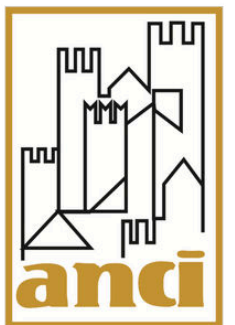


G.E.S.T.I PROJECT

The perspective of Trapani Social Health District 50 and the municipality

Dott.ssa Marilena Cricchio

Head of D50 District, municipality of Trapani



Iniziativa cofinanziata dalla Presidenza del Consiglio dei Ministri – Dipartimento per le Politiche Giovanili e il Servizio Civile Universale a valere sul Fondo per le politiche giovanili – anni 2020 e 2021



D50 - WHAT THE DISTRICT DOES



- District D50 was created in response to the indications of law 328/2000, "Framework Law For the implementation of the integrated system of social services and interventions" and Sicily was **divided** in **55 social district**.
- The District receives funding at community, national and regional level and is responsible for **planning and implementing projects, managing funds** for social, health, **educational** and recreational actions, ensuring the integration of services for community well-being



REGIONE SICILIANA



CITTÀ DI TRAPANI



Presidenza del Consiglio dei Ministri
DIPARTIMENTO PER LE POLITICHE GIOVANILI E IL SERVIZIO CIVILE UNIVERSALE



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D50 - WHAT THE DISTRICT DOES



- It works with other local authorities to ensure **full integration**, focusing on the individuals and their needs.

The D50 will now present initiatives undertaken in the framework of regional social policies and how they are linked to other national initiatives to complement actions for **territorial welfare**.



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D50 - G.E.S.T.I. PROJECT

“Giovani Energie per lo Sviluppo Territoriale e l’Innovazione”



- In June 2024, the **G.E.S.T.I (Young Energies for Territorial Development and Innovation)** project was started. It is financed by the **Italian National Association of Municipalities(ANCI)**.
- This action **complements** the services offered by the district’s Family Centre, funded by the **regional government**. The aim of this project is to **extend social protection** services and support for families and **young people** who are looking for work and who **leave Sicily**, often also Italy.



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D50 - G.E.S.T.I. PROJECT

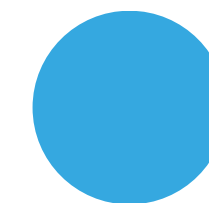
“Giovani Energie per lo Sviluppo Territoriale e l’Innovazione”

- According to the Italian model of a family centre, it must be a **welcoming place** where services and interventions can be used to **promote educational communities**, supporting people (both children and adults) throughout their life cycle, in all spheres - emotional, psychological, educational, recreational, cultural, educational, social, economic, etc. to promote responsible communities and growth.

The aim is to facilitate the **transition** from "need carrier" to "resource carrier" for community welfare.



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D50 - G.E.S.T.I. PROJECT

“Giovani Energie per lo Sviluppo Territoriale e l’Innovazione”

The G.E.S.T.I. project aims to introduce young people to the **world of entrepreneurship** through coaching, mentoring, counselling and professional experience in management, marketing and business incubators.

*The **G.E.S.T.I. project** is therefore an **innovative and integrative service** of the family centre, is an interesting opportunity to bring together the actions of development of local **excellence** and **territorial identity** with actions aimed at fighting the serious social crisis due to migration of youth looking for a job.*



G.E.S.T.I PROJECT

The perspective of Beehive

Dott. Gianfranco Incandela

co-founder of Beehive SCS



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BeeHive

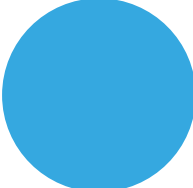
Vivi, condividi, innova





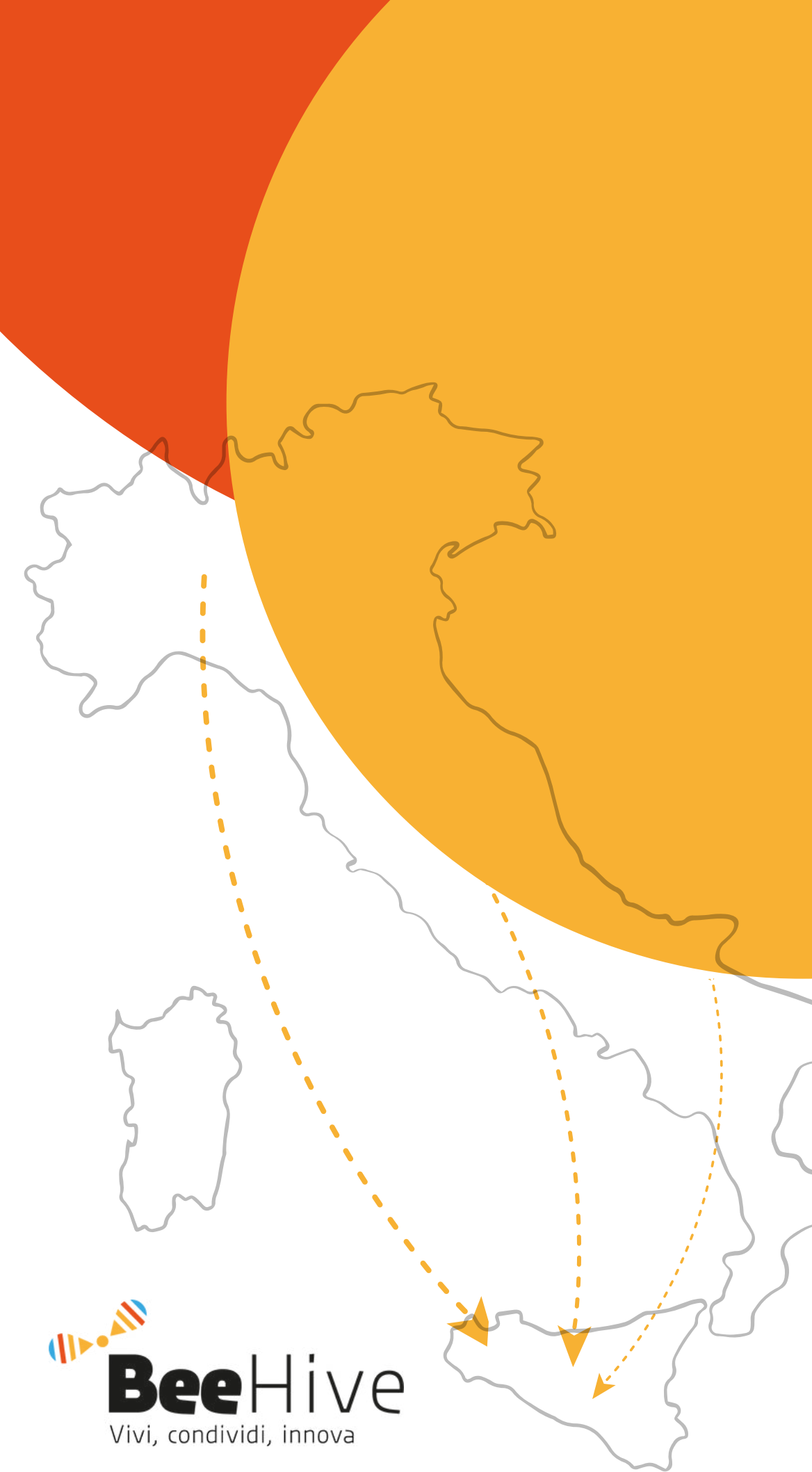
BEEHIVE - WHO WE ARE

- **Beehive** is a **social enterprise** founded by Gianfranco Incandela, Sergio Parisi and Giuseppe Rizzo in Trapani with a clear mission: create and bring value back to the South.
- Southern Italy, as we all know, is a region where it is **difficult** to find **opportunities** that align with one's scientific training and allow for professional growth on par with other Italian cities.



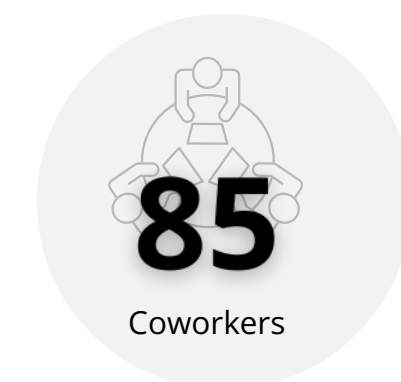
BEEHIVE - WHAT WE DO

- The **lack** of these opportunities inspired us to create something **accessible** to anyone who wants to return to the South.
- We are a **coworking** space, an **innovation** hub that support companies wanting to develop their business in Sicily, helping them connect with the local community.
- At the same time, we offer to **young people** a window into the world of **highly skilled work**, giving them the opportunity to understand its mechanisms before even entering the job market.



BEEHIVE - OUR RESULTS

- The model tested in the first three years has brought **extremely positive results** and demand from companies is growing strongly, managing approximately **1000mq** of shared spaces.
- In just three **years** of activity Beehive has created **+50 new jobs** by facilitating the opening of 6 Italian companies in Trapani and has created the conditions for the return to Sicily of **+20 Sicilians**.
- **Beehive** plays an important role in supporting **self-entrepreneurship**, supporting **start-ups** and young local entrepreneurs.



G.E.S.T.I PROJECT

The **G.E.S.T.I** project was born from the partnership between **Beehive**, the **Municipality of Trapani** and a large partnership



BEEHIVE - G.E.S.T.I. PROJECT

“Giovani Energie per lo Sviluppo Territoriale e l’Innovazione”

The G.E.S.T.I project aims to introduce **young people** to the world of **entrepreneurship** through actions, that help new entrepreneurs to understand how to create a start-up

- **+200 INTERVIEW IN TRAPANI PROVINCE**
Meetings in youth aggregation centers (schools, parishes, coworking, universities, etc) to promote the GESTI opportunity to people between **18 and 35 yo**
- **10 PROJECT SELECTED FOR THE FINAL PHASE**
only **10 projects** will reach the final phase and the ideas will be developed



BEEHIVE - G.E.S.T.I. PROJECT

"Giovani Energie per lo Sviluppo Territoriale e l'Innovazione"



AT LEAST ONE PROJECT WILL BECAME A COMPANY

the initiative is very concrete and aims to transform at least one entrepreneurial proposal into a company



Territorial animation to make the initiative known to the entire territory



Interview +200 people



Analysis of all projects and selection of the 10 best



Idea development (Business Model Canva, Business Plan, MVP, market fit)



Shadowing session with CxO in pertinent company



Creation of a company



BEEHIVE - G.E.S.T.I. PROJECT

“Giovani Energie per lo Sviluppo Territoriale e l’Innovazione”

- For Beehive, this is a **great honor**, as it allows us to give an opportunity to **young people** who might otherwise have no starting point for embarking on their entrepreneurial journey, helping them bring their ideas and ambitions to life.
- The projects submitted are very diverse, including three projects from PhD students at the University of Palermo included in **BlueRev project**. Those PhD projects are of **three young international students** who work in the Marine Biology Laboratory in Trapani, chaired by Professor Messina, whom I’d like to thank.



Thank You

*Imagine a **vibrant, innovative** and full of opportunities Southern Italy. Together, we can turn this **vision** into a **reality**.*

 **Where are here**

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