



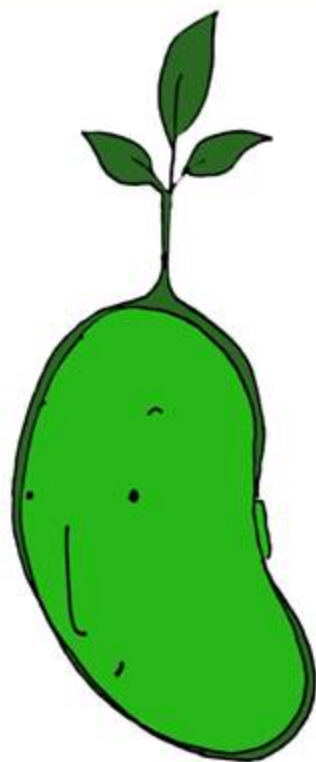
*med*  
**Spring**

**MERID**

MIDDLE EAST  
RESEARCH AND INNOVATION  
DIALOGUE

# GAPS Association

---





## Targeted Needs

### Asylum Seekers

- 4.500 in Torino
- Lack of services for inclusion

### Protection of the Commons

- Exploitation of natural resources
- Lack of participation in the government of urban areas

### Return to the land

- Social answer to delocalization of production
- Fosters social and economic integration

## Proposed Solution



## Expected Results

### Community building & CLT

- Innovative and participatory model of governance
- Inclusive and educational activities (students, parents, teachers and citizens)
- Garden beating heart of the neighborhood

### Social and Labor Inclusion

- Asylum seekers working in the garden
- Access to social activities and training (languages, theater, psychological and legal assistance, "Start your business")

### Educational selling

- "A simple strawberry becomes an evidence"
- Selling events





Fundraising  
manager



Project manager

Economic  
manager



Legal and criminal  
law expert



Legal and  
migration expert



Urban governance  
expert



Psychologist



Agronomist





## Social Investors:

200€/Mq is the cost of building a roof-top garden



## Partners:

- Enterprise for job placement
- Public or private entities for the identification of roof-tops
- Associations interested in fostering social and labour inclusion

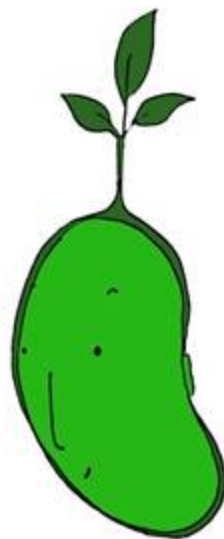


## Sponsors:

Agriculture association and cooperatives

# GAPS Association

---



[www.gaps-torino.com](http://www.gaps-torino.com)

[associazione gaps@gmail.com](mailto:associazione gaps@gmail.com)

C.F. 97800500015



AGENZIA per lo SVILUPPO  
LOCALE di SAN SALVARIO



CITTA' DI TORINO

| Key partners:   | Key Activities  | Value Propositions  | Customer Relationship   | Segments  |
|---|---|---|---|---|
| <p>Roof-top gardens architects:<br/>OrtiAlti Association</p> <p>Local associations and private and public actors involved in migration issues: International University College of Turin, FIERI</p> <p>Public bodies: Circoscrizione 8, Municipality of Turin</p> <p>International network: CRT foundation, UNAOC</p> | <p>Job generation, Training</p> <p>Organic agriculture, sale of products</p> <p>Workshops for external audience</p>   | <p>Social and labour inclusion of vulnerable people.</p> <p>Social and labour inclusion of vulnerable people.<br/>A sustainable and inclusive model of stewardship at local level</p> | <p>Quality of products (social and environmental)</p> <p>Direct participation of customers, personal relationships.</p>   | <p><u>Users:</u></p> <p>A) Vulnerable people looking for training and job inclusion in urban agriculture</p> <p>Local community</p>   |
| <p>Customers' associations, local sales points</p> <p>Local organisations hosting vulnerable people</p>   | <p><b>Key resources</b></p> <p>Financial tools:<br/>Loans, donations, state subsidies</p> <hr/> <p>Physical tools:<br/>Roof-top gardens agricultural equipment, website domain</p> <hr/> <p>Professionalism:<br/>Psychologists, architects, project managers and fundraising managers, lawyers, researchers, young agronomists and trainers, agricultural workers</p> | <p>Roof-top energy saving gardens</p>   | <p><b>Channels</b></p> <p>Local fair trade producers and purchasing groups (GAS), Short supply chain (direct sale in the farm and local markets)</p> <p>Partners' channels, word of mouth, newsletters, Internet web page, events in <i>Cascina</i></p> | <p><u>Customers:</u></p> <p>People who care about social and environmental impact of the products</p> <p>Organisations and individuals interested in cultural inclusion</p> |
| <b>Cost Structure (A+B+C)</b>   |   |   | <b>Revenue Streams</b>  |   |
| Initial costs: Roof-top garden, Agricultural equipment, website domain,   |   |   | State subsidies, optional donation  |   |
| <u>Fixed costs:</u> Wages for vulnerable people involved in the programme and staff, administrative costs.  |   |   | Participation fees  |   |
| Variables cost: Agricultural related costs (seeds, etc), usage charges, logistic costs  |   |   |   |   |

| Market   | Market Characteristic/Customers   | Competitive advantage   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Nursery market</li> <li>• Fruit and vegetable market</li> <li>• Herbalists</li> <li>• Direct selling</li> </ul> | <ul style="list-style-type: none"> <li>• The wholesale market of herbs in Italy worths 115 million Euro per year and it encompasses 25000 tons of herbs per year.</li> <li>• The weighted average growth rate of the market is 5,4%</li> <li>• The current production rate of herbs in Italy is insufficient to satisfy the internal demand of the market. More the 70% of the herbs used by the Italian industry is imported from abroad.</li> </ul> | <p>Firms active in the field of the distribution of herbs. Such firms, however, differ from GAPS in so that they do not couple any social outcome to their core business.</p> |





## Environment

---

### Value created

#### Direct effect on adjacent environment

- Absorption of CO<sub>2</sub> in urban soil
- Trapping of CO<sub>2</sub> in plants
- Reduction of CO<sub>2</sub> emissions thanks to thermic insulation

#### Effect on transportation cost

- Reduction in the miles for food transportation
- Reduction in fossil fuel consumption



## Workforce

### Value created

---

