. The main goal of the programme is to make slum youth aware of their role as protagonists of local development, by providing training and network for them to turn their ideas into realities and foster innovation in deprived neighbourhoods. As its founder Marcus Faustini states, the Agência challenges the stereotype ‘that people in favelas are lazy or drug dealers. They have no history, no origins; they are ignorant and can’t do anything’ (Williams, 2015). Since 2011, the Agência has trained more than 2500 favela youth and supported more than 100 projects in 32 different favelas. Many of the entrepreneurial projects have been able to grow and secure funding from alternative sources. Among these projects, the Providenciando a Favor da Vida has reached its fifth year of operations, yearly attending 80 low-income young women who deal with unplanned pregnancy. The Livreteria Popular Juraci Nascimento, which encourages children to read by moving around the favela with customized tricycles full of books, is widening its scope and professionalise management by counting on the support of the British program SocialStarters. The Notas Viajantes, in turn, was nationally and internationally awarded for a documentary that uses music and storytelling to break down stereotypes about the favela of Batan. These projects have positively affected their creators’ life path and self esteem, benefited the community and served as inspirational stories for other young people from the same background. Due to its success, since 2012 the Agência has been replicated in London and Manchester, while Stanford University is conducting an impact evaluation research that will be published in 2017.

Due to its particular conditions, Palermo could constitute an ideal setting to replicate the program, by choosing both local and migrant youth as target group. On the one hand, Palermo suffers from high levels of poverty, youth unemployment and urban decay. On the other hand, over the years the large immigrant population has been able to settle, adapt to the local reality and create strong and resilient communities, endowed with both labour and entrepreneurial skills. Yet, the majority of existing enterprises are mono-ethnic, and local and migrant population often coexist without fostering positive communication or collaboration. On the contrary, the programme in ques-



Fig.2 *One of the funded projects identified car washing as a profitable entrepreneurial opportunity for disadvantaged youth of the Santa Veridiana favela.*

tion intends to favour the exchange of knowledge and points of view among participants from different cultures and backgrounds. Indeed, it believes that stimulating multicultural interactions among local and migrant youth can facilitate the emergence of innovative enterprises able to revitalise degraded neighbourhoods and promote social cohesion. If successful, the programme has the potential to be scaled up in other Italian cities, abandoned and semi-abandoned villages, as well as in other European cities.

The programme is a “full service” provider for youth business start-ups, since it offers training, assistance, funding and advisory support. The combination of all of these features in a single programme is relatively rare (Schoof, 2006; p. 95). Firstly, the programme envisages mentoring and a two-month capacity-building session, during which young people receive a participation grant. Every week, participants are provided with a different tool, through which they cultivate their interests and ideas, discover and develop their abilities and understand how they can answer local needs with the help of local networks. At the end of the capacity-building session, an external committee selects the proposals that are ready to be executed during a three-month pilot period. Participants whose proposals were selected get a microloan with low or no interest rates, aimed at pushing them towards independence and financial sustainability. At the same time, emerging entrepreneurs are continuously assisted by tutors and receive business orientation and counselling by other entrepreneurs and local businesses working in related areas. In addition, the selected proposals would be included in an online platform, aimed at giving visibility to the emerging enterprises and facilitating their interplay with public authorities as well as those who want to contribute as volunteers, consultants or sponsors.

To sum up, the programme pursues the following goals:

1. **Fighting urban poverty and youth unemployment:** on the one hand, the programme creates employment opportunities for self-employed youth as well as for other young people from disadvantaged backgrounds being employed by young entrepreneurs. On the other hand, it provides youth with the opportunity to acquire self-confidence, organisational, interpersonal and business skills that improves their general employability.
2. **Spurring the socioeconomic integration of migrant youth:** the programme is based on non-formal learning and training methods aimed at unlocking participants' potential, taking advantage of their past experiences and providing them with the self-confidence, skills and funding needed to be successful in the workplace, either as entrepreneurs or employees. At the same time, the programme fosters multicultural dialogue and the creation of ethnically heterogeneous enterprises.
3. **Promoting the urban regeneration of degraded areas:** the aspiring social enterprises should be able to generate a profit for their owners and a benefit for the surrounding area and its inhabitants. Proposals are structured starting with a deep analysis of local challenges and potential, with the aim of improving people's wellbeing. Exchange of knowledge and experience among participants facilitates the emergence of innovative proposals, able to foster urban, economic and cultural development of the interested areas and respond to the needs of vulnerable groups often neglected by local authorities.

Meeting the Key Implementation Challenges

In order for the youth entrepreneurship programme to be implemented as an effective urban poverty reduction and migrant integration strategy, the following issues must be investigated (Chigunta, 2002; Schoof, 2006):

1. Which is the attitude of the target group towards entrepreneurship? Understanding the barriers faced by different underrepresented and disadvantaged groups in business creation and self-employment, as well as their motivations to engage in entrepreneurial activities, is the first step towards the provision of an appropriate response able to promote entrepreneurship among specific target groups.
2. How could business assistance and training be made more supportive for young entrepreneurs from disadvantaged and migrant background? Answering this question means exploring formal and non-formal methods, mentoring, business counselling and company visits needed to trigger young peoples' potential, creativity, initiative and social responsibility, through the acquisition of related knowledge, skills, attitudes and values. At the same time, it is important to investigate how to fuel entrepreneurship opportunities starting with the skills and experiences



Fig.3_ One of the participants of the English version of the Agência presenting his project.

young people from disadvantaged backgrounds acquire in the informal sector, where they often work.

3. Which forms of start-up funding are the most effective to improve the access to finance for young entrepreneurs? In order to answer this question, key financing constraints must be analysed, together with successful microcredit programs and specific loan schemes that envisage new types of collateral, such as having a business plan, demonstrating commitment towards the project and social responsibility.
4. How should the regulatory framework be improved in favour of young entrepreneurs? Which kind of government support could be valuable? The response to this question requires a deep investigation of strategies, initiatives and policy-instruments to reduce administrative burdens that are time and cost consuming for young entrepreneurs, such as businesses registration costs and procedures, unsupportive tax regimes, lack of transparency, unprotected property rights, ineffective competition law etc. The issue is particularly compelling when it comes to youth from migrant background.

The Non-Profit Sector should be pioneer, trendsetter and advisor in the process of fully investigating these matters. NGOs, associations of young entrepreneurs and all organisations providing any kind of network or service platform for young entrepreneurs have direct contact with the target group and could then provide valuable first-hand experience and knowledge on the issue. Private foundations, universities and other think tanks, in turn, can contribute with innovative pilot projects and schemes, best practice cat-

alogues and databases together with primary and secondary research in this rather new study field (Schoof, 2006; p. 73). A synergic approach between these stakeholders is required to take the first steps towards a successful implementation of the programme. This could increase both public and private interest in youth entrepreneurship as a tool for socio-economic inclusion and urban reactivation and hopefully affect the policy process.

bibliografia

- Bamber J. 2014, *Developing the Creative and Innovative Potential of Young People through Non-formal Learning in Ways that are Relevant to Employability*, European Commission, Brussels.
- Chigunta F. 2002, *Youth Entrepreneurship: Meeting the Key Policy Challenges*, Wolfson College, Oxford University, Oxford.
- OECD/The European Commission 2016, *Supporting Youth Entrepreneurship in Italy: A Review of Policies and Programmes*, OECD Publishing.
- Perry J. 2012, *Housing and Migration: A UK Guide to Issues and Solutions*, HACT, Joseph Rowntree Foundation and Metropolitan Migration Foundation, London.
- Schoof U. 2006, *Job Creation and Enterprise Development Dept. ILO InFocus Programme on Boosting Employment through Small Enterprise Development*, International Labour Office, SEED working paper n. 76, Geneva.
- Williams, S. 2015, *How the Rio slums helped inspire a start-up revolution*, consulted on April 2017, <http://www.telegraph.co.uk/finance/yourbusiness/young-entrepreneur/11489791/How-the-Rio-slums-helped-inspire-a-start-up-revolution.html>

UB

i QUADERNI

#12

gennaio aprile 2017
numero dodici
anno cinque

URBANISTICA tre
giornale on-line di
urbanistica
ISSN:
2531-7091

È stato bello fare la tua conoscenza!
cercaci, trovaci, leggici, seguici, taggaci, contattaci, ..

It was nice to meet you!

search us, find us, read us, follow us, tag us, contact us, ..

