



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

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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 socially responsible 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 endowing the working time
with the same quality of leisure time.**

co-designing spaces and offices to make them
inclusive, creative, generative and relational

caring about people and relationships as
fundamental assets to create value

and shaping the organization and its
governance to be as empowering and
stimulating as possible, to make informations
flow and innovation spread.



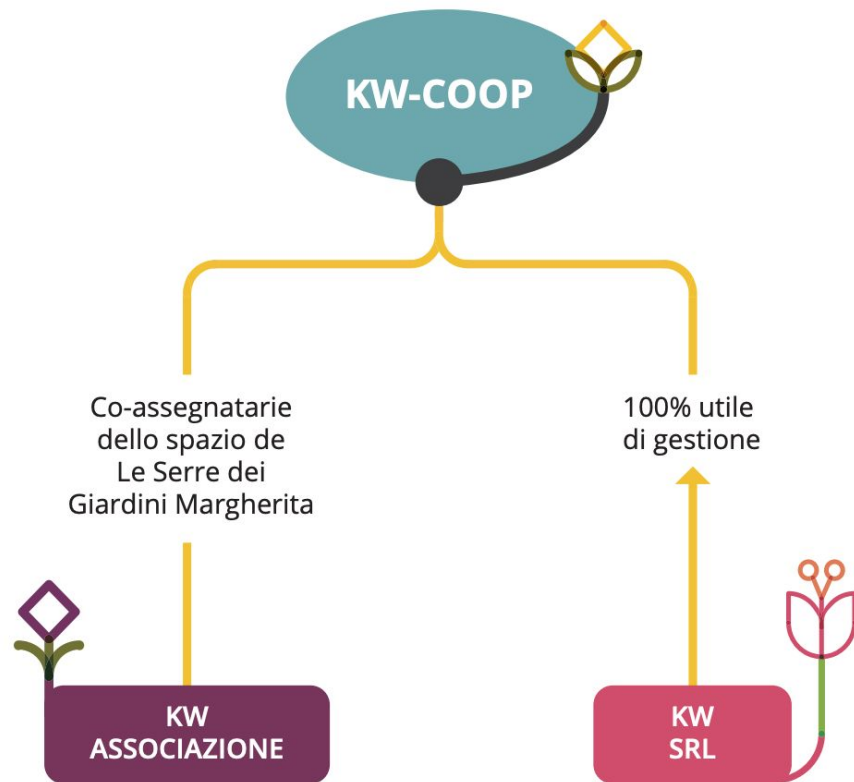
OUR GOVERNANCE

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.



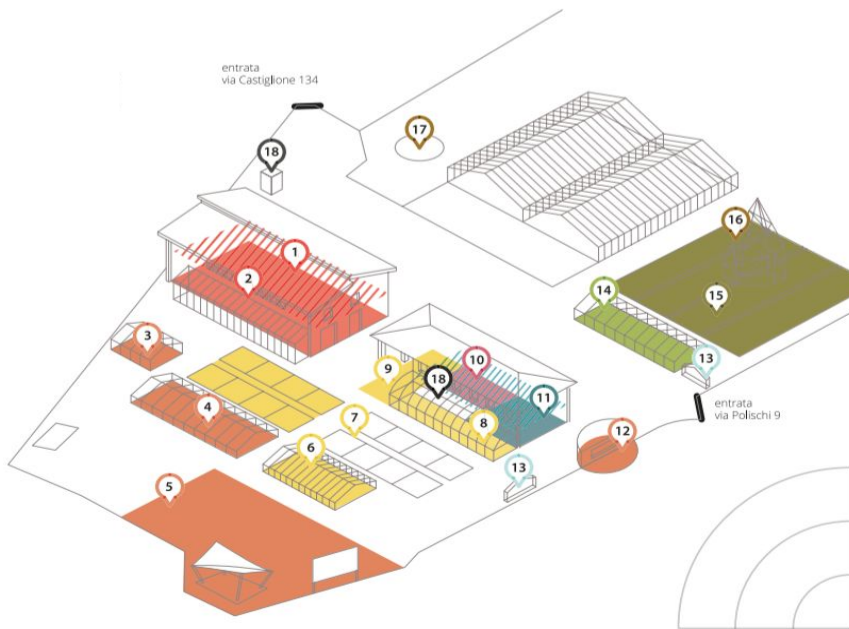
since 2014...

**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



SOME RESULTS AND IMPACTS



550 k € direct investments

460 k visitors

360 days of opening/year

30 coworking places

150+ days of free cultural events/year

70 k € to finance cultural activities/year

29 stable employees (+15 in summer)

15 nationalities

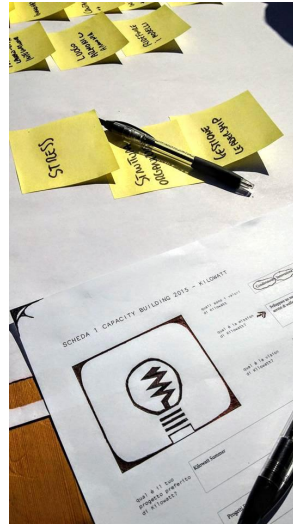
1:1,2 ratio between the top and the lowest salary

87% of our purchases are sustainable

we have worked with **dozens LAs** to replicate the model

LESSONS LEARNT

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



SOME CONCLUSIONS

Urban regeneration can be an opportunities for win-win private-public partnerships to resignify urban areas and ...



> empower communities and create new relationships,

> create jobs and new economic models, rooted in forms of mutuality

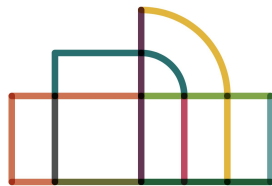
> re-think and innovate services;

but ...

> we need capacity building and skills;

> long term concessions;

> tools for social impact management and accountability.



KILOWATT

THANKS!

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