

Mylene and Jonas go to the finals of Social Innovation competition Naples 2.0



The challenge

Gioco Immagine e Parole (Gioco) aims to socially emancipate people through cultural productions. Since 1995 they have developed into a small but active volunteering organisation that has had a big influence on the lives of thousands of Napolitans.

Locally, Gioco provides developmental Labs for children, parents and schools. Beyond Naples, Gioco is known for theatre activities with adults and young people. Their 'social' Theatre Lab (related to 'Theatre of the Oppressed') enables Napolitans to share their stories, be it recent or from the past. Some of the labs have mutually beneficial activities, but this way of working could be optimized.

Gioco has a strong local network, about 30 enthusiastic volunteers. They work with professionals like actors and psychologists, with whom bespoke workshops are created for individual or community needs. But although Gioco is a valued social partner of the municipality, funding is always problematic.

More information about this competition:

The Guardian: www.guardian.co.uk/social-enterprise-network/2011/aug/04/cross-border-social-innovation
From Euclid network : www.euclidnetwork.eu/pages/en/european-social-innovation-for-naples-2011-.html

So what's our idea about?

What's needed is a model for a business that makes Gioco less dependent on funding for individual projects - a model that better utilises networks to bring in other resources. To make this happen, we propose to focus on three steps:

1. Open up

First we'd like Gioco to reach a wider audience. We'd like to get more people taking part in activities and also contributing to them.

2. Up Sell

Next, we'd like to find different ways to make revenue with cultural productions. More revenue doesn't just come from 'bums on seats' and we'd be experimenting with what would work for Gioco.

3. Big up

In longer term it's about 'packaging' what Gioco does best, so it can be repeated - by people within their own network and by others who get inspired.