



**POLITECNICO  
DI TORINO**

**Corso di Laurea Magistrale  
in Design Sistemico**

**Candidato:  
Can Mihciyazgan**

**Relatore:  
Prof. Andrea Di Salvo**



**MASTER'S THESIS**

**INTERACTIONS TO CONNECT AND SOCIALISE  
ON THE TERRITORY:  
THE CASE OF IMBARCHINO**



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# Abstract

In today's interconnected and globalized world, the notion of social impact extends beyond conventional boundaries and resonates across diverse landscapes and communities. Although universal principles underlie the discussion of social impact, its true essence lies in the intricate interactions between global aspirations and the distinctive fabric of local realities. This thesis aims to explore the complex relationship between local realities and the young population, as well as the evolving cultural tapestry within these communities.

The global youth demographic is a dynamic force that is both influenced by and influencing local contexts. As young people navigate the challenges and opportunities presented by their cultural surroundings, the impact of local realities becomes a pivotal factor in influencing their aspirations, identities, and overall well-being. Therefore, a tailored approach is necessary to address the complexities inherent in the intersection of local realities and youth culture, which goes beyond generalized frameworks. Cultural expressions, social norms, and economic disparities have a significant impact on the experiences of young people.

This research focuses on the city of Turin, Italy, to examine how local realities affect the youth demographic and shape cultural dynamics. The study includes a case study of Imbarchino, a local bar, event space, and community hub, and their online community radio RBL. By examining the role of Imbarchino within the context of Turin, the aim is to uncover how this specific community space contributes to shaping the experiences, connections and cultural expressions of the city's young residents. This thesis aims to contribute to a more effective framework for social impact in the specific urban setting of Imbarchino. It does so through a synthesis of theoretical perspectives, empirical studies, and cultural analyses, as well as multiple digital and physical interventions. The goal is to empower young populations, honor cultural diversity, and foster inclusive development.

**Social Impact**

# Social Impact

Social impact is a multidimensional concept that encapsulates the influence and consequences of actions, initiatives, or interventions on society and the well-being of its members (*Wiblin, 2009*). It extends beyond traditional measures of success, such as financial profit, to encompass the broader and often more profound effects that an organisation, project or individual can have on communities, the environment and societal structures.

At its core, social impact reflects a commitment to addressing pressing social challenges and fostering positive change. The concept is based on the idea that both individuals and entities have a responsibility to contribute to the improvement of society. It recognizes that every decision and action can have an impact on the world we live in. Social impact initiatives aim to address issues such as poverty, inequality, environmental degradation, health disparities, and other systemic problems that affect the quality of life for individuals and communities. The key elements of social impact include purpose-driven action, measurable outcomes, stakeholder engagement, sustainability, innovation, ethical considerations, and a global perspective. Social impact is driven by a sense of purpose beyond profit. Organisations and individuals align their activities with the goal of creating a positive and meaningful difference in society (*Le Roux & De Pree, 2018*).

Effective social impact initiatives quantify and measure the outcomes of their efforts using metrics and indicators such as community engagement and participation, alignment with the Sustainable Development Goals, and stakeholder satisfaction (*Sopact*). These are employed to assess the success of interventions and determine their tangible effects on the target population. Recognising the interconnectedness of society, social impact initiatives actively engage with a diverse range of stakeholders, including communities, governments, businesses, and non-profits. Collaboration and inclusivity are key to fostering sustainable change. Social impact involves a commitment to long-term sustainability. Initiatives should not only address immediate challenges but also contribute to lasting improvements, ensuring that positive changes endure over time. Embracing innovation is important for developing new solutions to complex social issues. Social impact

initiatives often require creative thinking, the use of technology, and the adoption of new approaches to address persistent problems. Ethical considerations are crucial in social impact work. It is essential to maintain transparency, integrity, and respect for the dignity and rights of individuals, which are guiding principles for ethical decision-making. Social impact acknowledges that many challenges transcend borders. Consequently, successful initiatives often take a global perspective, recognising the interconnected nature of our world and seeking solutions that can be scaled and adapted across diverse contexts.

So the concept involves a commitment to creating positive change by addressing societal challenges and promoting a more inclusive, equitable and sustainable world. It requires a holistic and collaborative approach that considers the interconnectedness of individuals, communities, and the broader global context. As social impact grows in importance, organizations and individuals are recognizing their role in shaping a better future for all.

To promote this concept, numerous institutes and initiatives have been formed around the world to educate companies and other organisations about social impact and how to incorporate the key elements mentioned above into their operations.

# Turin Ecosystem

# Torino Social Impact City



In pursuit of fostering Turin as a globally renowned hub for business and finance, Torino Social Impact City constitutes a collaborative alliance involving corporations and both public and private entities. This intentional coalition seeks to harmoniously pursue objectives of economic profitability and social impact, thereby constituting a confluence of skills, activities, and services to fortify and promote the local ecosystem within the ambit of Agenda 2030.

Within the context of Turin's impact economy, the city possesses the requisite resources to pivot towards a paradigm shift emphasizing social impact, thus becoming a pivotal factor in local development policies. This is facilitated by a robust scientific and technological skill set, an industrial system characterized by deeply entrenched know-how, a Third Sector

blending social, civil, and religious vocations with entrepreneurial acumen, profound international openness, emerging incubators and social accelerators, and significant capital directed towards social impact. Turin, as a mature and dynamic ecosystem, stands as an ideal experimental ground with a tradition of territorial co-planning.

Torino Social Impact, an inclusive platform comprising over 280 entities, including companies, institutions, financial operators, and third-sector organizations, has united through a Memorandum of Understanding (MoU). This MoU aims to synergize ideas, experiences, projects, and resources to attract entrepreneurial initiatives that utilize technological advancements to address emerging social issues through economically sustainable models.

Guided by a mission to enhance the local system's strength and position Turin as a premier global destination for business and finance, Torino Social Impact operates within the framework of the Sustainable Development Goals 2030. The organization defines impact through three principles: intentionality, emphasizing the generation of social value; additionality, focusing on sectors undercapitalized by traditional market mechanisms; and measurability, employing pre- and post-evaluation methods.

The Torino Impact City 2022-2024 Master Plan consolidates the outcomes of recent investments, affirming Turin's prominence nationally and internationally. Building upon a strategic plan up to 2020, Torino Social Impact approved a path in 2021 to formulate and implement a master plan, grounding the social impact ecosystem as a crucial developmental option for the metropolitan area and the nation. The plan involves ecosystem-building actions and identity promotion activities to create conducive conditions for social impact entrepreneurship and elevate the city's global standing in social impact investments.

Governance of Torino Social Impact involves signatories participating in the Turin Social Impact co-design assembly, financially supported by the Turin Chamber of Commerce.



# Cottino Social Impact Campus



Established in 2018 by the Giovanni and Annamaria Cottino Foundation, Cottino Social Impact Campus stands as a pioneering initiative in Europe. Located in Turin, Italy, the campus is exclusively dedicated to nurturing a culture of social impact, considering it a transformative force for both individuals and organizations. Social impact involves intentionally creating positive outcomes for society, employing metrics to gauge results, and catalyzing sustainable systemic change.

At its core, Cottino Social Impact Campus envisions a form of world-making that transcends conventional boundaries. It seeks to explore, understand, define, and redefine societal norms for a more sustainable and inclusive future. This endeavor requires the embrace of a new ethos—the social impact culture. This cultural paradigm involves a collaborative effort

Despite lacking legal personality, Torino Social Impact operates under a spokesperson, Mario Calderini, and an operational structure comprising advisors, coordinators, project managers, and communication specialists.

Torino Social Impact serves as a catalyst, bolstering local stakeholders' projects, activities, and events addressing social needs. By fostering collaboration and shared initiatives, it accelerates the implementation of the Torino Social Impact Master Plan 2022-2024, encompassing the availability of Pillars of Impact, development of Crosscutting Activities, and the establishment of a collective brand. The platform, inclusive of 260 entities across various sectors, remains committed to catalyzing socially impactful entrepreneurship through technological innovation, aligning with economically sustainable business models, and contributing to the local ecosystem's advancement within the Agenda 2030 framework. The entities include 37 under Skills and Spaces for Innovation, 102 in Third Sector and Cultural Entities, 18 in Finance and Philanthropy, 10 in Incubators and Accelerators, 17 in Research, Innovation and Technology Transfer, and 108 in Profit and Non-Profit Private Sector, with 5 main entities within the Public System category.

among individuals, communities, businesses, and public administrations to co-create a vision for positive social impact.

Responding to the changing needs of global society, the campus advocates for a paradigm shift in education. It calls for a knowledge-building effort where social impact becomes the linchpin of a transformative cultural framework. For those committed to shaping a better future, embracing social impact-driven content is not merely an option but a necessity. This transformative approach signifies a culture empowering individuals to interpret and act in ways that challenge existing reference models, paving the way for a renewed, sustainable, and inclusive future.

At the heart of the Cottino Social Impact Campus lies a vibrant community of world-makers—individuals and organizations shaping a new vision of the world through their commitment to social impact. Experts, academics, practitioners, researchers, policymakers, and businessmen converge on the campus to share their insights, experiences, and know-how. Together, they build ecosystems and thought leadership to interpret the challenges of social impact culture.

Turin, where the campus is located, has become a European hub for advanced education on social impact. The strategic alliance formed by the Cottino Foundation with partners like ESCP EUROPE, EVPA, Socialfare, Torino Social Impact, and the Torinese Opera of Murialdo has given birth to a unique adventure. The campus aims not only to create a new reference model in education but also to contribute to the interpretation and creation of a new systemic sustainability. The tangible manifestation of this initiative, the Cottino Impact Learning Center, is in development. It represents the evolution of the current campus, illustrating an intersectoral alliance between academia, enterprise, and the social sector. This learning center symbolizes the transformative power of education, exposure to new ideas, and a commitment to building a sustainable, inclusive, and equitable future—one where social impact is not just a concept but a guiding principle for positive change.

The Cottino Social Impact Campus serves as a beacon of transformative education and culture, challenging individuals and organizations to be catalysts for positive societal change. It advocates for a collective effort to shape a future that is not only sustainable and inclusive but also guided by a profound sense of fairness. Through collaboration, learning, and a commitment to social impact, the campus envisions a world where the transformative power of education becomes a driving force for a better tomorrow.

# Urban Youth Centers

In the city of Turin, youth centers emerge as dynamic hubs overseen by associations or social cooperatives, dedicated to fostering cultural engagement and social interaction among the city's youth. Some of these spaces take on the role of youth protagonism centers, established in collaboration with the circumscriptions and youth policies of the City of Turin. Strategically located within the administration's properties, these centers are purposefully designed to serve as platforms where young individuals can freely explore and experiment with their creative and artistic passions.

Each youth center stands out for its commitment to providing diverse spaces for artistic expression, encompassing realms such as music, theater, video production, graphic arts, and painting. The facilities within these centers include rehearsal rooms, theater spaces, and state-of-the-art equipment for music, audio-video, and multimedia creation. This deliberate investment in creative resources aims to empower the attending youth, allowing them to hone their skills and channel their artistic aspirations.

Complementing this framework is the extensive Case del Quartiere (Neighborhood Houses) Network in Turin, comprising eight community centers that extend their welcoming embrace to all citizens. As integral components of the city's social fabric, these centers play a crucial role in fostering a sense of community and shared cultural experiences.

This chapter focuses on the importance of some of these youth centers, basing the selection on their various distinctive centers of focus, exploring their impact on Turin's cultural landscape and the broader social fabric.

- 1. bellarte**
- 2. CAP 10010**
- 3. Cechi**
- 4. Comala**
- 5. El Barrio**
- 6. Off Topic**
- 7. Casarcobaleno**
- 8. CPG**
- 9. Centrodentro**
- 10. Alkadia**
- 11. Graffiti House**
- 12. Imbarchino**



## bellARTE (Via Bellardi 116)



BellARTE, a youth center in Turin, is operated by the Tedacà Association in collaboration with Circoscrizione IV and the Youth Policies of the City of Turin. The center, managed by young people, focuses on artistic promotion and creative expression, hosting a variety of events such as shows, performances, exhibitions, projections, installations, and themed debates. The facilities include a theater hall with 99 seats, a dance hall with parquet flooring and mirrors, and a refreshment area available for exhibitions and meetings. These spaces are open to associations, informal groups, and theater companies for cultural activities.

Tedacà, founded in 2002, is a theater company, a performing arts school, and an organization for artistic and cultural projects. The company, recognized for its innovative productions, runs Bellarte since 2006, offering workshops in theater, dance, music, singing, and wellness for all ages. Additionally, Tedacà organizes a prestigious theater season, collaborates with the Fertili Terreni Teatro network, and hosts city-wide events like the Festival delle Migrazioni and Evergreen Fest. The organization has received support from various foundations and entities, showcasing a commitment to promoting an intelligent, sustainable, and liveable city. Their courses cover a wide range of performing arts disciplines, fostering a collaborative and non-competitive environment.

## CAP10100 (Corso Moncalieri 18)



CAP10100, situated at Corso Moncalieri 18, Turin, Italy, is a vibrant cultural center managed by the Associazione Teatro Orfeo in partnership with District 8 and the City of Turin's Youth Policies Service. This versatile riverfront space is a hub for youth protagonism, hosting, producing, and promoting music, theater, and dance events. It boasts a 120-seat study room near Palazzo Nuovo with Wi-Fi, allowing attendees to bring their own refreshments. CAP10100 offers year-round co-working spaces, a century-old theater, a cocktail bar, and a CNC manufacturing laboratory, among other amenities.

Associazione Teatrale Orfeo, established in 2004, holds the concession and oversees design, production, and artistic direction. Recognized as an APS in the national register, it actively supports and promotes new generations through various projects. Duende Srl collaborates with CAP10100, providing expertise in event organization, marketing, communication consultancy, and launching cultural initiatives. The center regularly issues artistic calls for live music, theater, figurative arts, and clubbing, underscoring its commitment to involving young people in the cultural and artistic sector. This initiative aligns with CAP10100's mission to provide spaces, skills, and guidance for youth in an increasingly competitive and professionalizing world, especially as it celebrates its 10-year anniversary from 2012 to 2022.

## Cecchi Point (Via Antonio Cecchi 17)



Cecchi Point, situated at Via Antonio Cecchi 17 in Turin, Italy, is a dynamic youth protagonism center and Neighborhood House, operated by Associazione Il Campanile in collaboration with the City of Turin's District and Youth Policies. Established in 2011 with support from foundations like Vodafone, Umanamente, and Compagnia di San Paolo, the center promotes educational and artistic growth through various activities. Spanning 2500 sqm, the facility offers a versatile environment with spaces like a theater hall, meeting rooms, a gymnasium, and music rooms. It operates seven days a week, providing a hub for associations, groups, and professionals to conduct courses, workshops, rehearsals, and projects, fostering social relationships and creative expression within the community.

Il Campanile Onlus, the leading association, focuses on social welfare and training, managing shelter communities for minors and emphasizing relationship communities within physical centers and the broader territory. Cecchi Point is also a member of the "Network delle Case del Quartiere" in Turin, contributing to the collaborative effort among Neighborhood Houses to provide public spaces for socialization, recreation, and various activities. Additionally, the center is part of the Dire Fare Baciare Network, supporting the creative platform for young people and new expressive languages in Turin.

## Comala (Corso Ferrucci 65/A)



Comala, located at Corso Ferrucci 65/A, 10138 Turin, Italy, is a Center for Youth Protagonism operated by the Comala Association in collaboration with the city district and the Youth Policies service of Turin. This multifunctional space is designed for cultural events and features music rehearsal rooms, recording studios, classrooms for workshops, a 140-square-meter hall, and an outdoor courtyard. It has a rich history, having evolved from the reclaimed La Marmora Barracks, which served various purposes over the years.

Comala offers a wide range of activities, including music creation and listening, workshops in theater, dance, audio, video, and multimedia productions, as well as events for associations and informal groups. The venue also provides a study room during the day and transforms into a space for dance schools and other events in the evenings. Outdoor areas offer flexibility for various activities. Moreover, Comala features a continuously operating bar, serving coffee, sandwiches, spritzes, and free water, with an emphasis on sustainability through the use of reusable cups. The center's dynamic nature ensures availability of spaces for studying, working, or leisure activities, both indoors and outdoors, throughout the year. The name "Comala" pays homage to the town in Juan Rulfo's works, symbolizing inclusivity, vibrancy, and communal creation.

## El Barrio (Strada Cuorgnè 8)



El Barrio is a youth protagonism center operated by Yepp Falchera in collaboration with the district and the Youth Policies service of the City of Turin. Established in 2002, it's located in the revamped premises of the old 'Ponte Stura' school in the Borgo Vecchio of the Falchera neighborhood. The center hosts diverse activities, including events, concerts featuring Turin and national independent music, thematic mini-festivals, craft markets, and the annual Prima Era festival. It also offers a participatory active citizenship pathway for young individuals. Co-managed by the CISV Solidarity Cooperative and the MIAO Association, El Barrio provides various services like an event hall, a library space, multipurpose rooms, a bar, and a coworking area. It's a hub for the independent music scene, hosting renowned artists and organizing themed festivals. El Barrio promotes self-productions, highlighting environmental sustainability through networks of young farmers and artisans. The center actively engages in youth exchange programs and maintains strong community connections, collaborating with development committees and youth groups. With its diverse spaces, including an event venue, workshop and meeting rooms, a photography studio, a dance studio, a garden, and a coNOworking space, El Barrio encourages collaboration, innovation, and community involvement.

## Off Topic (Via Giorgio Pallavicino 35)



The Torino Youth Centre (TYC) is a collaborative network of associations, part of the Protagonism Centres network. Open to individuals and groups, TYC offers dynamic spaces for work and idea-sharing. Within TYC, the Off Topic cultural hub includes distinct areas like Palazzina, Elle, Cube, Bistrotò, and Courtyard, fostering a vibrant environment for co-working, artistic residencies, live performances, and cultural events. Managed by the Associazione Torino Youth Centre, TYC encompasses 19 voluntary and democratic youth associations, part of the Youth Protagonism Centers network in Turin.

Founded in 2017, Off Topic operates based on principles of diversity, gender equality, multidisciplinary, and creative contamination. It serves as a place for dialogue, encounter, and active citizenship, emphasizing accessibility to art and culture. The manifesto outlines a commitment to sustainability, networking, and continuous team growth. TYC oversees Off Topic's spaces like Palazzina, Bistrotò, Cubo, Elle, and Courtyard, each catering to specific activities such as music, theater, parties, and literary events. The hub collaborates with the University of Turin, offering Campus Off, a study room launched in 2019. Off Topic's Bistrotò focuses on food and wine events aligned with sustainability and inclusiveness, echoing the overall ethos of the cultural hub.

## CasArcobaleno (via Bernardino Lanino 3/a)



CasArcobaleno was established in 2012 by the Territorial Committee Arcigay Turin “Ottavio Mai” to foster a sense of citizenship, advocate for the self-determination of individuals, and promote LGBTQIA+ community rights. Situated in the multicultural Porta Palazzo neighborhood, it serves as a hub for associations and informal groups, organizing and hosting active citizenship meetings and initiatives. The space is available for reservations for various activities, and it also provides an open study room on specific days. CasArcobaleno operates as a safe and welcoming space, embodying the ideals of accessibility, environmental friendliness, and inclusivity.

CasArcobaleno, born out of the initiative of the Territorial Committee Arcigay Turin in 2012, reflects the historical activism of Turin in the LGBTQIA+ rights movement. Located in the diverse Porta Palazzo neighborhood, it symbolizes a commitment to active citizenship and the intersectionality of LGBTQIA+ issues collaborating with numerous organizations, contributing to the cultural, social, and political fabric of the city. CasArcobaleno serves as an integrated hub, offering services to both the community and the broader population, emphasizing the concept of LGBTQIA+ activism as a common good for societal growth.

## CPG Torino (Strada delle Cacce 36)



CPG Torino is a youth protagonism center managed collaboratively by the Mirafiori Community Foundation, the C.T.M. Laboratory Association, the Mirafiori Social Cooperative, Circoscrizione 2, and the Youth Policies service of the City of Turin. Established in October 2004, this center offers a wide array of artistic and cultural activities, including music and theater courses, dance classes, workshops, events, concerts, and even a web radio. It provides essential services such as rehearsal and recording studios, free Wi-Fi, and a bar. CPG Torino emerged from the necessity for a dedicated youth space in Mirafiori, with active contributions from the C.T.M. Laboratory Association and the Mirafiori Social Cooperative. The center boasts facilities like a performance hall, dance studio, and rehearsal and recording space. It actively supports initiatives like the B-Side Festival and the University Diffused Campus, engaging in projects like Cassetto AxTo to assist in bringing creative ideas to life. Moreover, CPG Torino hosts events like Estate a Sud and the Pindarica Festival, which seek to explore innovative forms of dialogue between performing arts and multimedia languages.

## Centrodentro (Corso Siracusa 225)



Centrodentro, a dynamic center managed by local associations (Cooperativa L'Arcobaleno, Cooperativa La Bottega, Associazione Il Laboratorio, Cooperativa Mirafiori) in partnership with Circoscrizione 2 and the Youth Policies Service of Turin, serves as a vibrant gathering place for youth aged 14 to 30. This inclusive space, adorned with distinctive murals, is designed to encourage social interaction and participation in thematic workshops. Activities, widely promoted through the Facebook page CentroDentroCPG, encompass a diverse range, including music courses, theater and dance classes, and workshops that integrate individuals with disabilities into artistic and musical pursuits.

Part of Turin's network of Centers for Youth Engagement, Centrodentro specializes in music-related offerings. Here, young people, including those with disabilities, enjoy free access to facilities that support self-managed space use, provide rehearsal spaces in the afternoons for students and the unemployed, facilitate event organization, and offer courses in music, singing, theater, dance, and integration workshops tailored to individuals with disabilities. This center plays a crucial role in nurturing creativity, socialization, and artistic exploration among the city's youth, fostering an inclusive and vibrant community.

## Alkadia (Via Foligno 14)



Alkadia, originating in 2008 as an initiative affiliated with ARCI Torino's "Minollo cooperazione sociale della città" association, focuses on addressing educational challenges among young digital natives in the Piedmont region. This futuristic spaceship-like hub, inspired by Nicolay Diulgheroff's post-industrial "NAVE" building in Turin, serves as a center for innovative practices related to rights, technology, education, culture, creativity, communication, and ecology. Alkadia offers creative and educational workshops for Turin's primary and secondary school students, including activities such as a school newspaper, virtual reality experiences, horticulture, choir singing, music, reading promotion, web radio podcasts, educational video games, and cinema and TV series exploration. They also contribute to the Summer Camp initiative, providing cultural experiences and community engagement opportunities for children during the summer. Alkadia has recently announced a creative call for young individuals to envision the future and explore anticipated transformations in categories like the city, fashion, home, literature, and art, harnessing the power of imagination to drive innovation inspired by technological advancements depicted in literature, cinema, and comics.



## Graffiti House (Via Monte Ortigara 95)

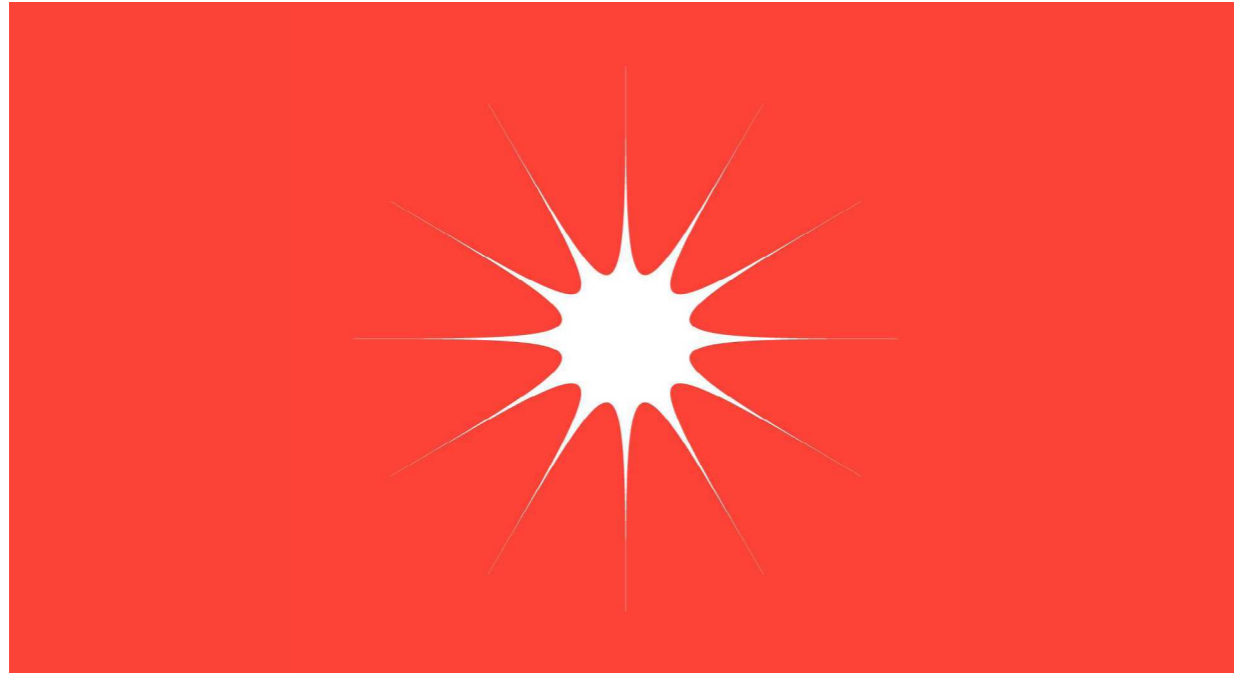


Graffiti House, located at Via Monte Ortigara 95, 10141 Torino, Italy, is the hub of the Monkeys Evolution (MKE) Association, founded in 2005. MKE, a non-profit organization of writers and visual artists, focuses on social, artistic, and communicative projects through Graffiti-Writing and Street-Art. They engage in diverse activities such as exhibitions, live wall painting, music, workshops, and events. With over a decade of experience, MKE is known for creative designs, site-specific ideas, and safety, ensuring the longevity and impact of their works.

MKE is also adept at organizing socio-cultural events in street art and visual arts, collaborating on festivals, exhibitions, and conventions, offering advisory services for planning and permits. Their MurArte project, initiated in 1999 and revamped in 2015, promotes muralism, Street-Art, and Graffiti in Turin. It provides creative surfaces and a program of activities, including conventions, conferences, workshops, and laboratories. Monkeys Evolution, in partnership with Il Cerchio e le Gocce and the City of Turin, plays a pivotal role in leading the MurArte project, contributing to the city's vibrant art scene, embracing expressive forms like contemporary muralism and street art.

**Imbarchino**

# Imbarchino



Imbarchino is an interdisciplinary space, that features a venue for events, a bar with a kitchen, and a study area in a distinctive red and white building situated along the Po River in Turin's Valentino Park. It is a hybrid space, difficult to confine to a single ATECO code.

Positioned in the San Salvario neighborhood, a densely populated and central area of the city, Imbarchino and the adjacent park play a crucial role in the social activities of a substantial portion of the city and beyond. According to their Social Impact Report of 2022, nearly 40 percent of its visitors come from outside Turin, and 80 percent of the Turinese attendees do not reside in San Salvario.



Operating almost every day throughout the year, Imbarchino provides tables for dining, studying, or working, along with hosting an online radio station. It serves as a platform for a diverse array of events, including concerts, DJ sets, discussions, outdoor screenings, performing arts, and holistic practices. Over the years since its reopening, Imbarchino has evolved into a significant urban landmark, functioning as both a communal meeting point and a hub for grassroots cultural production. Its impact extends to the regeneration of the park and the local community, contributing to Turin's cultural ecosystem and benefiting the broader territory and its stakeholders.

# History



Imbarchino is a former bathhouse that has been open to the public as a bar and meeting place since the late 1970s. A building owned by the city of Turin, over the years the Imbarchino has always stood out, not only for its iconic location in one of the city's most beautiful and beloved places, but also for its orientation towards a bottom-up cultural proposal and an aggregative social commitment that in three decades has seen much of the city's artistic fabric pass through its walls.

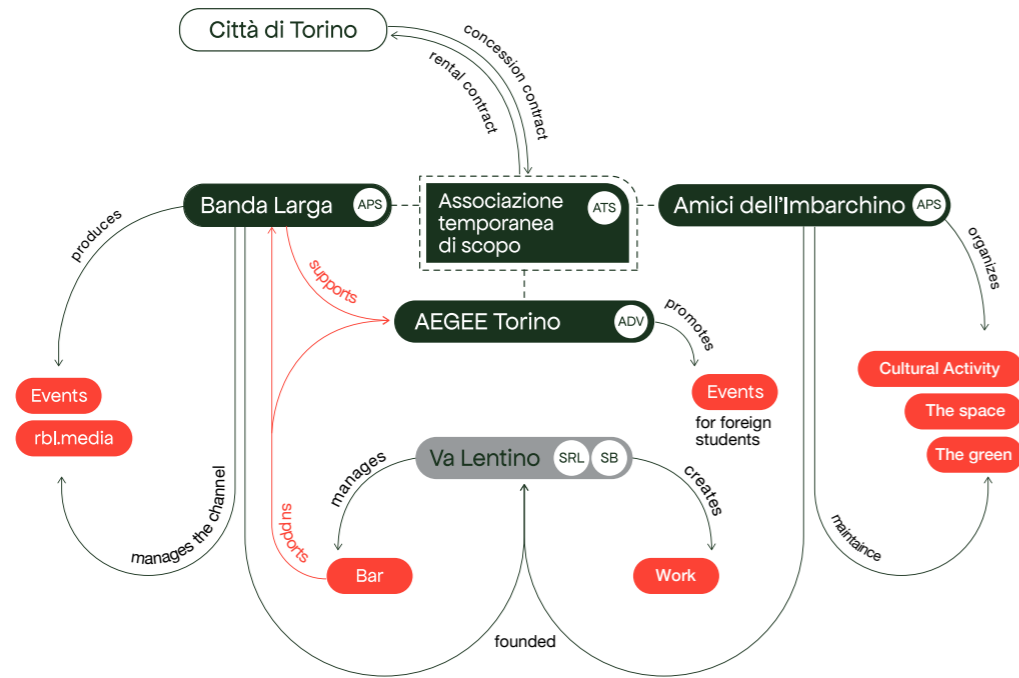
In 2016, the Imbarchino was hit by a violent flood, a month after the end of the previous concession. The damage caused by the flood and the subsequent abandonment severely compromised the healthiness of the spaces, complicating the process of reallocating the property. A coalition of Turin-based associations, including Amici dell'Imbarchino, Banda

Larga, and AEGEE Torino, engaged in a competition for the allocation of the Imbarchino venue. Subsequently, an ad hoc consortium, designated as a Temporary Association of Purpose (ATS), materialized, with Amici dell'Imbarchino assuming a leadership role, Banda Larga contributing its Radio Banda Larga initiative, and AEGEE Torino representing a local node within a European network of university students.

This collaborative endeavor was grounded in the conviction that cultural and social spaces significantly augment the quality of urban life, fostering opportunities for interaction, learning, and recreation. The reopening of Imbarchino sought to address a civic imperative by providing access to an inclusive, accessible, and secure space, aligning seamlessly with the objectives articulated in Agenda 2030. Guided by a vision of an open and sustainable city, the participating entities advocate for active citizenship by proffering spaces conducive to expression and innovative cultural expressions. They operate within the public sphere, demonstrating acute awareness of community needs, and acknowledging culture and creativity as pivotal catalysts for societal development.

In December 2018, Amici dell'Imbarchino and Banda Larga, in conjunction with five individuals, established Va Lentino Srl Società Benefit. This entity assumed responsibility for overseeing the restoration of the space and securing a food and beverage license. On July 24, 2019, Imbarchino reopened its doors to the public, marking the first instance in its history of remaining operational every day, even during the winter months. The venue hosted continuous cultural programming throughout the year, extending to the small hill in front of the space during the summer. Over the preceding two years, Imbarchino has witnessed substantial growth in terms of utilization, economic impact, and workforce expansion, surpassing the initial expectations set at the project's inception. This expansion has presented novel challenges: following an initial phase (2018-2020) dedicated to revitalizing an abandoned space, the management now confronts the task of overseeing a venue consistently frequented by diverse audiences. A team of talented young professionals, who have chosen Imbarchino as a platform for professional development, further contributes to the management's responsibilities in navigating this newfound success.

# Governance Model



Imbarchino is a property belonging to the City of Turin. The ATS, composed of Amici dell'Imbarchino APS (lead partner), Banda Larga APS and AEGEE-Torino, signed a 14-year concession contract on 1 March 2019.

The concessionary associations are required to adopt management policies for the space that are in line with the cultural and aggregative projects set out in the project presented during the tendering phase and in the contract signed with the public administration, with which we are in constant dialogue and interface, in particular with the Culture, Youth and Green Councillors.

In 2023, a planning process is planned that will involve all of Imbarchino's co-managing bodies and will lead to a more advanced management agreement that will include operational guidelines and impact objectives for the next three years.

Three associations and a Benefit Society work together to keep the space active and make this project sustainable:

## Banda Larga

Established in January 2013, Banda Larga evolved from an informal group that had previously operated the online radio station Radio Banda Larga at Imbarchino as a project of the social cooperative Biloba in the winter between 2011 and 2012. Over time, the organization refined its mission, aiming to create both physical and digital devices that empower individuals to actively engage in cultural production and build relationships based on their passions and urgencies. Banda Larga utilizes tools such as an international online radio and cultural centers to foster community engagement within a creative context. Since 2019, the association has been responsible for Imbarchino's cultural programming, establishing a network of partners to co-design a diverse and inclusive cultural offering with associations, citizens, and institutions. Through the co-management of Imbarchino and Valentino Park, the association contributes to making these spaces vibrant and culturally attractive. Since 2012, Banda Larga has annually organized Non Frequenze, a festival dedicated to electronic music and performing arts in various locations throughout the city of Turin.

## Va Lentino

In 2018, the associations Amici dell'Imbarchino and Banda Larga, along with five individuals, founded Va Lentino SRL Società Benefit to oversee the renovation of Imbarchino and establish a catering business within it. Functioning as a Benefit Company, Va Lentino operates with a commitment to responsibility, sustainability, and transparency towards various stakeholders, ensuring the pursuit of common-benefit purposes such as regeneration, activation of community spaces, cultural innovation, social inclusion, and support for impact-oriented activities. By keeping Imbarchino open daily as a public space, providing human resources, and supporting activities conducted by the ATS associations, Va Lentino actively contributes to the cultural and social vibrancy of Imbarchino and other spaces.

# Cultural Activation Model

## Amici dell'Imbarchino

Established in 2016 following a tender for Imbarchino, the Friends of the Imbarchino association, in collaboration with Banda Larga and AEGEE-Torino, formed an ATS to secure a concession for the space from the municipality. The association's objectives include promoting sociality and international culture, contributing to the cultural, environmental, and civic growth of the community, and facilitating the redevelopment of the area. In 2019, the association conducted the crowdfunding campaign "Riapriamo l'Imbarchino," raising €20,000 in two months from 623 donors. Serving as the leader of the ATS, the institutional referent of Imbarchino, and the guardian of the space as a common good, Amici dell'Imbarchino plays a crucial role within the association.

## AEGEE - Torino

Founded in 1992 by a group of students from Turin, AEGEE-Torino is a voluntary association and one of the local branches of AEGEE-Europe, a European network of interdisciplinary student associations with over 15,000 members and 217 branches across Europe. Locally, AEGEE-Turin is dedicated to disseminating the core values of the association, including sustainability, gender equality, and European citizenship, to young people in Turin and beyond. As part of the ATS, AEGEE-Torino promotes the study room service and organizes orientation activities for foreign students within the Imbarchino spaces.

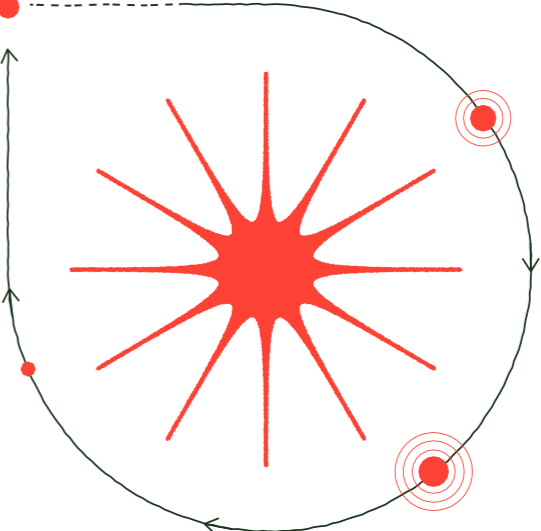
The citizenship

**Benefits**  
from the cultural space and offer

**Produces**  
by being active in cultural production

**Generates**  
new participation

**Promotes**  
by reaching new audiences



The activation model transforms citizens into producers and promoters of culture. It is founded on the belief that engaging in cultural production enhances individuals' lives by fostering self-awareness, building new relationships based on personal passions, developing new skills, and increasing participation in cultural initiatives. This, in turn, contributes to making their city vibrant and appealing. At the Imbarchino, citizens find a welcoming space, resources, and a team that supports the design and execution of cultural productions, including radio programs broadcasted via [www.rbl.media](http://www.rbl.media) and events hosted within the space. This transition from being mere users of the space to becoming cultural producers allows them to promote their initiatives, thereby reaching out to new individuals who could potentially become active participants in this process.

The cycle of citizenship involvement in this model begins with the enjoyment of the space and its cultural offerings. This leads to production, as individuals engage in cultural creation themselves. Through promotion, they reach new audiences, thereby generating further participation. This cycle emphasizes a dynamic, participatory approach to culture, where each phase feeds into the next, creating a self-reinforcing loop of engagement and cultural vibrancy.

## Network



The participating associations affiliated with Imbarchino collectively operate within a network that involves various organizations and citizens, fostering a continuous exchange of resources and knowledge that permeates the spatial domain and enhances its vibrancy. Banda Larga APS, the representative entity for Imbarchino, holds membership in the second-tier association Dire Fare Baciare. This association encompasses the youth centers of prominence within the City of Turin, aligns with Trans Europe Halles—an expansive European network comprising over 120 cultural centers—and contributes to the community of practice associated with the SPACE initiative of Fondazione Compagnia di San Paolo. Additionally, Banda Larga, identified as RBL Turin, stands as a founding member of the international network RBL Cosmos, uniting the RBL hubs situated in Turin, Berlin, Barcelona, and Istanbul.

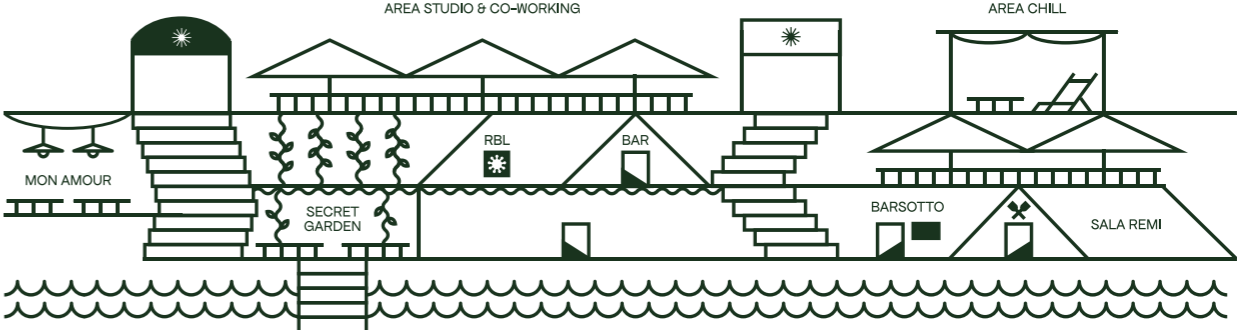
# Location

Amici dell'Imbarchino is an integral part of the 365° San Salvario network, established in 2022 to participate in the React EU Culture initiative. This network encompasses diverse organizations and civic and cultural spaces within Circostrizione 8.

AEGEE-Torino is affiliated with the European network Association des Etats Généraux des Etudiants de l'Europe (AEGEE-Europe), colloquially known as the Forum of European Students—a prominent interdisciplinary student association in Europe.

The cultural programming at Imbarchino emanates from the collaborative efforts of Banda Larga and Va Lentino with cultural organizations and individual citizens. These stakeholders leverage the resources at their disposal to curate a cultural offering capable of engaging a broad spectrum of audiences.

Commencing in 2019, Imbarchino actively engages in organizing cultural initiatives in collaboration with Agenzia X, Almanac, Almare, Amalgama, Asl Città Di Torino, Aut Polito, Bike Pride, Botanica, Casa Del Quartiere Di San Salvario, Chamoisic, Cinemambiente, Cineteatro Baretti, Cinema Teatro Maffei, Circolo Del Design, Conservatorio Giuseppe Verdi, Smet, Cripta 747, Earthink Festival, Fish & Chips, Interplay, In The Ghetto, Jazz:Re:Found, La Libreria Del Golem, Lights On, Lips - Lega Italiana Poetry Slam, Mao - Museo Arti Orientali, Metamorfofi Notturme, Mosaico Danza, Mirabilia, Non Frequenze Festival, Orti Generali, Pav - Parco Arte Vivente, Pietra Tonale, Polo Del 900, Seeyousound, Tohorror Film Fest, Stasis, Todays, Torino Short Film Market. Wake Up, and Zampanò.



The property, comprising a total area of 805m<sup>2</sup>, spans three levels descending to the river's edge. This includes an approximately 200m<sup>2</sup> wooded area, presently uninhabitable. The utilization of the open space is hybrid, serving both administrative and study purposes. The top two levels are equipped with power outlets, and a substantial portion of the area is enveloped by Wi-Fi connectivity. The site encompasses two interconnected buildings with a combined area of 177m<sup>2</sup>.

The main structure accommodates a bar, kitchen, and a radio booth on its second floor. This booth, overlooking the hall, incorporates a window with a piston opening system, facilitating operation in studio or stage mode depending on the context. On the ground floor, amenities such as toilets, storage, and a dressing room are situated. The second building, known as Sala Remi, is a 45m<sup>2</sup> low-rise structure renovated in 2020. It is designed to accommodate diverse functions depending on the time of day, functioning as a study room during daylight hours and transforming into an event space in the evening. Within Sala Remi, a secondary bar named Barsotto is also located.



The bar and kitchen operate daily during the space's opening hours. Two specific areas within the facility are designated for study and co-working services seven days a week, from 9 a.m. to 6 p.m. Those engaged in study are provided with free water refills, and the restroom facilities are accessible to all without any obligation to make a purchase. Cultural activities unfold in various spaces within Imbarchino:



**The Radio Booth:** This booth serves as the venue for live radio broadcasts of the RBL Torino community and was meticulously designed by Studio Tavella and Iamatile. It is donated with state of the art equipment to broadcast shows or music. Besides the regular schedule of the radio, the booth hosted several important guests on different occasions.



**The Sala Remi:** In May 2020, renovation work began on the Sala Remi, the former hangar originally used for boat storage that has been a venue for music, parties and meetings since the 1990s, which had become completely uninhabitable after a tree crashed through the roof during the 2016 flood. The pandemic had initially cancelled all investment plans and at that time it is considered for a long time whether to make a new investment or wait for better times. Imbarchino's new management decided to go ahead because in order to express itself at its best, the Imbarchino needed this space, which has been a beating heart of Turinese culture for many years and can welcome its community even when it rains or in winter. In August 2020 the Sala Remi reopened to the public again and from that point on it functions as a event space hosting a second bar, study hall during the day and hosts shows and parties in the evenings.

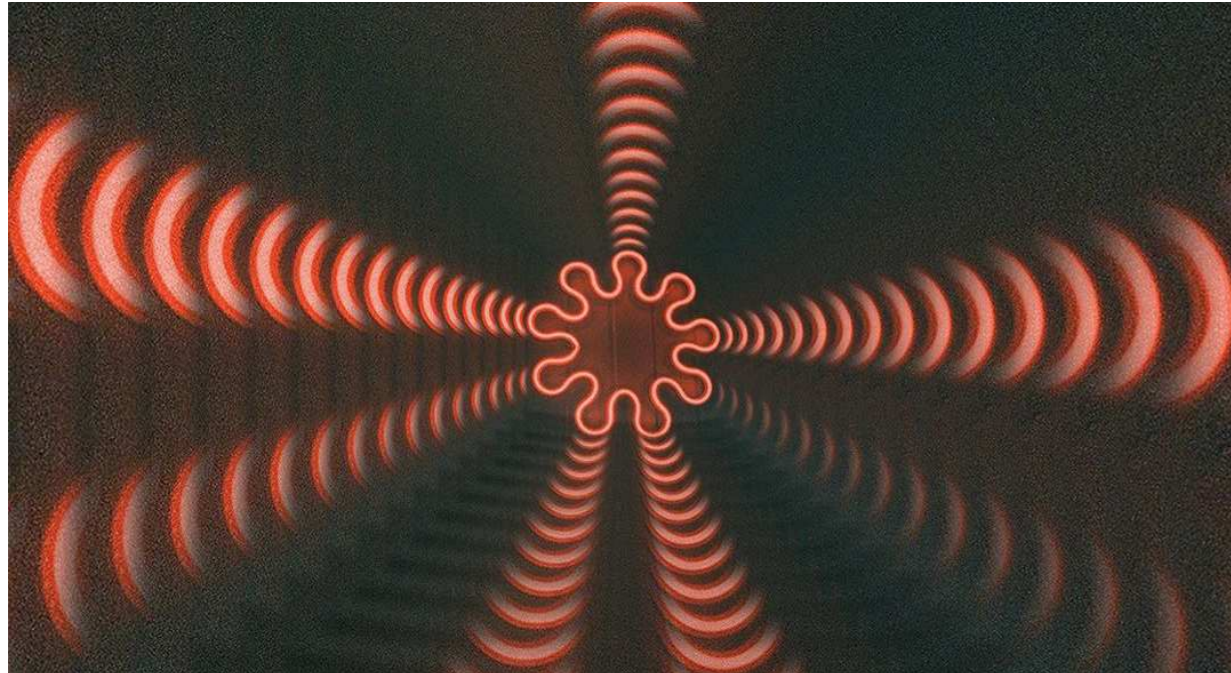


**The Secret Garden:** Secret Garden was born in June 2020 in response to the need dictated by the health emergency to create new moments of encounter for those communities that before the pandemic used to hang out in clubs at night. Secret Garden is used as a part of the regular seating system of Imbarchino most of the week but also offers musical selections on Sunday mornings on the river bank, curated by selectors from the clubbing world who meet their audiences in a new context, proposing those tracks that they used to listen to mainly at home (ambient, drone, experimental music) to an audience that is barely awake and predisposed to concentrated listening.



**The large lawn in front of Imbarchino:** This area serves as the venue for summer events, including ImbarKino, an open-air cinema where the audience enjoys screenings of art house classics such as Hong Kong Express by Wong Kar-Wai and Only Lovers Left Alive by Jim Jarmusch while seated on the grass. On some other occasions, this area is used to celebrate the birthdays of both Imbarchino and RBL with international guest from several Europe. Even though they had some legal difficulties organizing events in this area, they had a huge number of public attendance from their community and the general public in these possibilities they had.

# Radio Banda Larga



Radio Banda Larga (RBL) is a vibrant and diverse online community radio station that has established itself in the cultural landscape of Turin and beyond. Founded in 2012 at the Imbarchino, a historic bar and community space in the heart of the Parco del Valentino on the Po River, RBL has grown from its itinerant broadcasting beginnings to a permanent presence in its home city, broadcasting live daily from its riverside location as of 2019.

RBL is known for its rich and eclectic programming, offering a wide range of shows that cater to different musical tastes and interests. The programme line-up demonstrates the station's commitment to diversity and the exploration of different genres and topics.

The radio station is part of Banda Larga APS, a cultural association that focuses on using

radio to improve psychophysical well-being and foster interpersonal relationships. The initiative has grown into a multi-faceted project that goes beyond radio and includes educational activities, social inclusion laboratories and a variety of cultural events. This broad commitment has allowed RBL to integrate itself into the social fabric of the neighbourhoods and cities where it operates, promoting events such as concerts, club nights, art installations and workshops, and participating in major urban projects and festivals.

The community behind RBL values the medium of radio as an essential tool for expression and connection. Their efforts to maintain an independent, ad-free platform underline their commitment to fostering a creative and inclusive space for music lovers and cultural enthusiasts alike. The station's expansion to other cities such as Berlin, Barcelona and Istanbul demonstrates its growing influence and the universal appeal of its mission to connect people through shared musical and cultural experiences.

The essence of RBL's success lies in its approach to creating a platform that is more than just a web radio. It has created a community-centred environment that thrives on participation, inclusivity and cultural exchange. The station's diverse programming reflects the diverse nature of its audience, offering everything from music shows across genres to discussions on cinema, social issues and the arts. This broad range of content caters to a wide variety of interests, making RBL a hub for cultural dialogue and exploration.

RBL's commitment to social inclusion and education is evident in its many workshops and initiatives aimed at marginalised groups. By providing a space for these people to engage with and learn about radio, RBL gives them new skills and a platform to express themselves. This focus on education and inclusion is a cornerstone of RBL's philosophy, reinforcing radio's role as a tool for community building and social cohesion.

RBL's expansion into cities such as Berlin, Barcelona and Istanbul speaks volumes about the universal appeal of its mission. In Berlin, for example, RBL has not only attracted expats,

but also engaged the local community, creating a cultural melting pot that reflects the inclusive spirit of its Turin counterpart. This international growth underscores RBL's vision of bridging cultures and fostering global connections through the power of music and shared experiences.

Financial sustainability remains a challenge for RBL, given its ad-free and independent model. The station's reliance on community support, such as Patreon campaigns, highlights the importance of listener engagement and the value placed on maintaining an autonomous platform free from commercial pressures. This approach ensures that RBL remains true to its values, prioritising creative freedom and community service over profit.

Radio Banda Larga exemplifies the transformative power of community radio. By fostering an inclusive environment, embracing diversity in its programming and extending its reach beyond its geographical origins, RBL has become a beacon of cultural exchange and social inclusion. Its story is a testament to the enduring relevance of radio as a medium for connection, education and community building in the digital age.

## RBL Lab in Via Baltea



Via Baltea 3, along with Imbarchino del Valentino, is a key node in Radio Banda Larga's (RBL) network in Turin, anchoring its presence in the vibrant open-air living room of Barriera di Milano. This place has become synonymous with RBL's innovative approach to community radio, particularly through its specialised workshops that use radio as a powerful tool for social communication and connection.

One of the outstanding initiatives hosted at Via Baltea 3 is "RBL & the City", a radio workshop for people experiencing social marginalisation. This programme uses the storytelling power of radio to bring the voices of the city's invisible corners to the forefront. Participants in the workshop create radio shows that function like expansive jukeboxes, interweaving music requests with personal narratives from people living on the margins. These broadcasts

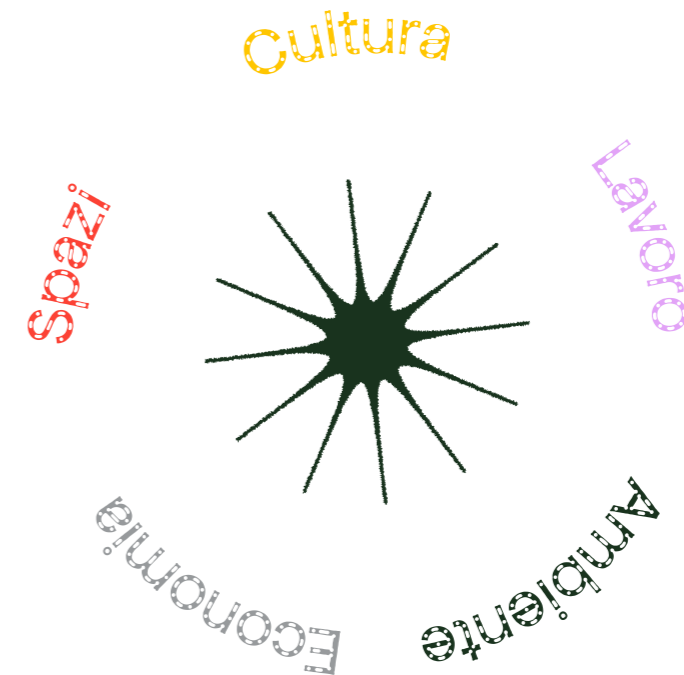
not only provide a platform for these invisible urban voices, but also offer pathways to empowerment and skills development, covering both the technical aspects of radio production (hard radio skills) and the nuances of human interaction (soft skills). “RBL & The City” stands as a metaphorical window, offering glimpses into the lives of the city’s inhabitants and their stories.

Another key project at Via Baltea 3 is “FARE la RADIO”, which targets younger audiences, including middle and high school students, with hands-on radio production workshops. These sessions are designed to mimic real radio shows and encourage active participation from participants, who are invited to share and present music tracks from the very first session. This format not only trains participants in the technicalities of radio broadcasting, but also fosters a sense of ownership and creative expression among young people.

Since 2018, these workshop projects have welcomed an average of 50 young participants to Via Baltea each year, resulting in the conception and broadcast of 11 different programmes. This commitment highlights the significant impact of RBL’s educational initiatives, which are cultivating a new generation of radio enthusiasts and practitioners.

The creation of the RBL Lab in June 2020 marked a new chapter for RBL’s activities at Via Baltea 3. This new radio studio, with its street-facing window, sound system designed for intimate listening sessions, talks and concerts, and optimised recording facilities, embodies RBL’s commitment to quality broadcasting and community engagement. The RBL Lab currently hosts 5 workshops and 8 broadcasts a week, serving as a vibrant hub for RBL’s diverse and dynamic programming.

# Social Impact Report



Imbarchino’s Social Impact Report of 2021-2022 is a reflection of an eco-systemic and multi-actor structure: the measurement and evaluation process is led by Va Lentino Srl SB, the results illustrated are generated by the activities conducted by Imbarchino’s co-managing bodies with the contribution of its stakeholders.

The process starts with the identification of 5 dimensions (Spaces, Culture, Environment, Work, Economy) and the definition for each of them of a set of indicators to measure, assess and guide the implementation of impact and sustainability objectives.

They are defining these 5 guideline as:

**Spaces:** An accessible and public place, available to the citizenship to meet their material and immaterial needs.

**Culture:** Development of free and continuous programming that enhances the expression and visibility of artistic and creative forms and projects by independent, professional and amateur actors.

**Work:** Pursue principles of personal well-being, collaboration, professional growth, mutual respect and acceptance of instances and needs of the whole team.

**Economy:** The set of economic actions and choices that favour the enhancement of local production, local consumption of goods, job creation and opportunities and attractiveness of the area.

**Environment:** Set of living and non-living factors and elements that inhabit the Planet, towards which everyone should pay care and attention, reducing our negative impact and promoting ecological practices and lifestyles.

The objectives of impact - meaning the positive long-term effects that are intended to be generated towards certain groups of people and with the contribution of different stakeholder categories - were included in a matrix that maps out the activities and resources required to achieve them according to a sequential and programmatic logic. The methodology is based on the analysis and monitoring of 68 indicators to verify the achievement of an identified impact vision within each strategic dimension co-designed by co-managing bodies and some Va Lentino employees. Targets and indicators were formulated with reference to the Sustainable Development Goals defined by the 2030 Agenda and the indicators for Culture (Culture | Indicators 2030) published by Unesco. Part of the data was collected through the administration of online questionnaires and interviews.

The research tools used to retrieve the data are:

- SURVEY “IMBARCHINO ASKS THINGS” (01.10 - 31.12.2022, 1040 REPLIES)
- SURVEY ADDRESSED TO ARTISTS AND CULTURAL ORGANISATIONS (01.10 - 31.12.2022, 40% RESPONSE RATE)
- SURVEY ADDRESSED TO RAW MATERIAL SUPPLIERS OF VA LENTINO SRL SB ( 01.10 - 31.12.2022, 40% RESPONSE RATE)
- SURVEY ADDRESSED TO THE STAFF OF VA LENTINO SRL SB (01.10 - 31.12.2022, 65% RESPONSE RATE)
- 38 INTERVIEWS WITH USERS IN THE VALENTINO PARK (02.08.2021 - 03.05.2022)
- REPORT “Daily reporting of receipts and consumption of the catering business.”
- REPORT “Daily survey of the number of accesses to the space and type of audiences.”
- REPORT “Survey of the number and type of people of people involved in the production of cultural events.”
- REPORT “Survey on the number and type of people involved in radio production.”
- REPORT “Survey on the number and type of participants in cultural events.”

## Culture

- They involved 120 non-professional citizens in cultural production of which 30 citizens make radio programmes in Imbarchino at least once a week
- They broadcast 1050 hours of live radio from Imbarchino, initiated 20 new partnerships by 2021, invested 4700 working hours in free cultural programming, realised 100+ events involving +30 non-professionals
- 43% of the organisations and artists who filled in the questionnaire confirm that they reached new audiences thanks to Imbarchino.
- 50% of radio presenters and 52% of organisations and artists confirm that they have acquired new skills
- They organised 213 events, 94% of which were free of charge. 13,000 people attended cultural events organised by Imbarchino, 61% more than in 2021
- 49% of the respondents happened to attend at least one cultural event in Imbarchino despite not having come specifically for the event.
- They organised 40 initiatives with an experimental character.
- They collaborated with artists from Italy, France, The United Kingdom, Canada, Switzerland, Argentina, Turkiye, Israel, Netherlands.
- More than 60 non-local artists performed at Imbarchino.
- Among creatives and cultural organisations, 59% claim to have discovered new artistic realities or initiated practices they did not know before, and 95% claim to have found a place in Imbarchino to host their experiments.

## Spaces

- 198,000 passes in 2022, 32% more than in 2021.
- 355 /365 Days of access to the space with no obligation of consumption and membership.
- 242 people used the space for events and radio programmes.
- During the cold season they realised 73 events in cooperation with 14 partners in which 2696 people participated.
- 44% of people stated that they felt safer going to Valentino Park thanks to Imbarchino.

- 44% of people stated that they felt safer frequenting Valentino Park thanks to Imbarchino and 73% stated that they frequented the park 'rarely or not at all' before Imbarchino reopened.
- In March 2022, a feasibility study was undertaken at their own expense for new interventions, including the installation of a solar power system, the opening of an unused area of the 'boschetto' space to the public, and the renovation of the outer gate and opening of a kiosk. But unfortunately the work has been blocked in the preparatory phase by the city and the authorities.

## Work

- 61 people worked with them in 2022 of whom 5 were hired from disadvantaged groups, 58% more positions than in 2021.
- They created 24 jobs for young people studying.
- They signed 15 permanent contracts, 4 of which were with the Federculture National Collective Agreement, 326% more than in 2021.
- 80% of the people who work at Imbarchino are satisfied with their shifts, 95% say that working at Imbarchino has improved their lives and 100% attend it after their shift or during their free time.
- 5,000 euro in financial compensation given and all staff have access to bar products with 60% discount
- More than 20 people involved in the management and care of the space and its activities.
- They have adopted a new model of co-management of the space organised around 6 teams: spaces, culture, impact, communication, shifts, and management.
- They spent 20 hours/month on internal training
- 66% of their staff state that they have acquired new skills both in relation to their job and in other areas

# Interview



An interview has been conducted with Lorenzo Ricca, a representative and member of both Imbarchino and RBL (known also with his dj alias Spacerenzo), to gain a deeper understanding of their operations and to gather personal insights beyond the research. In this interview, Lorenzo provides valuable perspectives on Imbarchino’s historical significance, its role in community engagement, and the symbiotic relationship between Imbarchino and Radio Banda Larga (RBL). Additionally, Lorenzo shares his vision for the future of Imbarchino and offers insights into upcoming initiatives aimed at enhancing community engagement and social impact.

## Sustainability

- They managed to be 100% plastic free for all products on sale and disposable materials but not for raw material packaging
- They installed six ecological islands for correct waste disposal
- They avoided the consumption of 400 kg of plastic and 2000 plastic bottles.
- 55% of spendings on consumables are eco-friendly
- They held three environmentally themed events, a workshop for Va Lentino staff and a multi-year plan of actions to reduce the environmental impact of the space
- 38% say they have adopted environmentally friendly practices and lifestyles thanks to Imbarchino

## Economy

- In 2022, Imbarchino generated EUR 1.7 million from the catering business, 54% more than in 2021 and 20% more than in 2020. And they invested EUR 102,000 in cultural programming.
- In 2022, 457,000 euros were spent on local (and Piedmontese) supplies
- 100% of suppliers say they are satisfied with their relationship with Va Lentino. 7 out of 12 respondents intend to develop new social and environmental impact objectives with us.
- Almost all employees (27/30) say that being involved in Imbarchino contributed to their choice to stay in Turin
- 76.6% of young people are more likely to stay in Turin because of the presence of spaces like Imbarchino.
- They attracted 45,000 euro investment on space from Foundations and the City of Turin



**Question:** Could you provide a general overview of Imbarchino, about its history and its role in the Torino ecosystem? You are one of the key members present from the fundraising to the present day. So, what is Imbarchino historically or socially to the city and to you?

**Answer:** Imbarchino, dating back to the 1970s, holds a significant place in Torino's history. It initially served as a spot for river bathing and boat rentals before World War II. Later, in the late '70s and early '80s, it transformed into a bar. It's always had a strong social character, being operated by a cooperative that employed marginalized individuals, particularly those with psychiatric backgrounds. It was a notable gathering place in its early days and remains a cherished memory for many Torino residents, even today. Over time, it has had its ups and downs but consistently retained its cultural character. In recent years, particularly since our reopening in 2019, it has grown stronger, always hosting live music, with most of Torino's musicians having performed here.

**Q:** Could you share the context around Imbarchino's reopening and how crowdfunding played a role in it?

**A:** When we reopened Imbarchino in 2019, it was in terrible shape, having been abandoned for three years, including a period when it faced one of the worst floods in the area. The context was unique because, between 2010 and 2018, many public gathering places and music venues along the river had closed for various reasons, transforming the area significantly. Our goal upon taking over the space was to refurbish the building and create what we call an "always open" place, a "presidio," giving citizens a reason to visit, even after dark when it was previously deserted. Crowdfunding played a pivotal role in our reopening. It provided both crucial economic support and engaged the local community, tapping into the deep affection that people had for Imbarchino. It not only secured funds but also revitalized the local community's connection to the place.

**Q:** If you had a magic wand to change or improve one thing about Imbarchino instantly, what would it be?

**A:** If I could change one thing instantly, it would be the ability to utilize spaces that are currently off-limits due to legal and security restrictions. This includes access to the river and riverbank, as well as a wooded area where we hoped to install solar panels for energy production. Unfortunately, regulations governing flood-prone areas and the prohibition of new construction along the riverbanks have posed significant challenges. Additionally, restrictions on using the park, despite the availability of urban furniture for various activities, hinder its usability due to street regulations. My wish would be to have greater flexibility in utilizing these spaces.

**Q:** Can you provide insights into Imbarchino's social impact report and how it influences your future activities?

**A:** Imbarchino's social impact report has evolved over the years. Initially, it was a reflection on past activities, but it has transformed into a tool for planning future endeavors. The report includes a comprehensive matrix with fields we aim to impact, goals, and key performance indicators (KPIs). This proactive approach enables us to plan activities more effectively. Challenges included the need for resources and skills, particularly when we were new to this. However, as we gained experience through work and education, our team recognized the report's value, justifying the investment of resources.

**Q:** How does Imbarchino actively communicate with the community beyond surveys mentioned in the social impact report, and how does this influence decision-making?

**A:** Communication with the community primarily relies on word of mouth, particularly among the team, community members, and the audience. This informal communication is vital for a place like Imbarchino. Additionally, we initiated an open call for volunteers in 2023, resulting in significant participation and bringing fresh perspectives. This engagement has helped us plan new ways to interact with the community, including activities such as radio shows, meetings, workshops, and training. While word of mouth remains fundamental, we recognize the value of structured outreach efforts in expanding and diversifying community engagement. Ongoing dialogue and collaborative projects strengthen our community

bonds and foster active participation.

**Q:** What future projects or initiatives are planned with the volunteers?

**A:** We are collaborating with a group of volunteers who remain active after a volunteer call we made last February. Our plan is to establish a process where people visiting Imbarchino can propose and organize various activities within the space. This process is similar to how people propose radio shows on RBL. However, it's not limited to radio or shows; it encompasses different activities, such as meetings, gatherings, workshops, and more. The volunteers will manage this process, allowing Imbarchino to host a wide range of community-driven activities.

**Q:** How does Radio Banda Larga contribute to the social and cultural impact of Imbarchino?

**A:** Radio Banda Larga (RBL) and its active community played a central role in reopening and managing Imbarchino. RBL's mission and strategies guided Imbarchino's reopening. RBL, being part of a company called Valentino, with its Società Benefit status, significantly influences Imbarchino's activities. While Imbarchino initially operated as a bar, RBL's presence transformed it into a cultural space. RBL's community provided a strong sense of ownership and actively participated in shaping Imbarchino's cultural identity. Over the years, RBL organized Imbarchino's cultural programming, shaping its identity as a cultural hub in Torino.

**Q:** How does RBL actively engage with its listeners and promote shows and events?

**A:** Currently, RBL's communication with its audience primarily occurs online. We use social networks and a Telegram channel to update listeners about live shows. However, we recognize that we need to do more to engage with our audience beyond online platforms. There's room for improvement in our communication strategies, including exploring ways to strengthen our connection with listeners and promote our shows and events effectively.

**Q:** Imbarchino has various physical spaces serving different functions. How do these spaces contribute to community engagement and achieving social impact goals?

**A:** Imbarchino's physical spaces play a crucial role in community engagement and realizing social impact goals. Maintaining and adapting these spaces to serve various purposes is essential. We aim to maximize the usability of our spaces to accommodate different activities. For example, the room with the bar also houses a radio booth and functions as an office for team meetings. Similarly, Sala Remi serves as a co-working and study space during the day and transforms into an event venue in the evenings, hosting dinners, clubs, concerts, and more. We have a dedicated team that continuously works on improving and adapting these spaces to ensure they meet the diverse needs of our community and program schedule.

**Q:** How do these physical spaces impact the community's use of Imbarchino, and how do you balance them to cater to diverse cultural interests and your programming schedule?

**A:** The physical spaces at Imbarchino significantly influence the community's utilization of the venue. Ensuring that these spaces are adaptable is key to accommodating diverse cultural interests and our programming schedule. Our approach is to make each space multifunctional. For example, the same room can serve as a bar, a radio booth, and an office, depending on the time of day. We also strive to create environments that can be easily transformed to suit different purposes. This flexibility allows us to adapt to the needs of various cultural events and activities while making efficient use of our available space.

**Q:** How do physical spaces benefit both listeners and program makers, considering RBL's presence within Imbarchino?

**A:** Imbarchino's physical spaces offer benefits for both listeners and program makers, especially with RBL's presence. Program makers enjoy an acoustically separated environment that enhances the quality of their broadcasts. They have the privilege of working with a picturesque view of the river while maintaining acoustic isolation from the lively surroundings. This setup significantly improves the radio show production quality. For listeners, it provides a unique experience as they can see the happenings both inside

Imbarchino and through the window overlooking the river. It creates an immersive and engaging atmosphere for everyone involved.

**Q:** What is your vision for the future of Imbarchino in terms of community engagement and social impact?

**A:** Our vision for the future of Imbarchino revolves around expanding our network and collaborating with other groups and entities at different levels, from local to European. We aim to share our experiences, practices, and expertise while continuing to grow and engage with various communities. While we don't have specific projects in mind currently, our goal is to activate our community and skills in new spaces. We envision creating spaces where music plays a more central role and replicating the Imbarchino experience in these new venues. Ultimately, our focus is on fostering connections and enriching the cultural landscape beyond Imbarchino's physical boundaries.

**Q:** Is there anything else you'd like to share about Imbarchino or upcoming initiatives for community engagement and social impact?

**A:** We're excited about the future of Imbarchino and the potential for collaboration and growth. While we're not launching specific projects at the moment, we're actively exploring opportunities to expand our reach and impact. Our commitment to community engagement and social impact remains unwavering, and we look forward to seeing where this journey takes us in the years to come. Thank you for your interest in Imbarchino and our efforts to create a vibrant and inclusive cultural space.

The interview with Lorenzo Ricca, sheds light on the intricate layers of history, community engagement, and the dynamic interplay between Imbarchino and Radio Banda Larga. Ricca's insights offer a unique perspective on the evolution of Imbarchino, its significance within the Torino ecosystem, and its role as a cultural beacon that resonates with both its past and its aspirations for the future.

Following this enlightening dialogue, it's noteworthy to mention that casual site discussions with visitors at Imbarchino have yielded data that mirrors Lorenzo's insights, particularly concerning communication's pivotal role in fostering community engagement. These informal conversations underscore the organic nature of community-building at Imbarchino, where every interaction, whether through structured interviews or spontaneous discussions, contributes to a richer understanding of its impact.

This convergence of formal interviews and casual conversations has been instrumental in guiding us towards the key research findings of this thesis. It underscores the essence of communication—both in its structured and unstructured forms—as a foundational pillar in nurturing the vibrant community that thrives within and around Imbarchino. This revelation not only enriches our understanding of Imbarchino's social fabric but also highlights the diverse channels through which community engagement and cultural exchange manifest, shaping the ongoing narrative of this remarkable social and cultural hub.

# Case Studies

# NTS Radio



Founded in April 2011 by Femi Adeyemi, NTS Radio is a symbol of innovation in online radio broadcasting, deeply rooted in the diverse cultural tapestry of Hackney, London. With its expansive reach and commitment to the avant-garde, NTS transcends the traditional boundaries of music broadcasting by offering a two-channel stream that serves as a global platform for an eclectic mix of musical genres and cultural programming.

Channel One and Channel Two of NTS provide listeners with a continuous stream of diverse content ranging from experimental music and underground beats to talk shows and cultural discussions. This two-channel approach allows NTS to offer a comprehensive spectrum of sounds and ideas to suit a wide range of tastes and interests. Programming ranges from jazz, electronic and indie to more niche genres such as dubstep, grime and avant-garde

compositions, reflecting the station's commitment to musical diversity and innovation.

In addition to music, NTS also has a range of non-musical content that enriches its cultural footprint. The station hosts talk shows, artist interviews and panel discussions on topics ranging from art and literature to social and political issues, fostering a deeper connection with its audience. This blend of music and spoken word content positions NTS as a comprehensive cultural hub, not just an online radio station.

Community engagement and social impact are integral to the NTS ethos. The station's collaborations with artists and cultural institutions not only enrich its programming, but also strengthen community ties. Partnerships with Adidas and Netflix for creative workshops and panels, for example, underline NTS's role in nurturing young talent and providing a platform for creative exploration. In addition, initiatives such as the Remote Utopias charity show demonstrate NTS's commitment to using its platform for global causes, further cementing its reputation as a socially responsible organisation.

NTS's physical presence through live events and pop-up broadcasts complements its online offering, creating a space for real-world interaction between music and culture enthusiasts. These events, which range from London to international locations, embody the station's community-focused ethos and provide a tangible experience of NTS's vibrant culture.

The station's accolades, including awards from Mixcloud and the AIM Independent Music Awards, are testament to its significant impact on the global music scene. NTS' innovative approach to broadcasting, characterised by its dual-channel stream and diverse content, has not only redefined online radio, but also fostered a dynamic and inclusive community of listeners and creators around the world.

NTS Radio is more than just a platform for music; it is a cultural institution committed to diversity, community engagement and social impact. With its two-channel stream,

# Kiosk Radio



encompassing a wide range of musical and non-musical content, NTS positions itself as a pivotal force in shaping contemporary music culture and fostering a global community of like-minded individuals. Through its online presence and physical activations, NTS continues to push the boundaries of what an online radio station can achieve, making it an essential resource for anyone looking to explore the depths of global music and culture.

Kiosk Radio is an online community radio and streaming platform founded in 2017 in the center of Brussels' historic Parc Royal. Functioning as a bar, radio station, and a public space, it has become a pivotal element in the local music scene. The station embraces a diverse music policy ranging from jazz to experimental, from rock to electronic music, blurring the lines between digital and physical realms, offering a meeting point for music enthusiasts and contributing to the city's cultural vibrancy.

The roots of Kiosk Radio trace back to a wooden kiosk in the central park, where the city council invited the founders, Jim Becker and Michael Bursztejn, to take over. The station emerged from the collaboration of five friends deeply ingrained in the Brussels underground scene, evolving into a 24/7 streaming platform with a strong connection to the community.

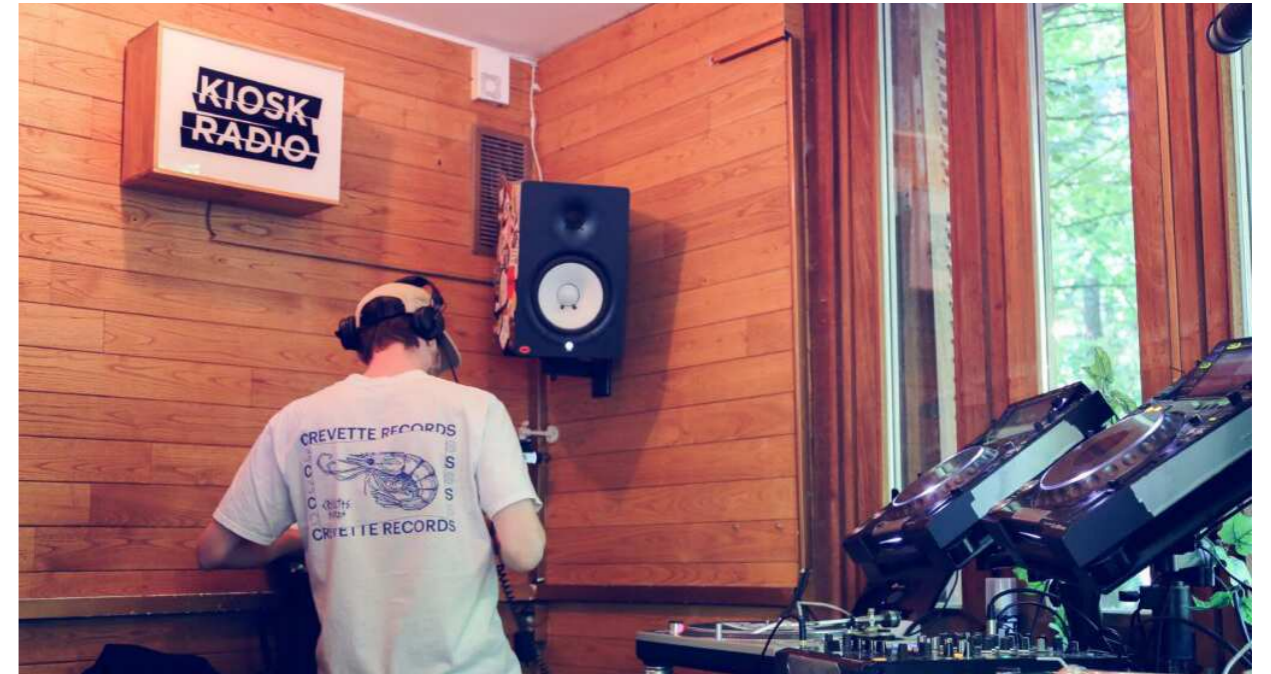
Over the years, Kiosk Radio has refined its eclectic program, showcasing the city's music culture.

Kiosk Radio operates as a closely-knit crew, managing daily operations with a team of volunteers. The co-founders express an altruistic vision, coalescing digital and physical musical ecosystems. The station actively supports selectors and musicmakers, fostering a sense of community. Despite facing challenges, such as disputes with local authorities, Kiosk Radio remains dedicated to its philanthropic duties and now has legal support for potential disputes.

The station's mission is to serve as an inclusive platform for a wide array of music genres without any limiting directions given to the presenters, supporting both local and international artists. Kiosk Radio seeks to bridge the gap between the digital and physical realms, creating a space for music enthusiasts to gather, exchange ideas, and engage with diverse sounds. The founders emphasize the importance of providing a platform for artists who bring surprises and play the "radio game" rather than the "club game."

Situated in the historic Parc Royal, Kiosk Radio's physical location is a wooden kiosk that serves as a meeting point for music lovers. It has transformed into a multifaceted entity, encompassing a bar, radio station, and community center. In time Kiosk Radio became a resilient and integral part of the city's public space which brings like-minded citizens together.

Kiosk Radio actively engages in various projects and services, ranging from supporting local artists through regular shows to collaborations with art museums, labels, and clubs. The station, especially during the COVID-19 pandemic, extended its community center aspect, offering artists a platform to share their music. Kiosk Radio collaborates with organizations globally, such as the "Outsiders" project, showcasing music labels from around the world. Kiosk Radio hosts a diverse range of events and activities, from weekly shows like "Think



Outside The Kiosk" by Lefto to collaborations with clubs like C12. The station organizes virtual events and live shows through their website, providing a stage for local talent. Despite challenges during the pandemic, Kiosk Radio adapted and continued to serve as a meeting point for music enthusiasts in the park.

Kiosk Radio's impact on the Brussels music scene is significant, providing a home for local DJs and promoting a sense of community. The station's approach, focusing on local talent and fostering inclusivity, has contributed to a tighter and more vibrant music scene. Kiosk Radio's dedication to supporting artists during the pandemic further solidified its role as a cultural beacon, offering guidance, grip, and perspective to the community.

# Mutant Radio



Mutant Radio is as a versatile media platform, encompassing a wide array of content formats such as mixes, interviews, educational shows, live performances, and discussion broadcasts founded by two power women. Notably, it operates as a mobile station, providing a unique approach to content creation and dissemination.

Established with a vision to diversify the media landscape, Mutant Radio has its roots in Tbilisi. Their process started with Red Light Radio showcases in Tbilisi and Kutaisi. The goal of these events was to support the local artists and showcase them to the international scene. This especially applied to the regions, that are overlooked in the events that are based in Tbilisi. The major success of these events became a huge motivation for the founders to come up with the idea of create their own online radio/media platform. Over time, it has

evolved into a dynamic platform, welcoming artists, DJs, and compelling personalities to delve into topics of their choice. The platform has successfully curated a blend of engaging and informative content.

The governance structure of Mutant Radio revolves around a team dedicated to coordinating the diverse range of content. The platform's optional mobility introduces logistical considerations, and the team likely comprises individuals skilled in media production, curation, and event management. The decision-making processes are tailored to facilitate the collaborative nature of the platform. Mutant Radio's vision centers on creating an inclusive space for artists and thinkers, fostering creativity and exploration. The mission involves delivering a rich tapestry of content while embracing mobility, allowing the platform to transcend geographical boundaries and connect with diverse audiences. Their goal is to bring Georgian artists and topics to the international scene in order to unite like-minded locals with international artists offering the listeners an alternative music streaming source (one that displayed more than only club music), where they would find a wide variety of musical genres.

The primary hub of Mutant Radio is a fully-equipped caravan-wagon situated in Tbilisi. However, the platform's uniqueness lies in its mobility, allowing it to stream from various regions and special locations across Georgia even though they were able to do it only once after the global pandemic. The physical space is located on the territory of an old power station, an area of cultural heritage buildings, and it extends beyond the caravan including an open-air cafe/bar, contributing to a vibrant and communal atmosphere.

Mutant Radio engages in a spectrum of projects, from live-streamed performances to on-location broadcasts and events. The platform serves as a hub for artists and personalities to showcase their interests and preferences. Additionally, the open-air cafe/bar adds a social dimension, providing a unique service where like-minded individuals can enjoy quality music and a convivial ambiance.



# Station Station



The platform hosts a variety of events and activities, including live-streamed performances, educational shows, and discussion broadcasts. They also organised and collaborated with other entities in the organisation of these events such as the Internal Festival with the Shape Platform. Its mobility allows for the exploration of different settings, contributing to the diversity of events. The cafe/bar and listening areas serves as a physical space for gatherings, further enhancing the community aspect.

Mutant Radio's impact extends beyond the digital realm. By providing a platform for artists and fostering a sense of community through their physical areas, it contributes to the social and cultural fabric of Tbilisi and beyond. The mobility aspect enables the platform to reach diverse communities, promoting cultural exchange and collaboration.



Station Station is a web radio station established in September 2017, has been broadcasting an eclectic schedule of musical and literary mixtapes, interviews, documentaries, and sound creations. Aligned with the programming of La Station - Gare des Mines and activities of Collectif MU, Station Station delves into aesthetic, ethical, and societal realms. Its editorial focus spans emerging creations, experimental scenes, queer and feminist movements, and contemporary party practices. The radio is not only confined to virtual spaces but also utilizes a mobile studio, enhancing accessibility to various locations.

The birth of Station Station can be traced back to the initiative of the MU Collective. Originating as a project to voice the events at La Station - Gare des Mines, the radio evolved under the guidance of Charles Crost and artist/DJ Elen Huynh in 2017. Initially centered on techno, indus, and punk-rock, it expanded its spectrum in 2018 to include literary, textual,

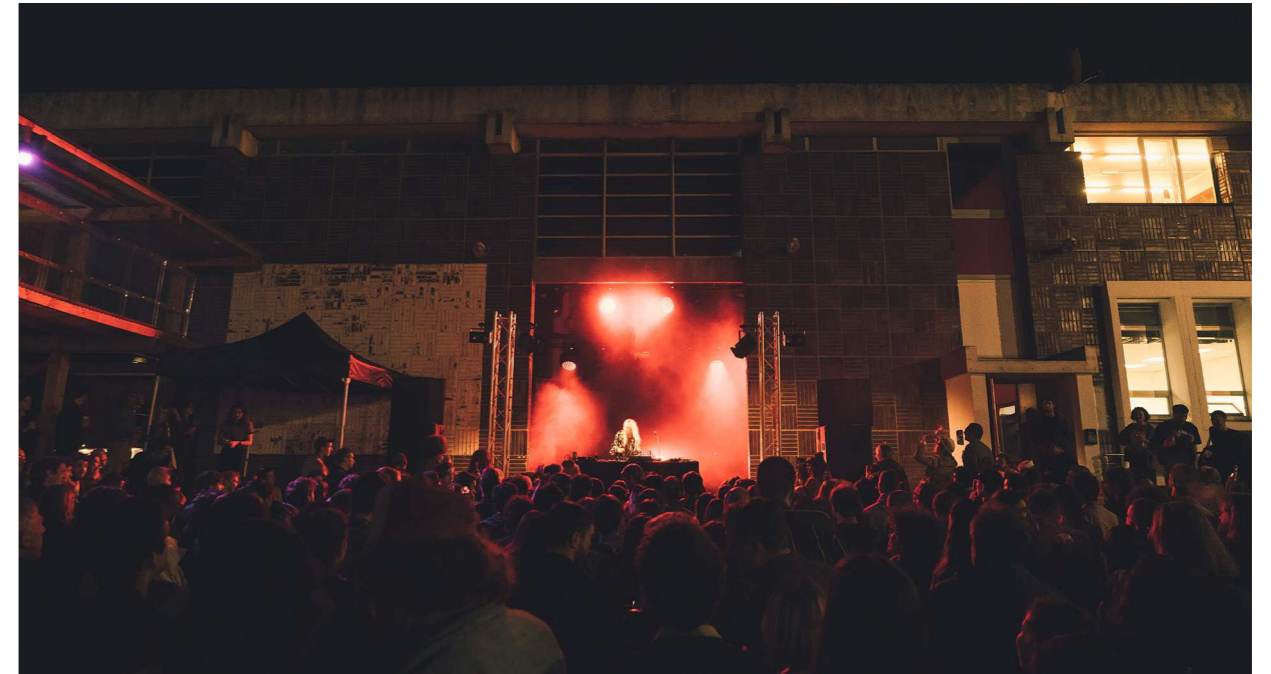
and sound experimentation. The editorial line has continuously evolved, incorporating content-based programs, collaborations, and a growing community.

Station Station's organizational structure underwent transformation in 2019. It solidified its identity as a platform advocating inclusiveness, radical feminism, ecology, political autonomy, and self-management. The radio operates within a coordinating office, fostering collaboration with La Station Gare des Mines, establishing a collective with specific roles, and encouraging volunteer residents. The aim is to find an autonomous statutory framework, enabling applications for subsidies and the development of social and educational initiatives, including workshops.

Station Station embodies a vision of being a dynamic voice that unites a community around inclusiveness, feminism, ecology, autonomy, and social justice. It seeks to offer a platform for marginalized and subcultural voices. The mission extends beyond virtual broadcasts to include concrete expressions through workshops and collaborations with La Station Gare des Mines, emphasizing autonomy, diversity, and the fight against discrimination and violence.

La Station - Gare des Mines, based on a disused coal station at the Porte d'Aubervilliers, serves as a base for Station Station. Since 2016, it has been a vibrant venue for broadcasting, creation, and residency. Expanding in 2021 with Station Nord, La Station offers large indoor and outdoor spaces for music events and diverse activities. Run by the Collectif MU, it's a festive place and an art laboratory dedicated to emerging scenes. Station Station's projects include DJ sets, talk shows, Music Herstory, La Trayeuse Electrique, and L'autoroute des Titans. Workshops for school groups, support for program projects with local residents, and DJing introductions are part of its varied resources. The radio acts as a hub for experimental content, literary explorations, and sound creations, reflecting a commitment to alternative and rarely heard music.

Station Station's calendar is marked by thematic radio days like Radio Glace and 1312,



denouncing police violence. It hosts events such as Nuit Blanche, focusing on the night and the ring road. The collaborative approach extends to both virtual and in-person gatherings, emphasizing collective creation, inclusivity, and amplification of diverse voices.

At the intersection of art, culture, and social engagement, Station Station and La Station - Gare des Mines contribute to the cultural landscape. The radio stands as a platform amplifying voices of marginalized communities, fostering community engagement, and addressing societal issues. Partnerships with various entities reflect a commitment to cultural exchange, education, and the promotion of emerging artistic practices.

# La Casa Encendida Radio



La Casa Encendida Radio serves as a unique platform for sound experimentation and artistic exploration within the cultural and social space of La Casa Encendida in Madrid. It is deeply rooted in a commitment to contemporary arts, education, and social engagement, extending the institution's mission to a broader auditory experience.

La Casa Encendida in Madrid, is not just a physical space but a vibrant cultural and social hub. Housed in a neo-Mudéjar-style building with historical and artistic significance dating back to 1911, it underwent a thoughtful renovation in 1999, preserving its essence while adapting to its new purpose. La Casa Encendida was inaugurated on December 3, 2002, as a cultural and social center belonging to Caja Madrid's Obra Social. Over its more than a century of existence, the building has served various purposes, from offices to housing

an institution's archives and pawnshop warehouse. The restoration in 1999 maintained the building's essence, transforming it into a versatile center for multidisciplinary, artistic, and environmental activities.

La Casa Encendida is owned by Fundación Montemadrid and managed through GECESA (Gestión de Centros Culturales, S. A.). Fundación Montemadrid, an independent non-profit organization, provides the majority of La Casa Encendida's annual budget, and its Board of Trustees, comprising personalities from the third sector, academia, business, and culture, governs and administers the foundation. Lucía Casani Fraile is the current director of La Casa Encendida, succeeding José Guirao, who became the head of Fundación Montemadrid.

La Casa Encendida, as a dynamic extension of artistic expression, social engagement, and cultural exploration, has a multifaceted vision and mission. It acts as a leading center for contemporary culture, offering activities in various artistic realms, supporting new creators, and facilitating reflection and debate on social and environmental issues. The institution seeks to respond to the interests and demands of a public committed to today's world's dynamics by adapting to global changes and anticipating new social and cultural needs.

The venue, that hosts the radio as well, has a usable surface area of approximately 6,500 square meters, distributed over four floors and a roof terrace. The interior layout revolves around a central courtyard, preserving the building's architectural and spatial values. They also offer paid opportunities to use the radio booth with the option of technical assistance.

La Casa Encendida Radio is a platform for sound experimentation, exploring the radio format from an artistic perspective. It features both current programs and a selection of radio capsules of transmissions and interviews created between 2005 and 2017. Andrea Zarza Canova leads the selection of these capsules, offering a journey through the institution's past while celebrating its plurality of voices and themes. The sound identity, provided by the Institute for Postnatural Studies & José Venditti, offers a unique soundscape



blending analog and digitally processed sounds, synthesizers mimicking nature, and the transformation of human voices into mechanized elements. It creates a space where new auditory relationships emerge, exploring the delicate balance between the natural and the artificial. La Casa Encendida itself acts as a versatile center for contemporary culture, offering activities in the plastic and visual arts, performing arts, music, literature, and film. It supports new creators through open calls for production and serves as a space for reflection and debate on social and environmental issues.

La Casa Encendida hosts a variety of events and activities, including performances, courses, workshops, exhibitions, and debates. The venue serves as a meeting point accessible to all, integrating contemporary arts with educational activities, collective thinking, and

discussions on culture, solidarity, environment, and education. Its cultural programming encompasses plastic and visual arts, performing arts, music, literature, and film, promoting the creation, dissemination, and understanding of contemporary culture.

La Casa Encendida has a significant social and cultural impact, acting as a reference institution in Madrid. It combines social and environmental concerns with cutting-edge multidisciplinary cultural programming, supporting creation and serving as a training and resource center for creative endeavors. The institution collaborates in environmental initiatives, positively influencing its stakeholders and promoting environmentally responsible behavior. Through its various activities and initiatives, La Casa Encendida contributes to the development of a committed and responsible social fabric.

# Die Bäckerei



Die Bäckerei – Kulturbackstube, located in a repurposed industrial bakery in Innsbruck, is a non-profit cultural hub established in 2010. With a team of individuals from diverse backgrounds, the center hosts over 400 events annually, engaging with approximately 25,000 people. The primary focus is on providing a platform for participatory cultural activities, shared workspaces, and support for creative projects. The facility operates as an open space during the day, transforming into a cozy bar during evenings and weekends. The history of Die Bäckerei traces back to 1920 when Therese Mölk opened the bakery, which later became the MPREIS supermarket chain in the early 1970s. In 2009, the empty bakery was discovered and repurposed by Christina, Klaus, and Christoph. Despite a modest budget, they transformed the building, emphasizing participatory construction and the reuse of existing components. Since its official opening in 2010, Die Bäckerei has filled a

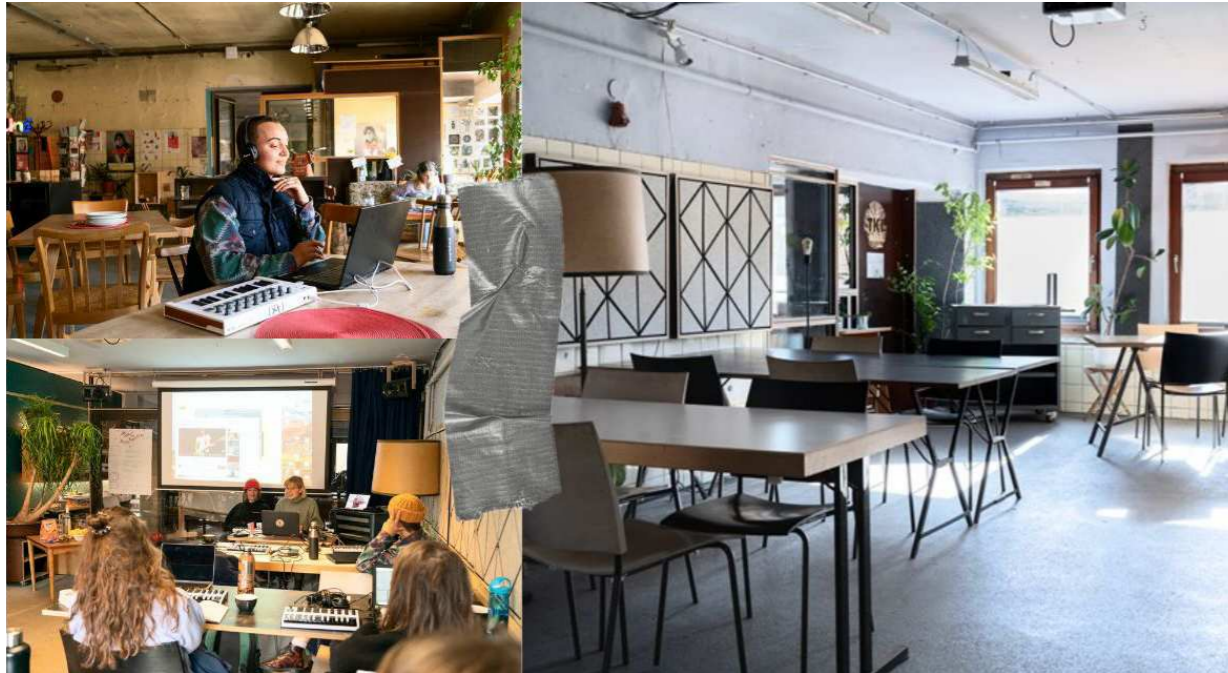
significant cultural gap in Innsbruck, evolving into a vital cultural space.

Die Bäckerei operates as a non-profit organization with a distinctive organizational structure. Decisions within the center are made jointly or independently, reflecting a collaborative and inclusive governance model. The team comprises individuals from different nations, ages (24 to 62), and educational backgrounds including architects, a business economist, an industrial designer, and a comparatist, showcasing the interdisciplinary nature of Die Bäckerei's team. With no governing body, the organization embraces a decentralized decision-making approach that aligns with its values of participation, co-creation, and inclusivity.

The vision of Die Bäckerei is to be for the people of Innsbruck what a field of flowers is for butterflies. The mission centers on creating conditions for creativity to thrive by providing easy access to culture, enabling creative self-expression, and supporting community building. Participatory formats, shared workspaces, and support for creative initiatives are central to achieving these goals.

Die Bäckerei is situated in the former Therese Mölk bakery at Dreieiligenstraße 21a. The architectural style emphasizes 'Bricolage,' emphasizing the reuse and recombination of existing components due to budget constraints. The physical location includes open cultural spaces, shared workspaces, and a cafe/bar that serves as an open space during the day and transforms into a cozy evening venue on weekends.

The Die Bäckerei cafe/bar serves as an open space during the day, providing a self-service corner for visitors to meet, relax, and engage in various activities. The offerings include soft drinks, beer, shandy, and hot drinks on a trust basis. During evenings and weekends, the space transforms into a cozy bar with a diverse clientele. Open on Thursdays, Fridays, and Saturdays from 19:00 to 0:00, the bar complements the cultural program, creating a relaxed and welcoming atmosphere.



Die Bäckerei actively engages in a multitude of projects and services, embodying its commitment to fostering creativity and making a positive social impact. The center supports about 100 individuals annually in realizing creative projects, with a focus on participatory event formats such as Poetry Slams and Open Mics. The initiatives extend beyond the physical space, encompassing urban and regional development projects aimed at creating temporary or permanent spaces aligned with Die Bäckerei's spirit.

Die Bäckerei extends its reach beyond its walls through various cooperative projects. Initiatives like The Penguin Project, Gasthof Post, Gemeindelabor, and others allow the organization to broaden its scope, connect with new audiences, and make the bakery accessible to a wider range of people. These collaborations serve as opportunities to

explore diverse skills, engage with different communities, and contribute to cultural and community development beyond Innsbruck.

Die Bäckerei boasts a vibrant cultural calendar, hosting over 400 events annually that attract around 25,000 participants. The events encompass diverse formats, including concerts, readings, workshops, markets, and discussions. The emphasis on participatory formats helps break down barriers between artists and audiences, genres, mindsets, and ideologies, contributing to a dynamic cultural scene in Innsbruck.

Die Bäckerei actively contributes to social and cultural impact through various initiatives. The center operates as a platform where creative individuals can connect and collaborate, fostering a sense of community. Support for current and future artists, collectives within the space, and participatory art and culture events all contribute to the organization's broader impact. Additionally, Die Bäckerei extends its influence to urban and regional development, aiming to create spaces that reflect its inclusive and creative ethos.

# VIERNULVIER



Arts Centre VIERNULVIER, recognized as a Flemish Arts Institution since 2017, is a pivotal part of Ghent's arts neighborhood. Drawing 350,000 visitors annually, it encompasses diverse cultural events, serving as a central platform for cross-disciplinary interactions. The VIERNULVIER Café, situated in a centenary monument, holds significance as a key meeting place in the city, reflecting a commitment to contemporary arts and fostering connections with local and global communities.

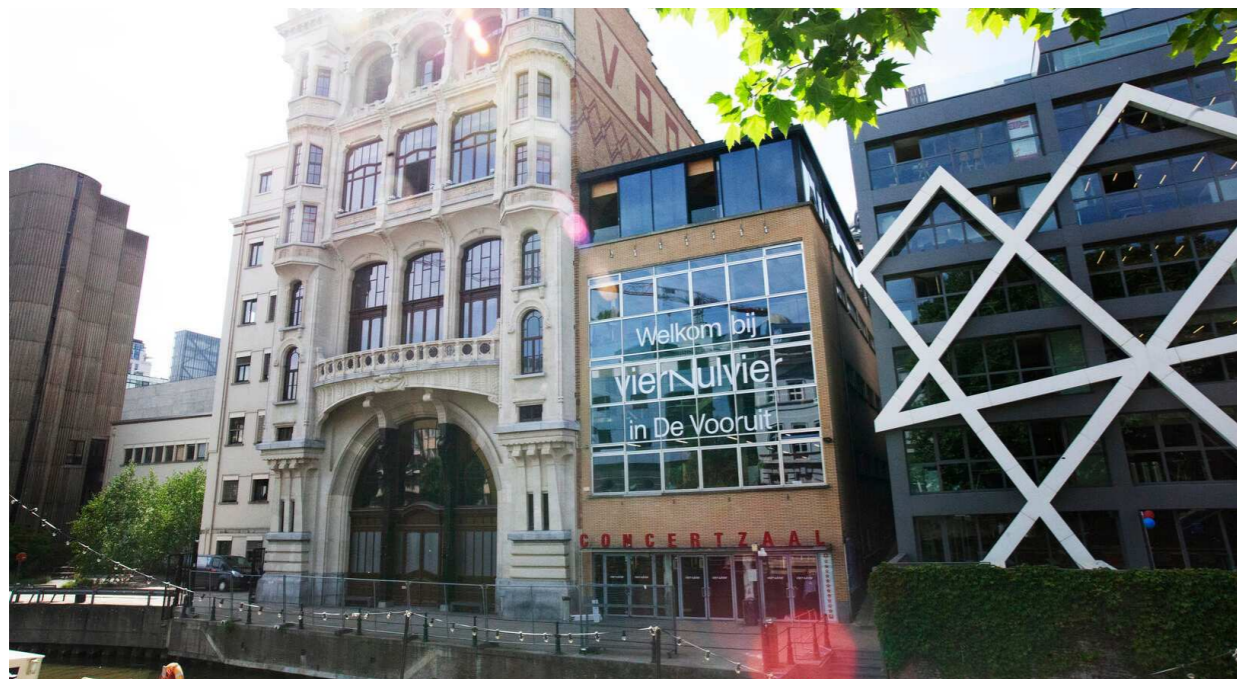
VIERNULVIER's roots trace back to 1913 when it was established as Vooruit by the socialist movement. Initially a cultural center, it faced decline in the 1960s but experienced a revival in 1983. Recognized officially in 2017, VIERNULVIER evolved from a presentation-focused venue to a dynamic arts institution, boasting international acclaim for its innovative approach.

Their internal review (2017–2023) reveals VIERNULVIER's transformation into a multifunctional arts institution, supporting artists and expanding collaborations. With a horizontal organizational structure, it emphasizes internal communication and transparency. External evaluations (2017–2022) commend VIERNULVIER's resilience, program quality, and contributions to local and international discussion platforms, highlighting challenges such as audience segmentation and financial constraints.

VIERNULVIER's mission revolves around six pillars: support, experiment, connect, engage, reflect, and celebrate. Positioned as a platform facilitating cross-disciplinary interactions, it adapts to societal changes, supporting innovation in the arts. Its mission involves being a gamechanger in the local and Flemish arts sector, fostering inclusivity and caring for the cultural landscape.

Strategically located in Ghent, VIERNULVIER collaborates with nearby cultural entities, including Minard Schouwburg, city library De Krook, and Capitole. The VIERNULVIER Café, situated in a centenary monument, serves as a significant meeting place. The institution has undergone extensive restoration and renovation, enhancing public areas, artist studios, and backstage facilities.

They are situated in De Vooruit which is not only an arts centre but also a vibrant meeting place in the historic city center of Ghent. Every year the building welcomes more than 350,000 visitors. In 2000 we were also elected Monument of the Year. VIERNULVIER also collaborates with nearby cultural entities, such as Minard Schouwburg, city library De Krook, and Capitole. The VIERNULVIER Café serves as an integral part of the institution, providing a welcoming space for visitors. Offering local, ecological, and fair-trade food and drinks, it aligns with VIERNULVIER's commitment to sustainability. The café supports the nonprofit organization Enchanté, contributing to societal inclusion by allowing patrons to pay for deferred coffees or soups for those less fortunate. Currently the building is under restoration that started in 2020 and will be carried out in five phases of a maximum of three years each.



VIERNULVIER hosts a diverse range of activities, including 250 stage performances, 75 concerts, 80 lectures, 60 literary events, and 115 rental activities annually. The institution actively supports around 280 artists yearly, emphasizing a shift from presentations to development, production, participation, and reflection. Collaborations with approximately 100 organizations broaden its audience and societal impact.

VIERNULVIER's festivals contribute to societal discussions, addressing social issues and commissioning new artistic works. The institution aims to broaden its international performing arts offering, facing challenges related to financial constraints and venue limitations. It emphasizes the use of digital platforms and technology, exploring opportunities for publications, podcasts, and recordings.

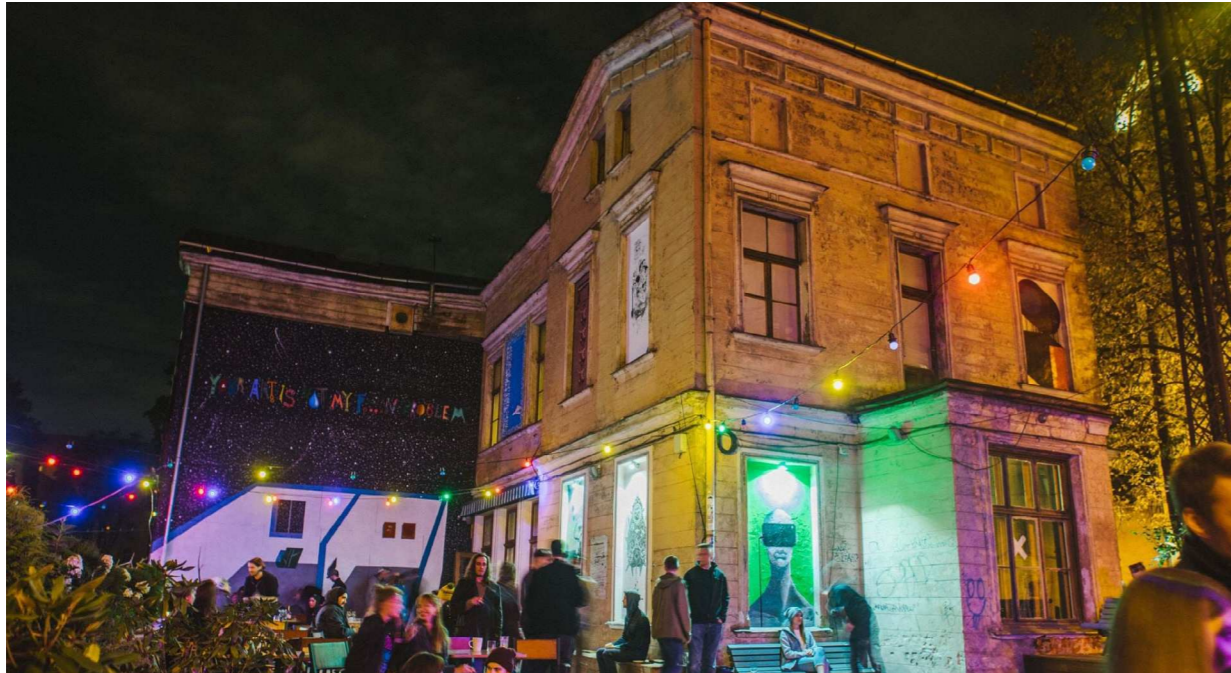
In 2022 they launched the VIERNULVIER Records that focuses on experimental and idiosyncratic music with a mix of local and international artists that are also linked to visual arts or performances.

With a vibrant cultural calendar, VIERNULVIER hosts 250 stage performances, 75 concerts, 80 lectures, 60 literary events, and 115 rental activities annually. The institution's festivals bring social issues to the forefront, fostering collaborations with (inter)national partners. VIERNULVIER actively engages around 100 organizations, transitioning from a gatekeeper role to that of a project developer.

VIERNULVIER significantly impacts the cultural landscape of Ghent and Flanders, with 175,000 annual visitors attending its programs. The institution has made strides in audience engagement, transitioning into a platform and collaborating with diverse cultural, social, and educational organizations. Initiatives like Gents Kunstenoverleg and commitment to diversity and inclusion demonstrate its role as a gamechanger.



# Kanepes Kulturas Centrs



Kanepes Kulturas Centrs is a dynamic cultural hub situated in Riga, Latvia, housed in a century-old building with a rich history. The center is committed to fostering creativity, social engagement, and cultural diversity. Established in a former dormitory of the Art Academy, the building has undergone a transformation to become a vibrant space that resonates with openness, authenticity, and community values.

Dating back to the mid-19th century, the Kanepes Kulturas Centrs building has served various purposes. It was once a venue for social events organized by Baltic-German and Russian aristocrats and later transformed into a bohemian space during

the Soviet occupation. Subsequently, it housed the Jāzeps Mediņa music school for over 40 years. Following a period of neglect, the center took residence in 2012, embarking on a journey to restore and rejuvenate the historic structure.

Situated in the heart of Riga, Kanepes Kulturas Centrs is strategically located to serve as a cultural oasis. The building, crafted by the German architect Rūdolfs Henrihs Zirkvics, boasts an eclectic and Art Nouveau style. Renovation efforts have focused on enhancing energy efficiency, replacing roof constructions, extending the building, and meticulously restoring the facade, ensuring its continued cultural significance.

Kanepes Kulturas Centrs operates as a bottom-up cultural, social, and political platform, fostering collaboration with local and international communities. Recognized as a social enterprise, the center actively engages with 44 organizations, signing a memorandum of cooperation with Riga City Council in December 2020. Advocating for social entrepreneurship, Kanepes Kultūras centrs aims to contribute to the development of a more equal and diverse world.

The center hosts a diverse cultural program, featuring between 300 and 400 events annually, including DJ nights, concerts, discussions, cinema screenings, exhibitions, and various cultural workshops. Kanepes Kultūras Centrs has positioned itself as a cultural catalyst, collaborating with over 100 NGOs and cultural institutions. Its advocacy efforts extend to involvement in industry associations, participation in the development of Riga's nightlife strategy, and collaboration with international platforms like Trans Europe Halles.

Kanepes Kultūras Centrs contributes significantly to Riga's cultural landscape, attracting residents and visitors alike to its cultural events and bar. The center's

# Via Baltea



commitment to promoting a diverse range of music, creating safer nightlife environments, and fostering sustainability through projects like KKC OASIS reflects its broader impact on societal values and well-being. This comprehensive summary provides an insight into the multifaceted nature of Kanepes Kulturas Centrs, emphasizing its historical roots, physical transformation, organizational ethos, cultural activities, and the positive influence it exerts on the community.



Via Baltea 3, located in the center of Barriera di Milano, Turin's most multicultural neighbourhood, is a testament to the transformative power of bringing together food, space and community to foster social innovation and cultivate a sense of belonging. This vibrant green courtyard, surrounded by an eclectic array of social and creative spaces, serves as a beacon of urban regeneration and community engagement, where individuals come together to combine their diverse pursuits and discover new ones.

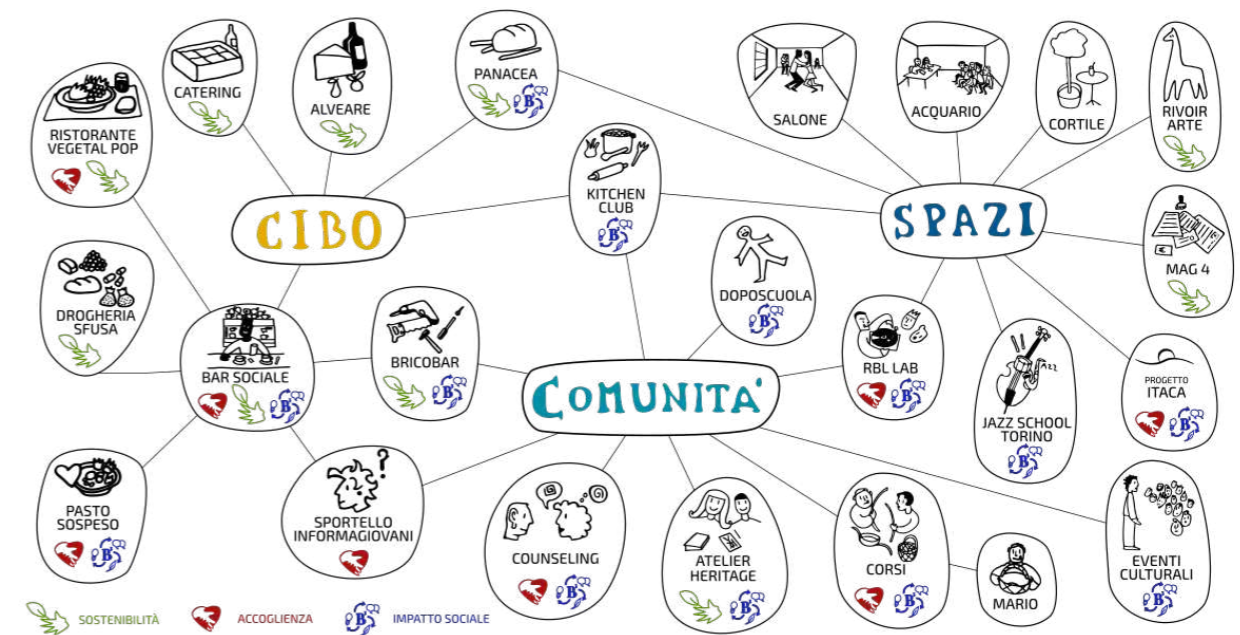
The foundation of Via Baltea is deeply rooted in its history and the visionary efforts of Sumisura, a cooperative founded in 2007 by a dynamic team of architects and social

workers. Dedicated to urban regeneration and local development, Sumisura has developed a unique approach that combines mediation - facilitating harmonious relations between public authorities and civil society - with a commitment to social and environmental sustainability. Their philosophy of local and permanent presence ensures that their initiatives are seamlessly integrated into the fabric of the community, allowing them to continually adapt and respond to community needs.

In 2014, Sumisura transformed a former 900 square metre printing house into Via Baltea, a community hub that embodies the concept of a 'neighbourhood workshop'. This hybrid space functions as both a socio-cultural service and a workspace for artisans and artists, fostering a symbiotic relationship between business and socio-cultural activities. Via Baltea promotes the creation of quality goods and relationships, with a strong focus on social cohesion, networking, cultural enrichment, recycling and self-repair.

The core values of Via Baltea are encapsulated in three key themes: "CIBO" (Food), "SPAZI" (Spaces) and "COMUNITÀ" (Community). "CIBO" highlights Via Baltea 3's commitment to sustainable and culturally enriching food practices that not only nourish the body, but also serve as a cultural bridge, bringing people together through communal dining experiences and educational food programs. "SPAZI" reflects the initiative's commitment to creating adaptable and invigorating environments that foster creativity, collaboration and community learning. "COMUNITÀ", the lifeblood of Via Baltea 3, underlines the importance of building a supportive and inclusive network that emphasises social bonds and shared experiences.

These central themes are supported by an underlying commitment to sustainability, hospitality and social impact. Via Baltea's environmental stewardship, welcoming



inclusivity and focus on meaningful societal contributions are evident in its practices and programmes, which prioritise ecological balance, a warm welcome to all members and a drive to create positive change.

Via Baltea is a collection of spaces and activities that enrich its cultural landscape. From a social café and a vegetarian restaurant to a communal kitchen, a carpentry workshop, co-working spaces and areas for various activities and courses, each space contributes to the vibrant tapestry of Via Baltea. The presence of facilities such as the Turin Jazz School, a bakery specialising in sourdough products, and spaces for theatre and artisan workshops, underlines the initiative's commitment to

promoting quality cultural offerings and social cohesion.

Via Baltea stands not only as a model of urban regeneration with a profound social and cultural impact, but also as a community hub that celebrates collaborative cultural practices. Through its actions and values, Via Baltea 3 strives to leave handprints of change and hearts filled with purpose, one community interaction at a time, charting a course towards a more connected, creative and inclusive world.

# El Barrio



El Barrio is a center for youth protagonism of the TO&TU Network of the City of Turin situated in the old 'Ponte Stura' school in the Borgo Vecchio of the Falchera neighborhood in the northern part of Turin.

El Barrio is found through a collaborative effort between public administrations (Youth Policies Sector, Circoscrizione 6, and Urban Regeneration and Development Sector) and private social organizations (CISV-Solidarity Cooperative and MIAO Musica Internet Arte Oltre Association) in 2002. The center's establishment involved the conversion of the historic 'Ponte Stura' school, a building that has evolved from an elementary school in the late 19th century to a branch of the 'Leonardo Da Vinci' Middle School.

El Barrio is located in the Borgo Vecchio of the Falchera neighborhood in the northern part of Turin. The premises offer an extensive array of spaces, including a 450 square meter event venue with a concert hall, bar area, entrance hall, kitchen, and outdoor courtyard. The center provides diverse spaces such as a library, multipurpose rooms for private parties, a bar service, coworking space, a workshop and meeting room, a pose room for photography, a dance studio, a garden, and a coNOWorking space—a unique area that encourages collaboration and shared projects among participants.

El Barrio operates within the TO&TU Network of the City of Turin and functions through a collaborative governance model involving public administrations and private social organizations. The Youth Policies Sector, Circostrizione 6, and Urban Regeneration and Development Sector represent the public administration contributors, while the CISV Solidarity Cooperative and the MIAO Musica Internet Arte Oltre Association co-manage the center. The CISV Solidarity Cooperative, established in 1994, is a cooperation NGO involved in local development and human rights. Simultaneously, the MIAO Association, founded in 2000, focuses on promoting youth culture through music and socio-cultural projects.

El Barrio serves as a dynamic hub for various activities, hosting events and concerts featuring both Turin and national independent music talents. The center is known for organizing thematic mini-festivals, facilitating self-productions with handmade craft markets, and staging an annual Prima Era festival. Beyond cultural events, El Barrio is committed to a participatory active citizenship pathway designed by and for young people. The center actively participates in international youth exchanges, contributing to the personal growth of young individuals and fostering active citizenship experiences.

With a history spanning over a decade, El Barrio has become a pivotal institution in Turin's independent music scene. It embraces a diverse range of artists, hosting both emerging talents and established figures. The center significantly contributes to the local community, addressing issues of work and environmental sustainability through self-production



initiatives and events like the Prima Era festival. Moreover, El Barrio plays a crucial role in the local territory, co-founding the YEPP Falchera project and actively participating in the Tavolo 13 network, dedicated to the well-being of pre-adolescents in Falchera.

# Off Topic



Off Topic is a cultural hub and the physical location of the TYC (Torino Youth Center) association born in 2017, with their own resources and thanks to the support of the Piedmont Region and the City of Turin, located next to the Einaudi Campus of Università di Torino.

The Torino Youth Centre (TYC) traces its roots back to 2006 when it was established as a network of associations forming part of the Centri del Protagonismo network. In 2017, TYC embarked on a transformative journey by investing in the renovation of spaces to create the Off Topic cultural hub. The decision was a collective effort by TYC's board, consisting of cultural associations such as Goodness AC, Cubo Teatro, and Klug.

TYC joined the Centro di Protagonismo Giovanile network of the City of Turin in 2016. The

network is currently managed by the Associazione Torino Youth Centre, comprising 19 voluntary, democratic, non-partisan, non-denominational, and non-profit youth associations.

TYC's physical location at Via Pallavicino 35 is a multifaceted environment, housing distinct areas that communicate through a central inner courtyard. These include the Palazzina, hosting offices and coworking spaces for entities like The Goodness Factory, Cubo Teatro, and Klug. The Elle, shaped like an "L," serves as a multifunctional space for contemporary art, training courses, conferences, screenings, and debates. Cubo is dedicated to theatrical and musical activities. The Bistrò combines food and wine experimentation with cultural events, and the Courtyard acts as a junction point between spaces. The TYC is also home to educational activities, artistic residencies, live performances, social activities, and spaces for organizing cultural events.

The TYC is managed by the Associazione Torino Youth Centre, founded in 2006. This association is a second-level organization consisting of 12 entities, including associations and businesses recognized by the City of Turin as a youth protagonism center. The network coordination involves planning activities, managing spaces, and overseeing the functioning of Via Pallavicino 35. The Off Topic hub operates under the umbrella of TYC, aligning its activities with the manifesto that underscores the values of diversity, gender equality, creative contamination, and support for innovation in the arts.

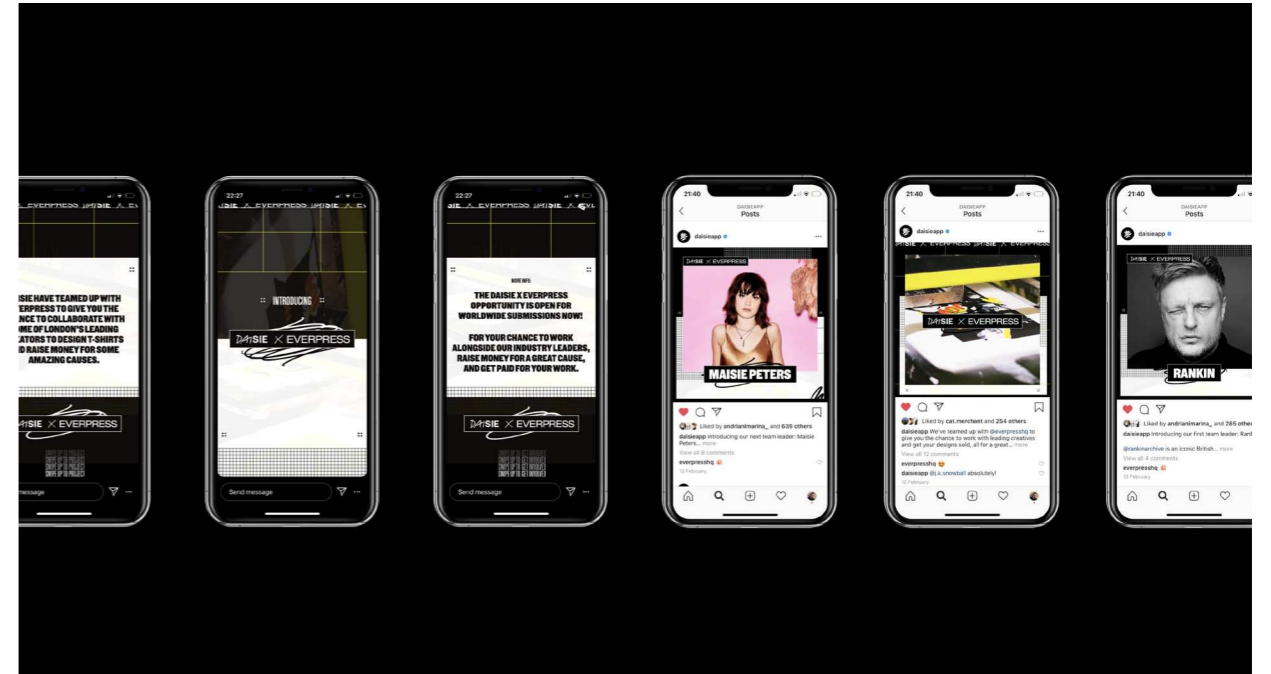
Off Topic, as part of TYC, is guided by the principles of envisioning, enhancing, educating, spreading, and connecting. TYC's purpose is realized through educational activities, artistic residencies, live music, theater performances, screenings, readings, and social activities. Different spaces within TYC, such as Cubo, Bistrò, Courtyard, and Elle, host a variety of activities, making it a dynamic cultural hub. TYC is dedicated to supporting experimentation and innovation, promoting inclusivity and accessibility to art and culture. The association actively engages with the community, contributing to the seventeen United Nations Sustainable Development Goals and emphasizing the central role of culture in activating

# DAISIE App



and regenerating places.

TYC and Off Topic play a crucial role in the community by fostering diversity, advocating for gender equality, and making art and culture accessible to everyone. The cultural hub serves as a space for dialogue and encounter, using the arts to investigate reality, reflect on contemporary issues, and promote active citizenship. TYC recognizes the importance of networking in the territory, forming partnerships for shared goals, and actively participating in local and national networks. The impact of TYC extends beyond cultural enrichment, contributing to the community's social fabric and promoting sustainable development goals.



Daisie, founded by the actress Maisie Williams in 2007 in England, is an application with a mission to enhance the accessibility of arts education and support creators in their artistic and career growth. The organization believes in fostering creativity through shared vision and collaborative advancement, aiming to bring creators together and assist them in producing exceptional work.

To become a member, individuals can subscribe on a monthly or annual basis, with a subscription fee set deliberately low to democratize artistic education. Once subscribed, members gain access to various features:

**Community Access:** While the platform lacks dedicated channels for the entire community,

members can discover and follow others similar to Instagram, facilitating messaging between members.

**Live Workshops:** Daisie conducts workshops led by experienced mentors to delve into specific topics or themes based on their expertise.

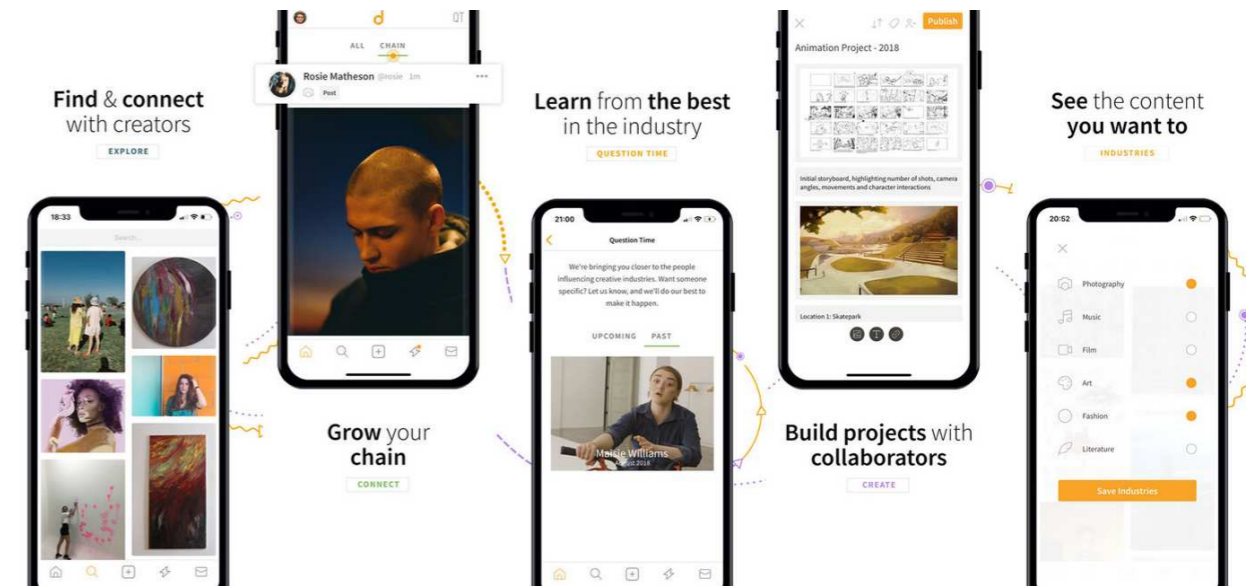
**Events:** Every member has the freedom to host events or discussions, seeking feedback from colleagues on projects or topics of interest.

Daisie aims to unite individuals in the artistic sector, providing them with a space to share experiences, solve common problems, and grow collectively. The covered categories include film, photography, art, music, design, literature, fashion, and digital arts. Members can access the platform via both the application and the website, where they can view event calendars, find community members, explore workshops led by top creators, and engage in messaging.

Daisie serves as a hub for connecting with creative minds, offering features such as creating online portfolios, sharing work, collaborating on projects in real-time, learning from industry leaders, and task assignments. The app caters to a diverse audience, including filmmakers, writers, readers, speakers, poets, singers, chefs, entrepreneurs, developers, and architects — essentially, anyone passionate about creation, collaboration, and productivity.

The organization emphasizes a commitment to collaboration, communication, and creativity, key elements for their survival and success. Despite the urgent need for creative solutions to global challenges, Daisie recognizes the increasing exclusivity of arts education. The app challenges the conventional, expensive, and elitist approach of art schools, advocating for a radical transformation to make creativity more accessible.

Founded on the belief that shared vision propels creativity and drives change, Daisie strives to create a platform where creators can connect, learn, and support each other. It welcomes



individuals from diverse backgrounds and life stages, offering an alternative route into the creative world through organic connections and self-paced learning. Daisie's mission is to witness its creators gain confidence, carve out spaces in their chosen fields, and establish enduring careers. The organization aspires to be synonymous with groundbreaking and impactful creativity across various fields, embracing creators of all kinds.



# Beats by Girlz (WMN)



Beats By Girlz, rebranded as We Make Noise (WMN), is a global non-profit organization committed to leveraging the power of music and technology to promote gender equity on a global scale. This article explores the organization's origins, mission, and the transformative impact it has had on individuals worldwide.

Founded by Erin Barra, Director of Popular Music at Arizona State University, Beats By Girlz emerged from Barra's experiences as a music producer and entrepreneur. Recognizing the power dynamic in the music industry favoring those with access to technology, Barra aimed to bridge the gender gap by providing essential tools and knowledge. The organization's mission is rooted in empowerment through music and technology, challenging historical exclusions in technology, leadership, music production, and engineering.

Beats By Girlz/WMN operates as a decentralized and non-hierarchical global organization with over 35 chapters across 15 countries and 4 continents. The model emphasizes power-sharing, partnership, and community building. Regional leadership collaborates to understand and address the unique needs of their communities, reflecting the organization's commitment to inclusivity.

The organization focuses on three main pillars: education, community, and industry. In various chapters worldwide, programs range from educational courses in music production to community events promoting inclusivity and trust. Beats By Girlz Barcelona, for instance, runs an "Introduction to Music Production" course and a program called "Play & Learn," fostering both education and community development.

Beats By Girlz measures success through diverse outcomes. Participants have pursued higher education in music-related fields, started their chapters, and achieved professional recognition. One notable success story is Kallee Bernish-Good, a Drexel University student and BBG Columbus member, whose experience with the organization inspired her to pursue music production professionally. The organization has facilitated collaborations resulting in track releases for artists like Kimbra and Madame Gandhi, showcasing the tangible impact of their programs.

The organization continues to grow, offering opportunities such as songwriting and production camps, AES events, and local chapter performances. Projects like the "My City, My Voice" album in BBG Turkey exemplify the organization's commitment to creating real opportunities and changing the trajectory of individuals' careers. Partnerships with influential brands like Native Instruments contribute to the organization's ability to make a lasting impact.

Beats By Girlz, stands as a testament to the transformative power of music and technology in advancing gender equity. Through its decentralized structure, commitment to education,



community building, and industry engagement, the organization has not only empowered individuals but has also challenged the norms of the music industry. As it continues to expand globally, Beats By Girlz/WMN remains a beacon of inspiration for those striving to break down barriers and foster inclusivity in the world of music and technology.

**Conclusion**

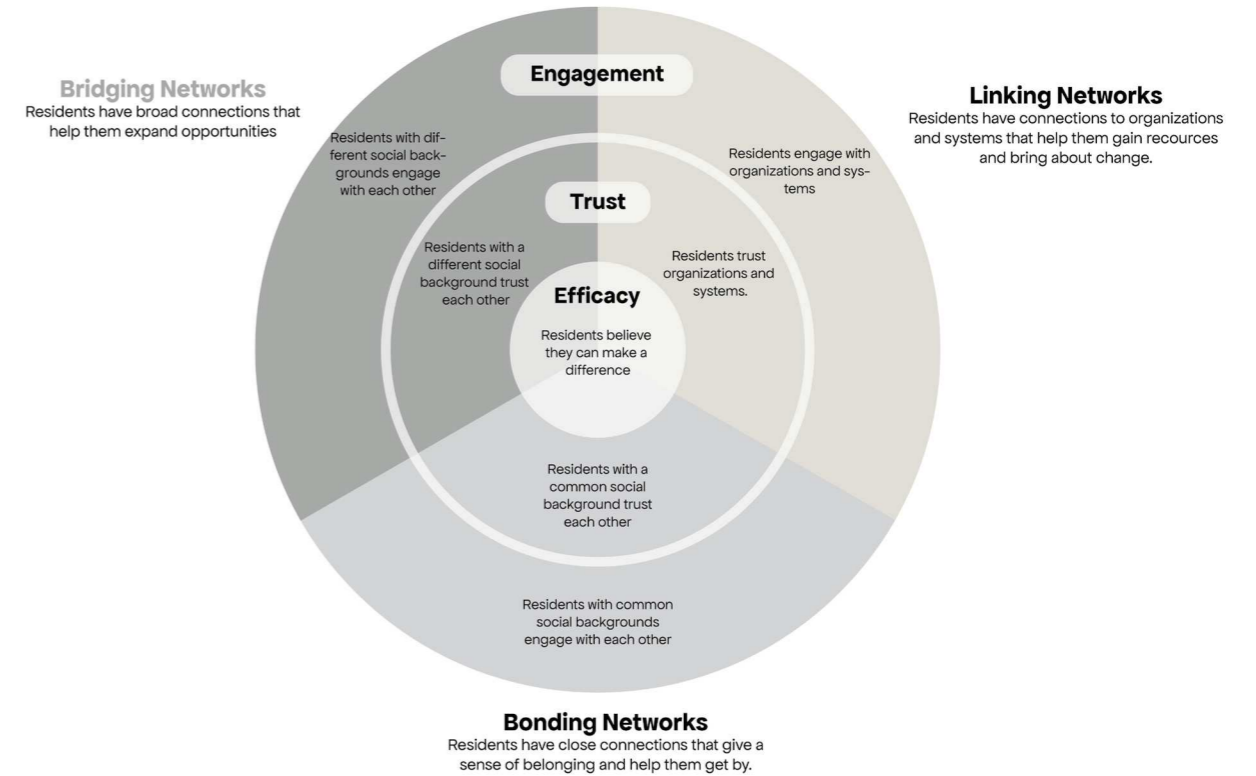
After broadly analyzing each case, their missions, and offerings, the common aspect that I sought to uncover the details of was the approach of these formations to their audiences (or communities) as well as how they activate and support them towards a certain goal, mission or accomplishment rather than simply bringing them together as diverse consumers of the same service/product under the name of audiences.

The importance of belonging in fostering thriving communities is underscored by The Belong Effect Report from Sidlee (2021), stating, “Belonging is the sense of participating in something special that allows us to thrive as individuals and groups and opens the door to more fulfilling ways of living.” Audiences to become a community they must feel that they belong, and for them to feel like they belong they must become a community.

For any of these platforms to establish a true and lasting impact, they must move closer to the idea of forming, curating, and sustaining their communities. Communities mean ripple effect, communities mean sustainable relationships, ongoing and not single-sided interactions.

Realizing that nuance has diverge the research towards searching any models or frameworks that could define these interactions, their types, and mechanisms. In my research to find inspiration in models, I’ve come across the Community Social Capital Model studied by University of Minnesota researchers in 2009. This model breaks down the elements and pillars of a community.

According to the model, in the context of a community, social capital serves as the cohesive force that binds its members together, fostering strength and mutual support. It manifests through three distinct types of networks. Firstly, bonding networks involve close ties among individuals with common backgrounds, such as family and friends, offering a sense of belonging and personal support during adversities. Secondly, bridging networks encompass connections with those of diverse backgrounds, introducing new opportunities



and perspectives. Lastly, linking networks extend to relationships with external organizations and leaders, providing access to valuable resources for community growth. By cultivating trust and engagement within these networks, communities fortify their resilience, enabling collaborative problem-solving and positive transformations for all constituents involved. And eventually through the actions taken by the decision makers of the community this strong social capital turns into a community generated social impact.

Keeping that in mind we can say that shared purpose and double-sided participatory communication are essential pillars for fostering thriving modern communities. A shared purpose serves as a unifying force, creating a sense of belonging and collective identity among community members. According to a comprehensive overview provided by Aaron Hall, a shared purpose within teams significantly bolsters collaboration by aligning team members towards common objectives, thus enhancing conflict resolution, trust-building, and communication, which collectively contribute to a more cohesive team dynamic. This shared purpose not only clarifies team goals but also fosters an environment where trust and open dialogue flourish, leading to more efficient problem-solving and innovation (Aaron Hall, 2021).

Furthermore, Slack's insights reinforce the notion that a shared purpose is crucial for driving collaboration, especially in challenging times. By establishing a collective sense of purpose, leaders can effectively rally their teams, thereby not only enhancing workplace collaboration but also ensuring that employees find meaningful engagement in their roles. This approach not only aligns team efforts towards common goals but also significantly contributes to the overall well-being and engagement levels of employees, ultimately benefiting the organization as a whole (Slack, 2021).

Integrating the principles of shared purpose and open, participatory communication within communities, especially in the digital age, can significantly strengthen community bonds. By fostering environments where every member feels heard and valued, communities can become more resilient, inclusive, and democratic, effectively navigating challenges and celebrating successes together.

**Concept**

# Key Research Findings

This thesis explores the intricate ecosystem of social impact within Turin, drawing upon extensive research that includes the foundational concepts of social impact, the diverse actors within Turin's ecosystem, and the varied approaches they employ. This broad investigation reveals the complexity and dynamism of the city's efforts towards social change. Within this ecosystem, Imbarchino stands out as a local example of how targeted, community-led initiatives can significantly contribute to the social fabric of Turin. Imbarchino, with its innovative branches such as the online community radio RBL, showcases the potential of localized efforts in driving meaningful change.

Imbarchino's approach to assessing and planning their social impact demonstrates a commitment to purposeful community development. Despite operating with limited resources and often having to resort to ad-hoc solutions, their cultural initiatives and embrace of diversity continue to positively influence the community.

Communication emerges as a critical theme from the research, highlighting its role in amplifying social impact. Effective communication is crucial for Imbarchino to share its cultural offerings and engage in discussions on social and global topics. This is vital for their aspiration to be recognized as an engaged and informed international community.

RBL, the community radio, is central to Imbarchino's communication strategy. It serves as a hub for dialogue and connection, fostering a sense of shared identity and community among members and the wider public.

Based on the research findings, this thesis identifies three key areas for conceptual development to enhance Imbarchino's and RBL's social impact:

# 1

## COMMUNICATION

### LIMITED COMMUNICATION ABOUT RADIO SHOWS AND EVENTS

Community members not always aware of the schedule of Imbarchino or RBL in the current state of communication channels

#### THIS RESULTS IN

Not being able to track and attend to possible cultural offer to their likings

#### KEY ACTION ITEMS

Increase the engagement by creating a community more aware of the current scheduling

#### THROUGH

A joint calendaring and/or notification system which is easily accessible

# 2

## APPLY/VOLUNTEERING

DISORGANISED APPLY/VOLUNTEERING PROCESS

Past voluntary programs are occasional and done by third party channels. It also isn't clear where to apply as a member or a host.

### THIS RESULTS IN

Possible participants not being aware of the volunteering programs and/or application opportunities

### KEY ACTION ITEMS

Having a constant and organized access to volunteer and member participation from the community

### THROUGH

A dedicated section that allows the community members to offer voluntary participation or apply to calls about future events or radio shows

# 3

## PHYSICAL ENGAGEMENT

VISITORS NOT ENGAGING WITH THE ON GOING SHOWS

Visitors of Imbarchino usually visit for a specific occasion only or not aware of the cultural events at all

### THIS RESULTS IN

Absence of participation and publicity of the cultural offering to the possible new members

### KEY ACTION ITEMS

Encourage and inform less engaging community members in order to create participation

### THROUGH

Effective digital and physical informational strategy and repeating or adapting events that had a history of participation



After the research findings, a detailed specification of the needs related to communication, volunteering, physical engagement, and social impact is essential to guide the development of targeted interventions and solutions. These specifications will draw on both the findings from the research and external references to ensure a comprehensive understanding of each area.

**Communication:** The need for effective communication is paramount, as identified in the research. A multi-channel strategy that leverages both digital and physical mediums is essential to reach and engage the diverse RBL and Imbarchino community. Digital platforms like social media, email newsletters, and a dedicated RBL app should be optimized for accessibility, user engagement, and content relevance. Physical communication tools, such as in-hub signage and interactive displays, need to complement digital efforts, providing cohesive messaging that bridges online and offline experiences. The integration of real-time feedback mechanisms can further enhance communication, allowing for dynamic interaction with the community

**Apply/Volunteering:** Volunteering opportunities within RBL and Imbarchino present a significant avenue for community engagement and contribution. The specification for this area includes creating clear, accessible pathways for potential volunteers to discover opportunities, understand their roles, and apply seamlessly. A dedicated digital platform that details volunteering roles, expectations, and benefits can streamline this process. Incorporating a matching system that aligns volunteers' skills and interests with suitable roles can increase satisfaction and retention

**Physical Engagement:** Physical engagement within the hubs requires the creation of spaces that are not only welcoming but also adaptable to various events and activities. This includes modular designs that can be easily reconfigured for different purposes, from workshops and art exhibitions to live radio broadcasts and community gatherings. The integration of digital elements, such as QR codes and info boards, can enrich the physical interaction,

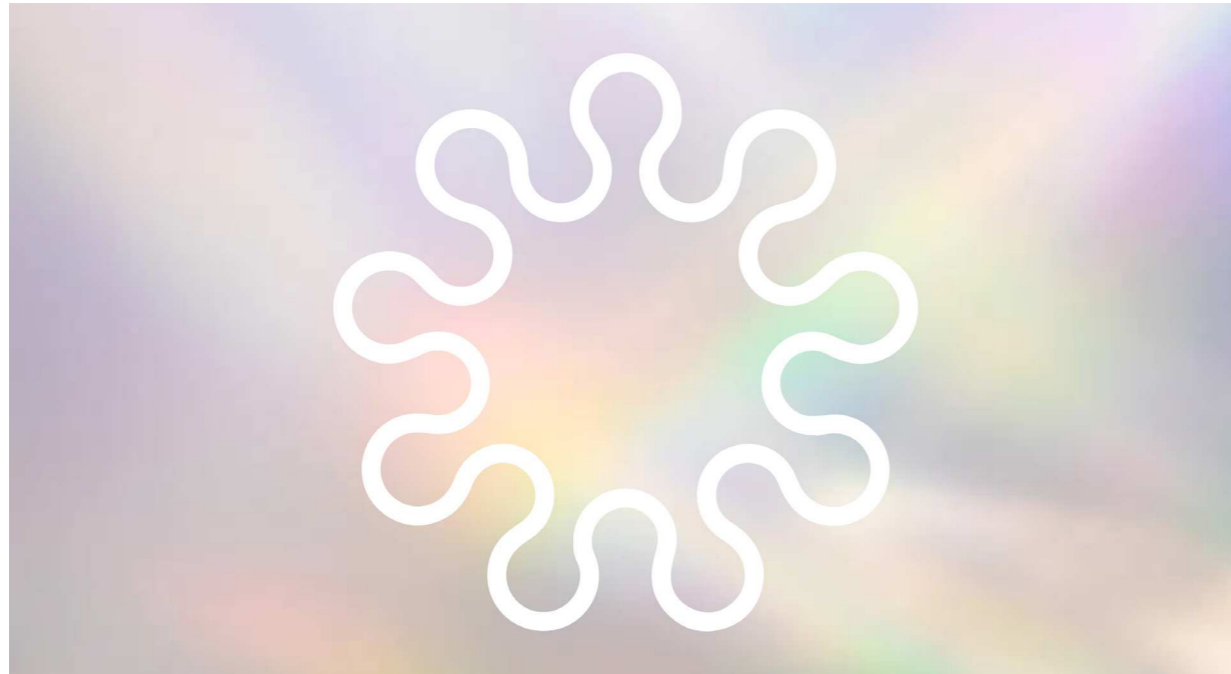
making it more immersive and informative. Ensuring accessibility and inclusivity in these spaces is also crucial, catering to a broad spectrum of community members.

**Social Impact:** Addressing social impact involves developing programs and initiatives that resonate with the community's values and contribute to broader societal goals. While Imbarchino already develops a social impact report and strategies including educational offer, community-driven projects, and collaborations with local organizations focused on sustainability, cultural diversity, and social justice is also important. The specification for social impact also entails measuring and communicating the outcomes of these initiatives, leveraging both qualitative and quantitative data to showcase the tangible benefits and foster a culture of continuous improvement.

By detailing the specifications for communication, volunteering, physical engagement, and social impact, the foundation is set for developing targeted strategies that align with the community's needs and aspirations. These specifications serve as a blueprint for action, guiding the creation of experiences and initiatives that enrich the RBL and Imbarchino ecosystem.

**Project**

# RBL COSMOS



RBL Cosmos represents the expansive and interconnected universe of Radio Banda Larga's initiatives, where each hub, from Turin to Barcelona, Berlin, and Istanbul, serves as a vibrant constellation within a vast cultural sky. Born on the banks of the Po River, RBL has transcended its origins as a web radio to become a beacon of community, creativity, and collaboration, echoing the diverse voices of its global community through the airwaves and beyond.

The term 'RBL Cosmos' has emerged within the RBL team to capture the essence of this sprawling network, embodying the rich tapestry of hubs and communities that define RBL's global presence. It's a term that evokes the vastness of RBL's cultural universe, yet it remains deprived of a distinct identity or unifying platform that captures its expansive spirit.

The essence of RBL Cosmos lies in its ability to foster connections that transcend geographical boundaries, bringing together artists, activists, educators, and enthusiasts in a shared celebration of music, culture, and social engagement. It's a universe where the local meets the global, where individual creativity contributes to a collective tapestry of cultural expression.

At the heart of RBL Cosmos is a commitment to inclusivity, education, and social impact, reflecting the core values that have guided RBL's journey from a local radio station to an international cultural network. This identity encapsulates the spirit of RBL's five-step manifesto, emphasizing the power of media as a tool for community expression, the importance of technological literacy, and the dynamic interchange between creator and audience.

RBL Cosmos is not just a concept but a living, evolving entity, enriched by the contributions of its community members and the synergies between its physical and digital spaces. Through initiatives like the RBL Cosmos app and various phigital applications, RBL Cosmos bridges the gap between the tangible and the virtual, creating a seamless experience that invites participation, fosters learning, and celebrates the collective creativity of its diverse community.

As RBL continues to expand and evolve, RBL Cosmos serves as a guiding star, illuminating the path towards a more connected, creative, and inclusive world. It's a testament to the power of community-driven initiatives to inspire change, enrich lives, and create a sense of belonging that resonates across cultures and continents.

# RBL COSMOS APP

The RBL Cosmos app emerges as the digital heart of RBL's sprawling cultural network, serving as a conduit for community engagement, collaboration, and cultural consumption. By summarizing the myriad activities of RBL's hubs and offering a streamlined process for volunteering and radio show applications, the app not only aggregates content but also fosters a sense of belonging and active participation among its users. The app's design reflects the ethos of RBL Cosmos, blending the digital with the physical and ensuring that every interaction enhances the sense of community.

Furthermore, the app's integration with existing social platforms like Instagram and Slack bridges the gap between various communication channels, creating a cohesive ecosystem where information flows freely and connections are effortlessly forged. This integration ensures that RBL remains at the forefront of its community's mind, facilitating real-time engagement and collaboration.

In essence, the RBL Cosmos app does not replace the personal interactions that form the foundation of RBL's community; instead, it enhances them. It serves as a digital extension of RBL's physical spaces, bringing the vibrancy of its cultural events, the rhythm of its radio broadcasts, and the spirit of its volunteer opportunities into the digital realm. The app is a testament to RBL's commitment to innovation, inclusivity, and the seamless integration of technology into the cultural experience, ensuring that RBL's community remains connected, engaged, and inspired, no matter where they are in the world.

The RBL Cosmos app is designed to mirror the diverse and dynamic essence Radio Banda Larga's (RBL) cultural and social initiatives, and their website, encapsulating the spirit of the community in a user-friendly and accessible digital environment. This app serves as a reflection of RBL's ethos, offering a plethora of features that facilitate engagement, exploration, and participation.

The core sections implemented to the applications are:

**Home:** The landing space of the app, where users are greeted with:

- A comprehensive search bar, enabling quick navigation to desired programs or shows.
- Highlighted sections for spotlighting recent news, upcoming events, and featured programs, ensuring the community stays informed and engaged with the latest from RBL.

**News:** A summary of what is happening in the RBL ecosystem, with:

- Scrollable news section for seeing the news in order
- Upon clicking, the news page with details and external links

**Programs:** A digital compendium of RBL's rich programming, offering:

- An integrated search function for delving into the archives of programs and authors.
- Convenient toggle options to seamlessly switch between exploring Programs and Authors, enhancing the discovery experience.
- Access to old episodes on the page of every program through Mixcloud integration

**Schedule:** A meticulously organized section to keep users synced with RBL's calendar, featuring:

- A detailed weekly radio schedule, making it simple for users to tune into their favorite shows.
- An innovative Hubs subsection, distinct from the website, that showcases weekly events across RBL's global hubs, connecting users with local and international cultural happenings.

**Hubs:** A deep dive into the heart of RBL's global presence, providing:

- An expansive list of RBL hubs, inviting users to explore the network's geographical and cultural diversity.
- In-depth descriptions and event schedules for each hub, fostering a stronger bond between the community and RBL's physical venues.

**Apply:** A gateway to active participation and engagement within the RBL community, including:

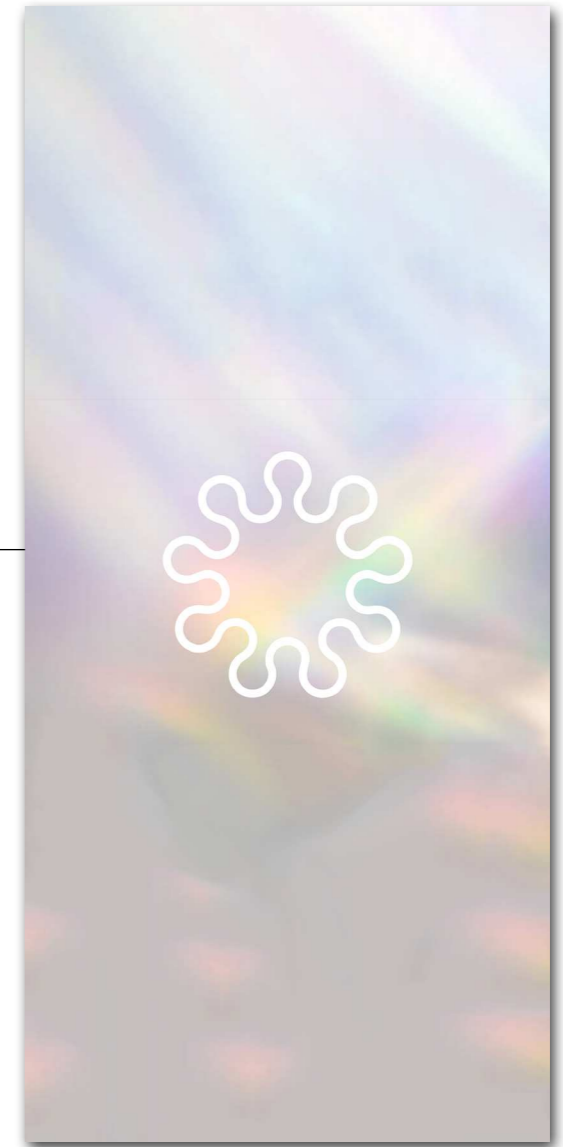
- Diverse opportunities for users to get involved, from volunteering and event proposals to hosting or guesting on radio shows.
- Streamlined application forms that simplify the process of contributing to RBL's vibrant community initiatives.

**Connect Section:** A dedicated space in the dropdown menu that serves as a hub for quick connections to RBL's digital presence across social platforms. This section includes:

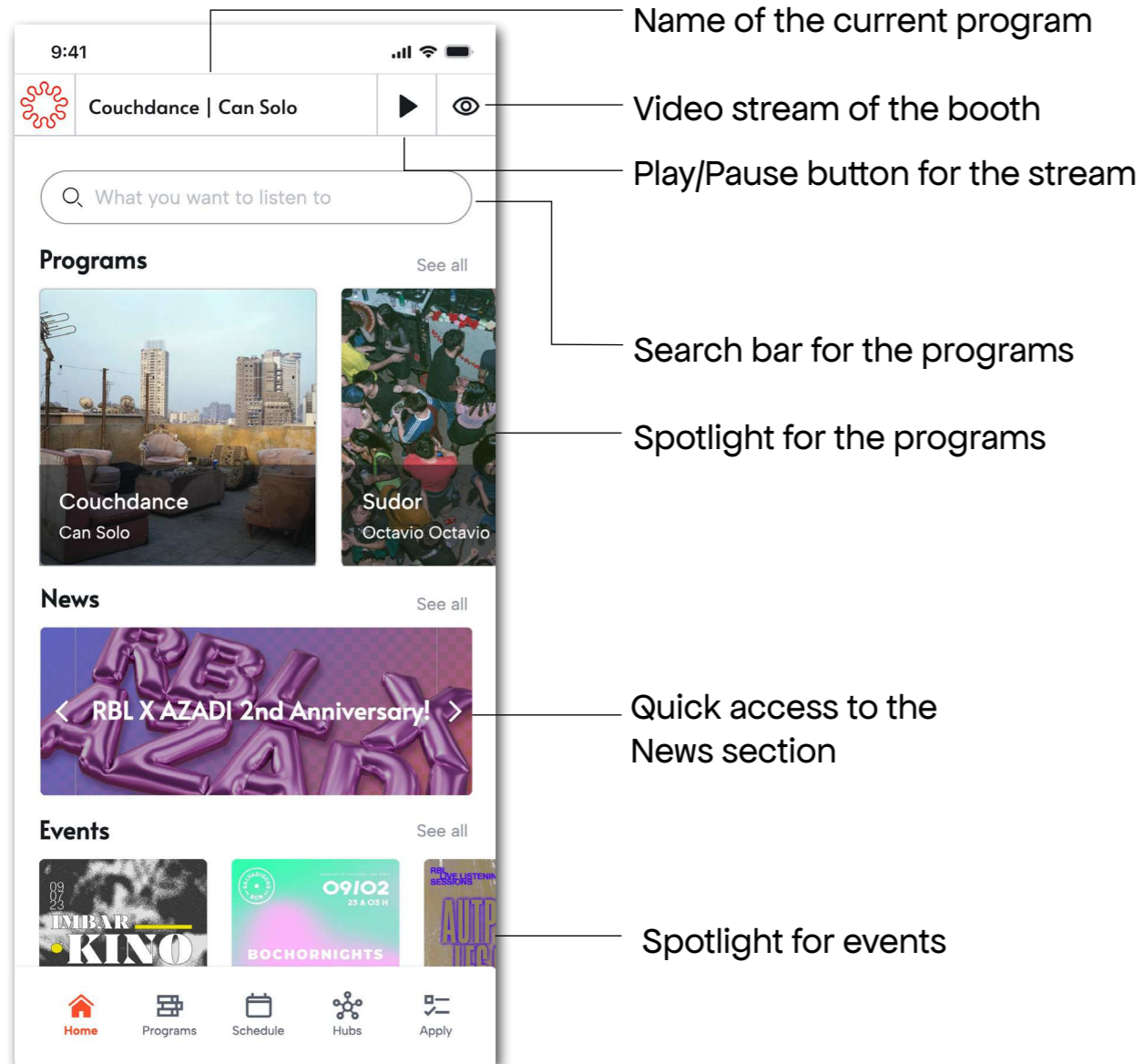
- Direct links to the Instagram accounts of RBL centers, providing a visual and interactive glimpse into the activities and ambiance of each hub.
- Access to RBL's Slack and Telegram channels, facilitating real-time communication, collaboration, and community building among members.

## Logo Page

Gradient rainbow background in the RBL Cosmos logo that represents all the colors of existing and future centers in line with the current graphic language

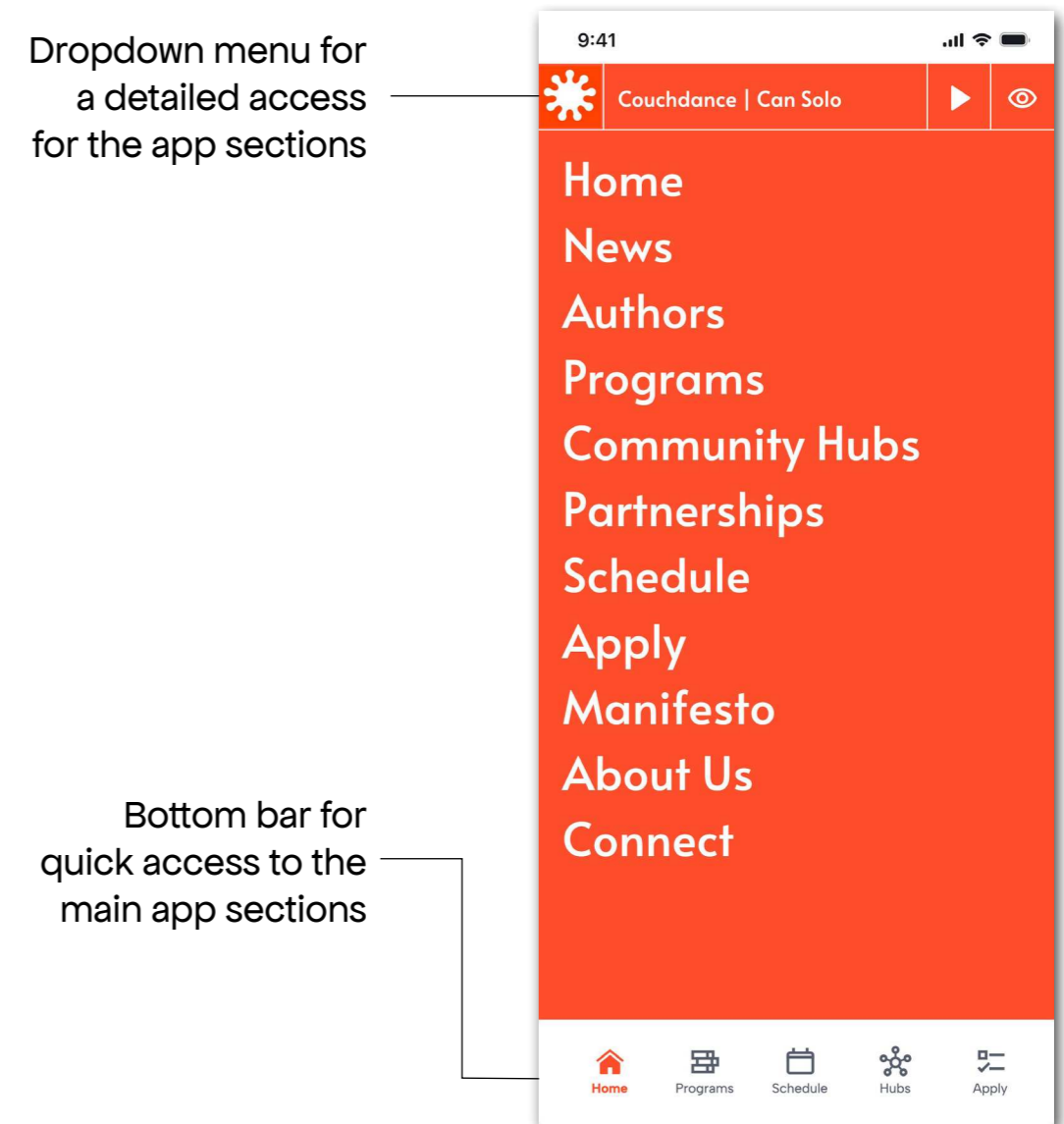


## Home Page



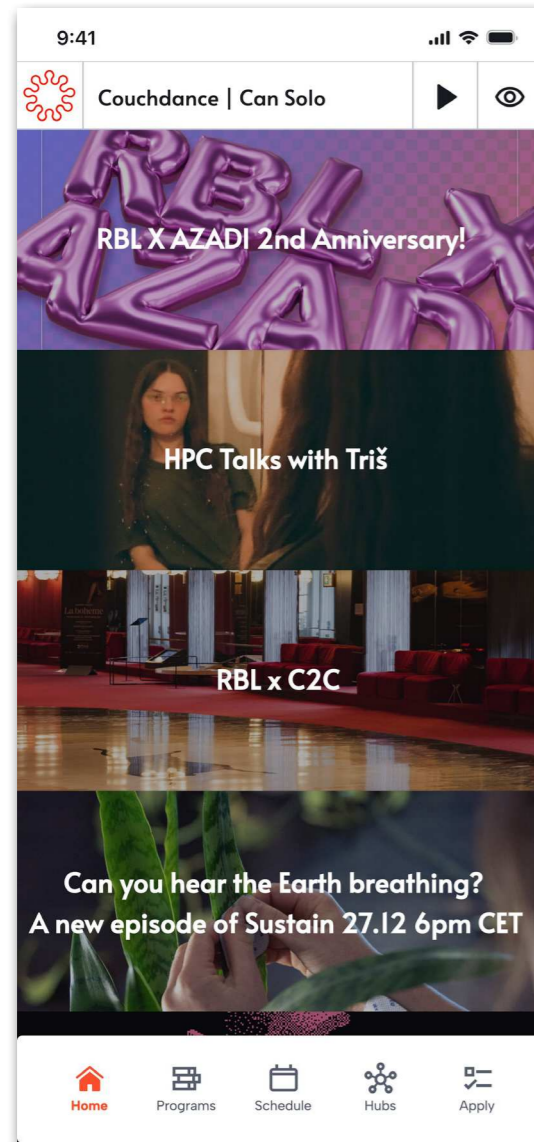
136

## Dropdown Menu



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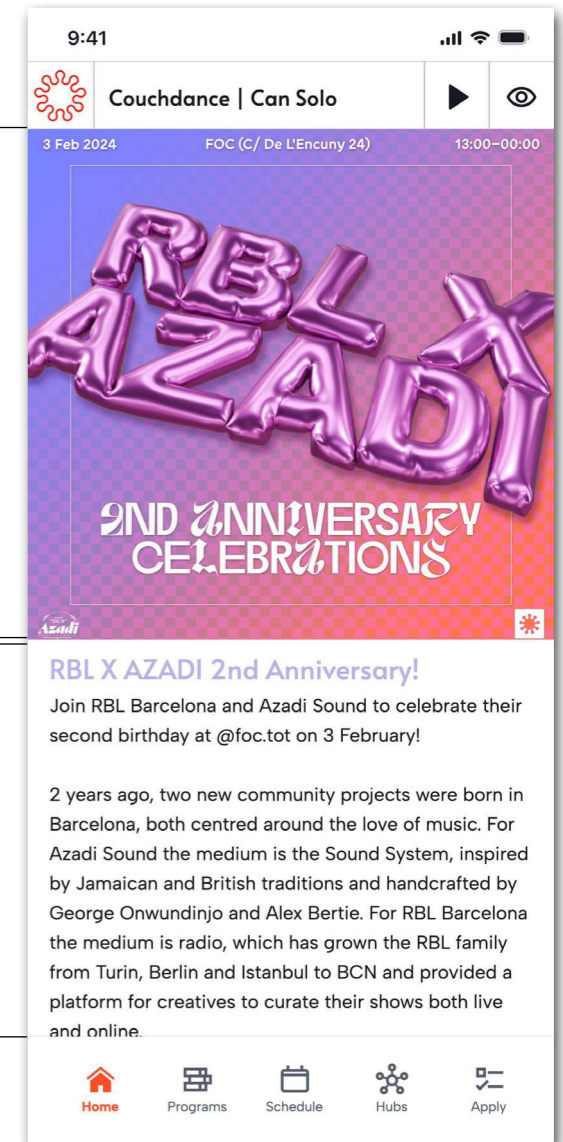
## News Page



Scrollable news section that is similar to the one on the website with a smaller version of the graphic

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## News Detail Page

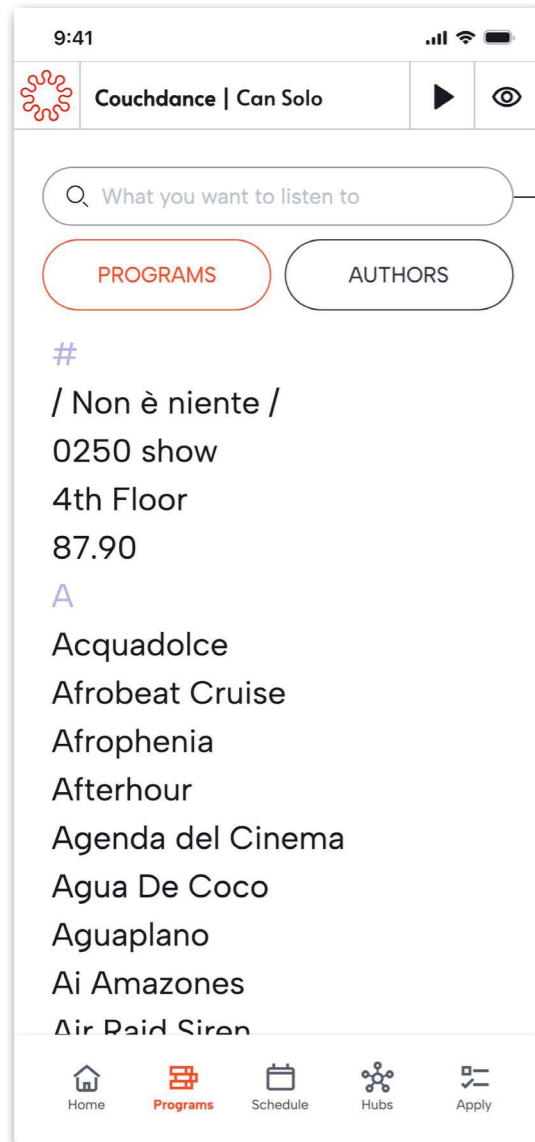


Full graphic of the news

Scroll based information section of the news that can include more images

139

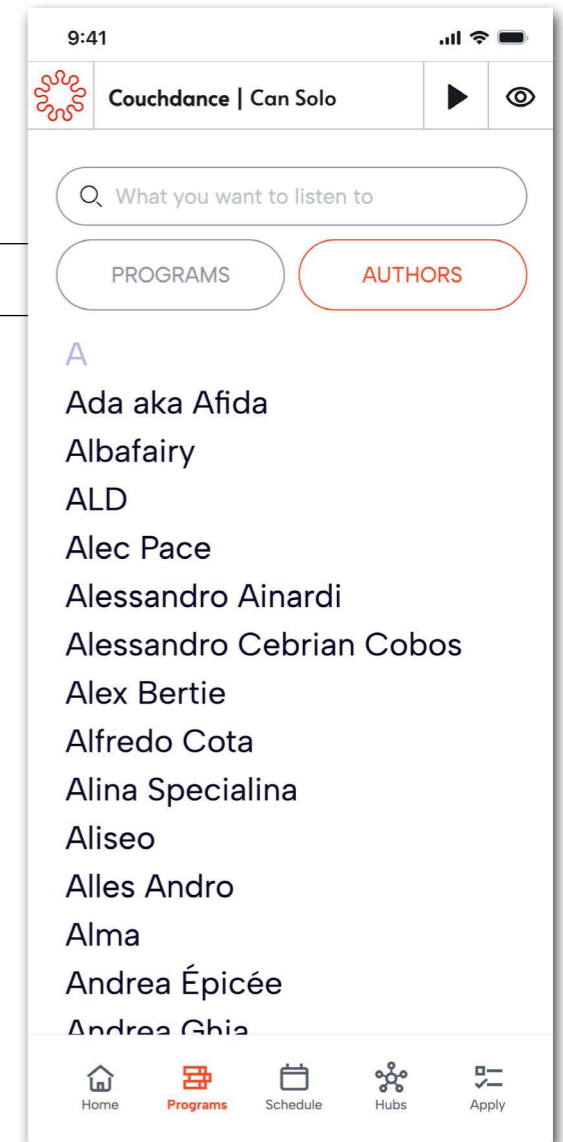
# Programs List



Search bar active for both Programs and Authors

Scrollable list for both Programs and Authors

# Authors List



Separate buttons for Programs and Authors that makes it easier to switch between the sections



# Program Page

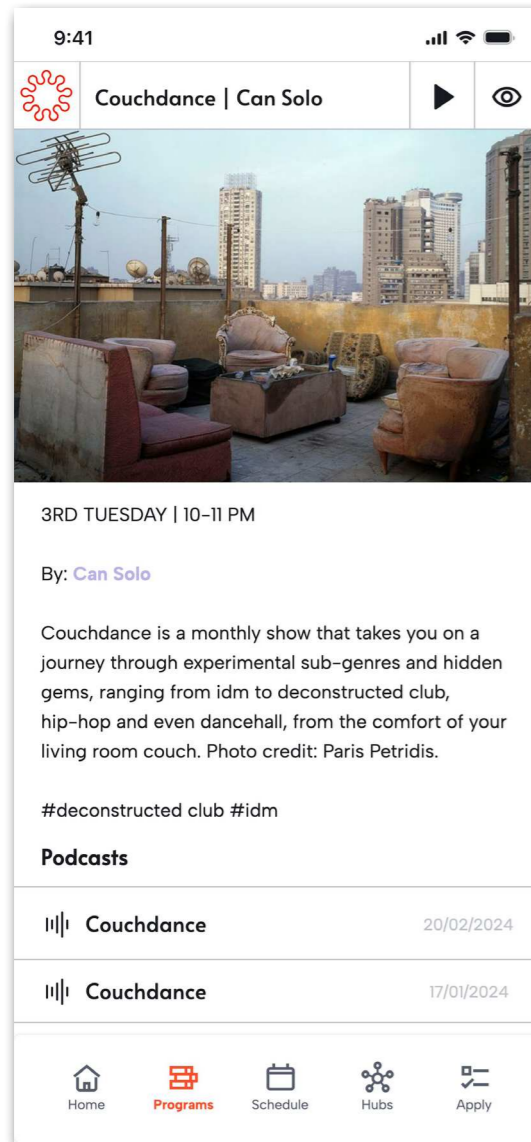


Photo of the show

Description of the show

Library of the previous episodes

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# Author Page

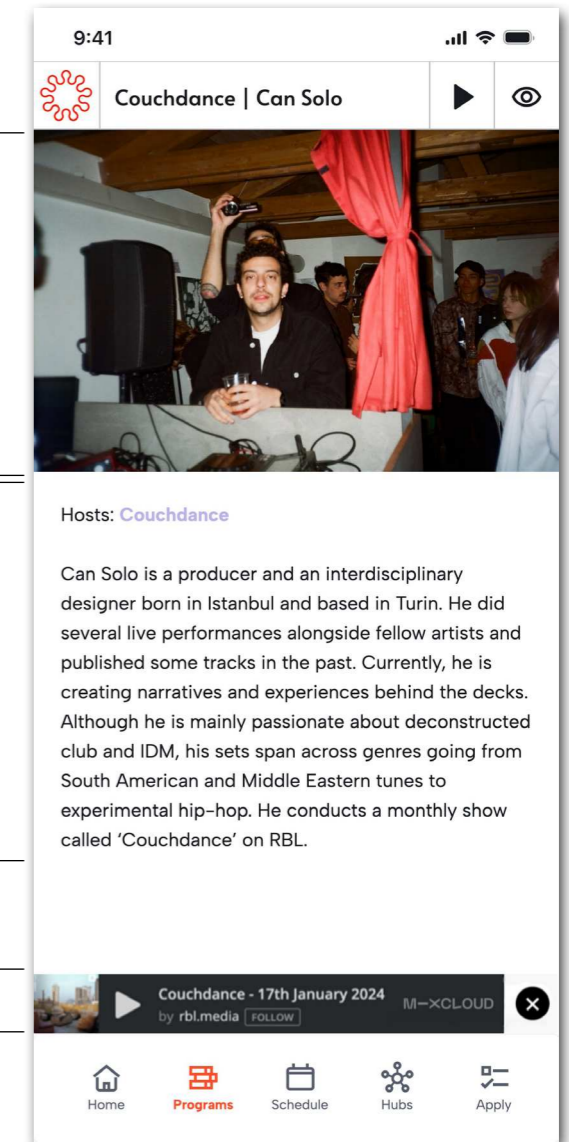


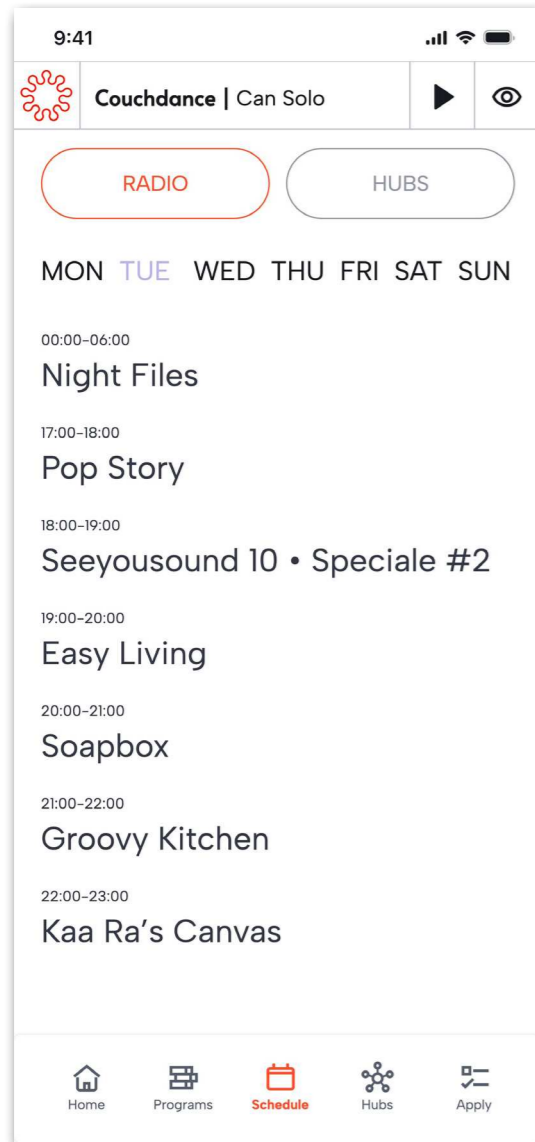
Photo of the author

Description of the author

MixCloud integration for listening the previous episodes

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# Radio Schedule



Buttons to access separate schedules of the Radio programs and Hub events

Weekly schedule by days

Daily program of the radio including the hours and clickable show names

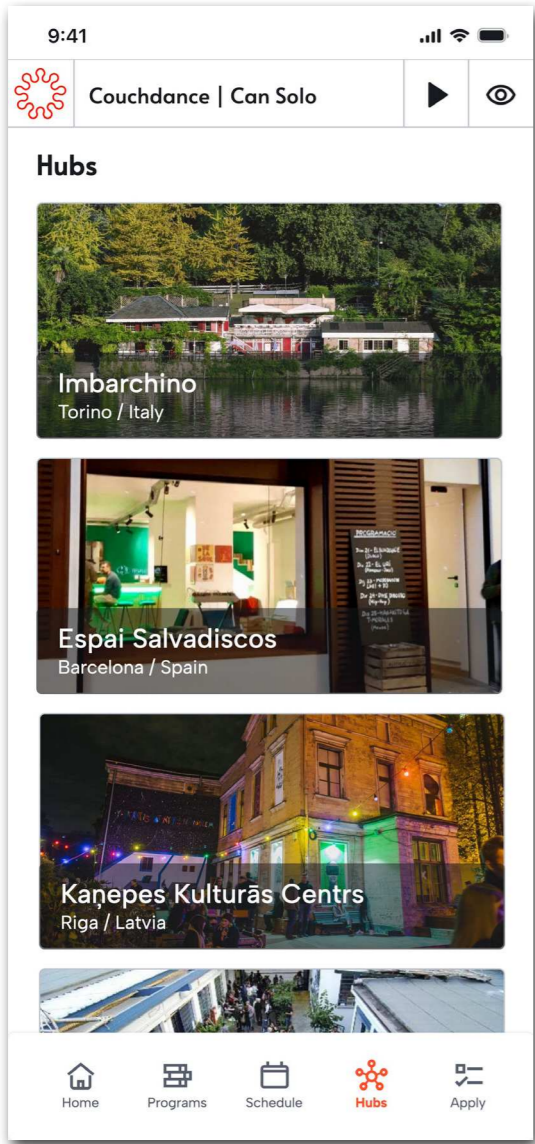
# Hubs Schedule



Weekly schedule of the events in an specific hub with a brief description

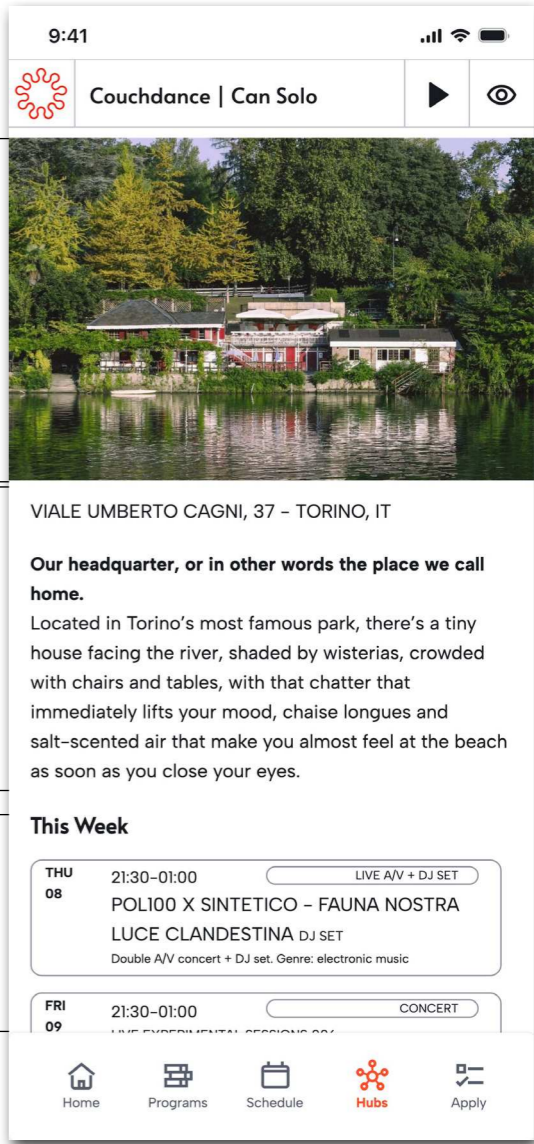
Hub name

# Hubs List



Scrollable list of hubs with names and locations

# Hub Page

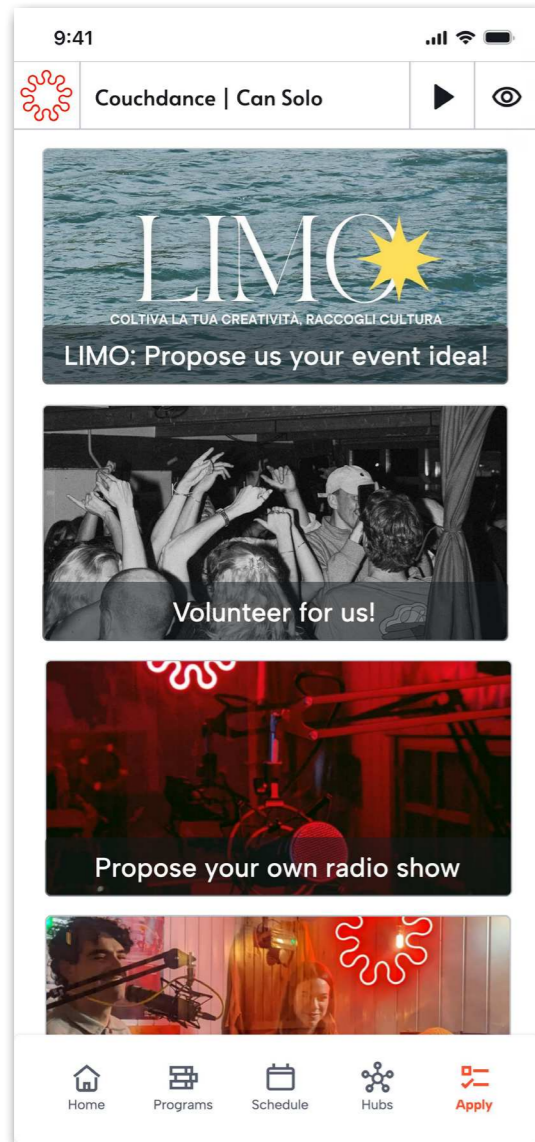


Hub photo

Address and description of the selected hub

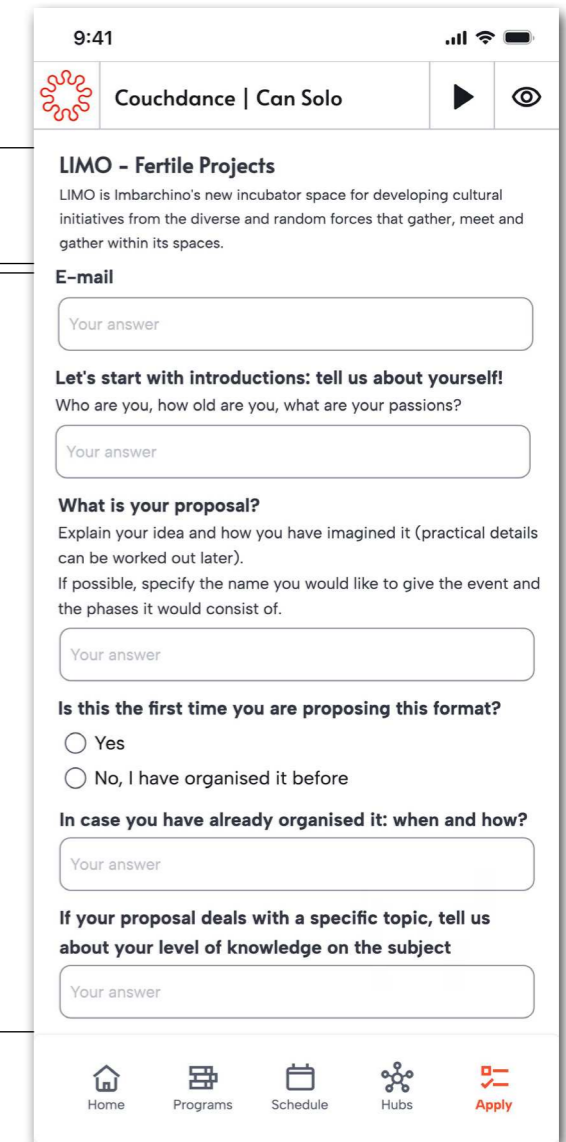
Weekly schedule of the events in the hub with a brief description

# Apply List



Scrollable list of forms for volunteering, proposal of events and application for creating a radio program or being a guest in one

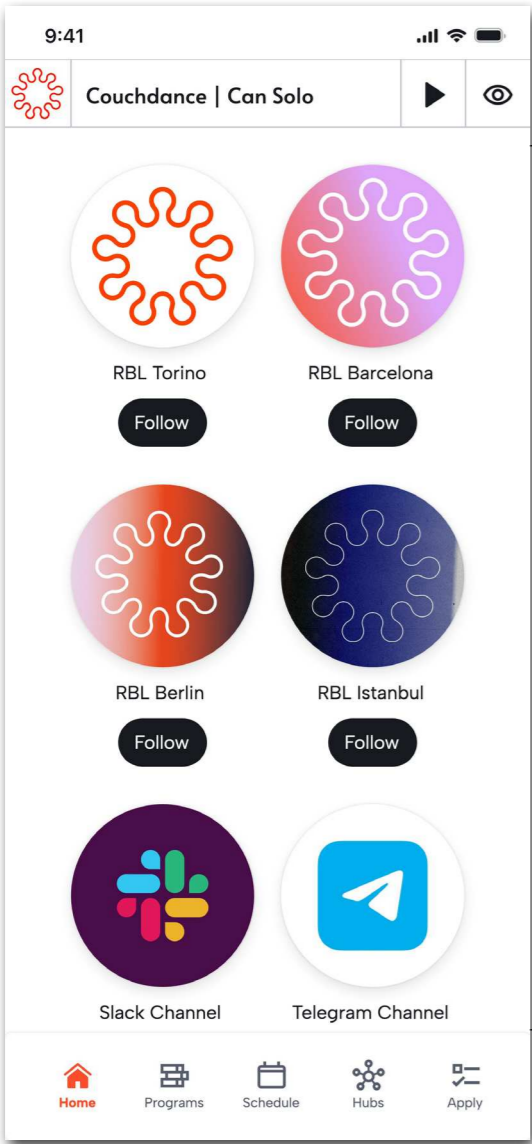
# Apply Form



Description of the offer

Form for gathering information for the specific occasion

# Connect



Connect section added to the dropdown menu that includes Instagram accounts of RBL centers as well as Slack and Telegram channels

# Phigital Applications for Physical Engagement

In addition to the comprehensive functionalities offered by the RBL Cosmos app, there are several phigital applications designed to foster a stronger physical engagement with the RBL community, especially within physical hubs like Imbarchino. These applications blend digital elements with the physical environment, enhancing the visitor experience and interaction with the RBL ecosystem.

**QR Codes:** QR codes strategically placed throughout Imbarchino act as portals, seamlessly connecting visitors to the RBL Cosmos app or specific web pages. By scanning these codes with their smartphones, visitors can instantly access a wealth of information, from detailed event descriptions to interactive content related to the space's art and installations. This direct link not only simplifies navigation but also enriches the visitor's journey by providing layers of digital content that complement the physical experience.

**Social Media Integration:** Through the app accessed via QR codes, visitors are encouraged to engage with RBL's vibrant social media presence. This integration allows users to easily share their experiences, participate in social media campaigns, and contribute to the ongoing narrative of Imbarchino. By leveraging user-generated content and facilitating social interactions, we foster a sense of community and extend the reach of Imbarchino's cultural impact beyond its physical boundaries.

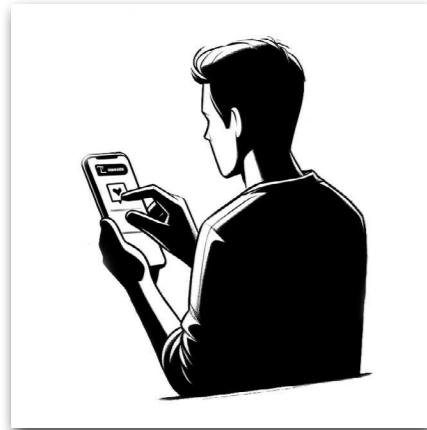
**Interactive Digital Displays:** Digital displays serve as dynamic information points, offering real-time updates on ongoing events and a comprehensive overview of the RBL Cosmos calendar. Integrated with the app's scheduling system, these displays ensure that visitors are always informed about upcoming activities and events, encouraging participation and exploration within the hub. The content presented on these displays is carefully curated to complement the app's offerings, providing a cohesive experience that bridges the digital and physical aspects of Imbarchino.

**Backstage Actions:** To support these phigital applications, several backstage actions are implemented. Automation tools streamline content updates across QR codes and digital displays, ensuring that information remains current with minimal manual intervention. Analytics platforms provide valuable insights into visitor interactions and engagement levels, allowing the RBL team to tailor the content and functionalities of the app and displays to better meet the community's needs.

By integrating these phigital applications into Imbarchino, we not only enhance the visitor experience but also streamline operational processes, making it easier for the RBL team to maintain and update the content. This cohesive approach ensures that every visit to Imbarchino is enriched with interactive, informative, and engaging experiences that connect the physical and digital realms of the RBL community.

**Signature  
Experiences**

# Volunteering for an Event



The user encounters a volunteering opportunity on social media and becomes interested.



Visits the app learn more about the opportunity. Decides to apply and fills out the necessary application form, providing personal details and relevant skills or experiences.



During the event or activity, the user actively participates, applying their skills and collaborating with others to contribute to the initiative's success.



After the event, the user is invited to provide feedback on their experience and decides to become an active member of the volunteering community



The user receives confirmation of acceptance and participates in an orientation or training session, receiving all necessary information.



# Volunteering as a Guest for a Show



A user with expertise in a social impact topic discovers a call for guests on an ongoing radio show through social media.



Interested, the user visits the RBL Cosmos app to gather more information about the show and fills out an application form to apply as a guest to the show.



On the day of the show, the user participates in the radio broadcast, sharing their insights and engaging in discussion with the host.



After the show, the user receives feedback from the producers and engages with listeners who reach out or comment on social media, expanding their network and impact on the topic discussed.

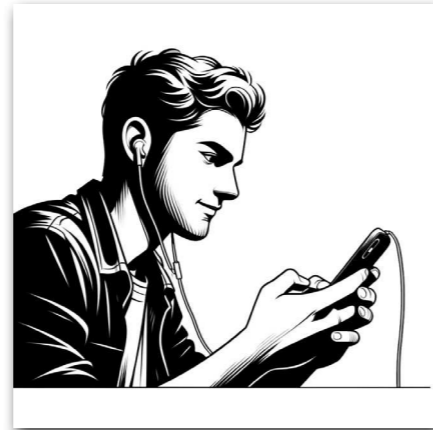


The user receives a confirmation email inviting them to be a guest on the show and prepares for the show by researching the topic further

## Communication for the Shows



The user discovers a captivating music radio show while browsing the app.



The user follows the link to the radio station's website or app for more details, finding information about the show's schedule, themes, and upcoming playlists.



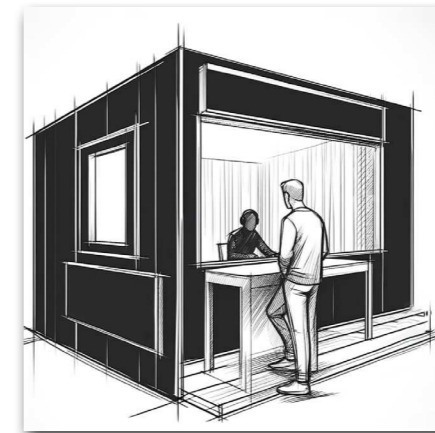
Thanks to the app, the user can access the radio everywhere to ensure they don't miss an episode, solidifying their status as a regular listener.



The user engages with the social media posts by liking it and leaving a comment to express their appreciation, becoming part of the show's interactive listener community.



Drawn by the promise of new music discoveries, the user tunes in to the next broadcast via the app or online stream, enjoying the curated selection and host insights.



Motivated by the immersive experience and community vibe, the user attends a live broadcast or related music event promoted by the show, deepening their engagement with the radio show's content and community.

# Communication for the Community Events



An existing member sees a news post announcing an upcoming Community Dinner in the RBL Cosmos



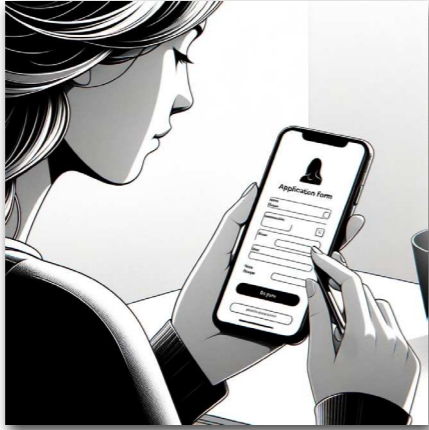
Intrigued by the dinner's theme, "Conversations that Connect," the member explores further details provided in the app.



Participates in the dinner at Imbarchino, engaging in discussions. The intimate setting allow for deep personal connections, with the member contributing to and learning from the collective wisdom of the community.

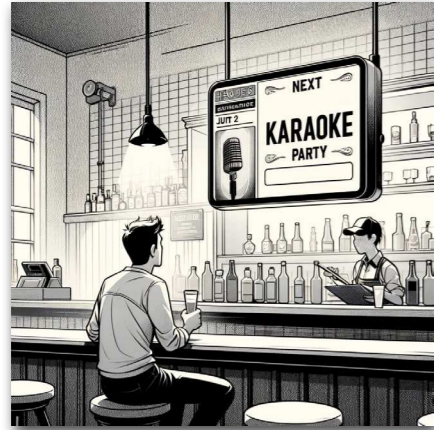


Post-event, the member receives a group message via mail, thanking participants for their contributions, along with a link to a photo gallery of the evening and a text saying there will be more dinners, solidifying the sense of inclusion and ongoing engagement within the RBL community.



Motivated by the opportunity to deepen connections and contribute to meaningful conversations, the member uses the app to get involve in the guest list of the dinner.

# Physical Engagement via Interactive Screens



The visitor notices the announcement of a Karaoke Night on the digital schedule screen, capturing their interest with the promise of an entertaining evening.



To find out more, the visitor checks both Imbarchino's social media channels and the RBL Cosmos app where they find engaging posts and an event page filled with details about the karaoke night.



After taking their turn at the microphone, the visitor spends the rest of the evening mingling, laughing, and sharing stories with other participants, finding common ground in musical tastes and the shared experience of the night.



With a heart full of songs and a sense of belonging, the visitor later engages with event photos and highlights shared in the app and on social media, commenting on their experience and connecting with fellow attendees, eager for the next community event at Imbarchino.



On the day of the event the host welcomes everyone including the newcomers. Feeling more comfortable after the orientation, the visitor fully immerses themselves in the Karaoke Party Night.

# Physical Engagement via Graphic Tools



Notices a flyer at the hub about an upcoming workshop focused on sustainable living, piqued by the hands-on approach and community involvement.



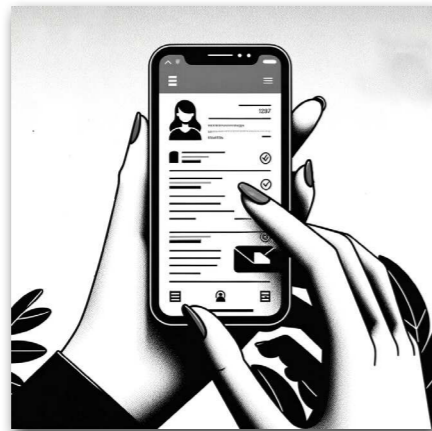
Visits the hub's news section for more details, finding information about the workshop leader, session topics, and how it aligns with their interest in sustainability.



Participates actively in the workshop, engaging in group activities, hands-on projects, and open discussions, deeply connecting with the subject matter and fellow attendees.



Directly interacts with the workshop leader and other participants, sharing experiences, challenges, and ideas for implementing sustainable practices in daily life.



Signs up at the dedicated app section receiving a workshop schedule fostering a sense of anticipation and preparation.

# Roadmap

## Phase 1: Conceptualization & Community Input

## Phase 2: Development & Pilot Testing

User Experience



### User Interviews

Getting interviewed in the premises to talk about their experiences and expectencies



### User Beta Tests

Participating to the users beta tests of the V1 prototype of the app and giving feedback

Front-Stage



### User Reach-out

Inviting possible users for the interviews through social media channels



### Thank-You Letter

Sending a thank you letter to users participated to the interviewing process offering a complementary gift for their efforts



### User Reach-out

Inviting possible users for testing the V1 prototype of the app through social media



### Thank-You letter

Sending a thank you letter to users participated to the beta testing process offering a complementary gift for their efforts

Back-Stage



### Design Team Gathering

Gathering a team from the existing volunteers, team members and a outsourced developing firm for executing the design process



### Synthesis & Analysis

Design team analysing the gathered data to create insights



### Shareback to the leadership



### Implementation & Iteration

Transferring the gathered data to the developers



### RBL Cosmos V1



### Itineration

Transferring the gathered feedback to the developers



### RBL Cosmos Finalised Version

## Phase 1: Conceptualization & Community Input

In order for Imbarchino and RBL to succeed in the suggested implementations and integrations, generating a roadmap is of great importance. From the beginning of an idea for a centralized platform to having a fully functional application that contains all the necessary information and allows the maximum level of interaction between them and the community, several actions must be realized to carry out this process.

The initial phase is critical for setting a strong foundation for the RBL Cosmos app. It involves the assembly of a design team, which includes volunteers, staff members, and an outsourced app development firm. Their first task is to establish a clear line of communication with a local app developer to manage the technical aspects of the project.

Next, the design team reaches out to potential users through social media and other channels to participate in interview sessions. These interviews are key to understanding what features the community would like to see in the app. Conducted in a relaxed setting, the goal is to encourage open and honest dialogue.

After these sessions, the participants are sent a thank-you letter to acknowledge their contributions, accompanied by a small gift, such as a free drink or VIP access. This gesture is important for showing the community that their input is valued.

Concurrently, the design team analyzes the feedback from these interviews to extract actionable insights. This data is then shared with the leadership team at Imbarchino and RBL for approval. Once approved, the insights are passed on to the developers to inform the app's design features and functions.

In this phase, it's also essential to emphasize the importance of understanding the community's needs and ensuring that their input directly influences the app development. The process aims to ensure that the final product will serve the community effectively and meet their expectations for interaction and information access.

## Phase 2: Development & Pilot Testing

Phase 2 begins as the developers prepare the first working prototype of the RBL Cosmos application. This phase is critical as it moves the project from concept to a usable product that reflects the community's needs.

This stage involves a renewed effort to engage with the community for user testing the initial app prototype. The design team uses various methods, such as structured surveys, focused group discussions or free-form feedback, both in-person and online, to gather feedback on the app's design and usability. The goal is to identify any issues with the functions, user interface, and overall user experience. The team ensures that the testing process is straightforward, aiming to keep the community involved without losing sight of the project's goals.

After the testing sessions, participants receive a thank-you letter and a small token of appreciation, reinforcing the value of their contributions.

The feedback collected is then carefully reviewed by the team and the app developers. They work together to make necessary adjustments to the app, iterating on the design to improve its functionality and ease of use. This iterative cycle - test, analyse, iterate - can be repeated to ensure the app meets the community's standards and expectations.

At the same time, the 'phigital' applications are beginning to take shape in this phase. These integrations are critical to creating a cohesive experience that seamlessly blends the physical presence of Imbarchino with the digital capabilities of RBL Cosmos. The design team coordinates with specialists on these aspects to guarantee a consistent and effective visual communication strategy across various user interfaces.

The result of Phase 2 is a finalized version of the RBL Cosmos app that is ready for launch, embodying the collaborative effort of the teams involved and the input from the community.



## Phase 3: Official Launch

## Phase 4: Expansion & Collaboration

User Experience

**Awaited Participation**  
Receiving the invite and  
intending to participate

**RBL Cosmos  
App Launch  
Event**

**On Boarding & Installation**  
Downloading and using the various  
features of the app

**User Journeys**  
Using the app and its features in  
order to engage and connect

**Global RBL  
Cosmos  
Event**

Front-Stage

**User Reach-out**  
Inviting the community to  
the launch event through  
mail groups and social  
media

**RBL Cosmos  
App Launch  
Event**

**Graphic and Social Campaign**  
Conducting the planned campaign  
for having a diffused reach of the app  
through the whole community

**Publishing Content**  
Publishing and transmitting  
content for the app and other  
digital applications

**Global RBL  
Cosmos  
Event**

Back-Stage

**Launch and Campaign  
Planning**  
Organizing the launch event  
and the following publicity  
campaign of the app

**RBL Cosmos  
App Launch  
Event**

**Content Preparation**  
Preparing the text and visuals  
for the app and other digital  
applications

**Global RBL  
Cosmos  
Event**

## Phase 3: Official Launch

As the RBL Cosmos app transitions from development to deployment, the design team creates a strategic launch plan. Visual and informational content is carefully crafted to not only showcase the app's features, but also to encapsulate the vibrant culture of RBL Cosmos. The aim is to extend the app's reach and generate interest for members as well as non-members.

A carefully planned launch event is the cornerstone of this phase. The event is designed to reflect the innovative spirit of RBL Cosmos, with invitations distributed via email and social platforms to build excitement and anticipation. The event kicks off with an interactive demonstration of the app, showcasing the many ways users can engage with it. The demonstration sets the stage for an immersive experience that will lead into a series of performances from several RBL hosts and guest artists.

Following the event, the promotional campaign begins to accelerate, utilising both digital and traditional media. This dual approach ensures maximum exposure, with social media posts driving digital engagement and physical materials such as flyers increasing local visibility. Strategic placement of QR codes at event posters and hubs enables direct app connection, smoothing the user's journey from physical attendee to digital participant.

App usage is monitored using analytics tools, providing the team with valuable insights into user behaviour and engagement levels. This data feeds into ongoing promotional strategies, ensuring the app remains a central part of the community's daily digital diet.

## Phase 4: Expansion & Collaboration

With the foundation of the app established, Phase 4 takes the project into a new era of growth and partnership. The app becomes the central point for RBL activities, providing continuous access to radio broadcasts, event schedules and volunteer opportunities. It becomes an indispensable tool, encouraging community engagement and facilitating the seamless dissemination of information.

The design team, in synergy with Imbarchino and RBL departments, curates a series of engaging content and visuals that highlight the utility of the app. This content is primarily shared through the app, with links to social media and communication channels such as Slack or Telegram to ensure further strong engagement. Each narrative is carefully designed to not only inform, but also inspire users to explore the full potential of the app.

Users are encouraged to integrate the app into their daily interactions with Imbarchino and RBL, whether it's tuning in to a show, checking out event details or signing up for community initiatives. Tutorials, tips and support are provided to facilitate this integration, ensuring that users of all technological abilities can navigate the app with confidence.

To ensure widespread adoption of the app, a Global RBL Cosmos Event will be organised, bringing together users from multiple hubs in a celebration of community and innovation. This event transcends geographical boundaries and is streamed live via the app and website, showcasing the collective identity of the RBL Cosmos. It also acts as a feedback hub, actively seeking input from the community in order to continually improve the app. Ultimately, the event serves to strengthen the community bond, with the app at the heart of this renewed engagement, ushering in a new chapter of connectivity for RBL Cosmos.

## Phase 5: Sustainability & Evolution

User Experience

### Continuous User Interaction

Interacting and giving feedback continuously in order to keep the app and services up-to-date

Front-Stage

### Continuous Content Creation

Creating both digital and physical content for the app and the hubs

Back-Stage

### Continuous Content Preparation

Curating and preparing content to implement to the app or organize physical events

## Phase 5: Sustainability & Evolution

Having successfully completed the previous phases of the implementation roadmap, Imbarchino and RBL have not only launched the RBL Cosmos app, but also integrated it into their cultural and social ecosystem. They've created a robust community platform that dovetails with their core activities - radio shows, events and volunteer initiatives. Through the app, they've extended their reach, connected multiple hubs and streamlined the user journey from passive observer to active participant. The community has benefited from improved access to cultural content, a shared space for collaboration, and tools for deeper engagement, thanks to the app's integration with physical events and digital interactions. The RBL Cosmos app has become a living testament to RBL's commitment to innovation, inclusivity and the seamless integration of technology into the cultural fabric.

In Phase 5, the focus shifts to the continued development of the app and the sustainable development of the community. This stage is about sustaining existing connections and fostering new ones. It involves encouraging more community-generated content within the app, allowing for a diverse range of cultural expressions that reflect the evolving interests and creative output of community members.

In addition, Phase 5 is looking to expand the cultural and educational programming that the app facilitates. By promoting a mix of local and global cultural experiences, the app can act as a catalyst for learning and cultural exchange. As part of this phase, it would be beneficial to explore additional ways in which the app can support community-driven events and radio shows, further integrating the digital experience with Imbarchino's physical space.

To maintain the momentum and ensure the development of community engagement, ongoing research and iterative development of the app will be essential. This approach should be open-ended, allowing for flexibility and adaptability to the changing needs of the community and the wider cultural landscape. The ultimate goal of Phase 5 is to ensure that the RBL Cosmos app and the community it serves continue to grow and thrive, fostering a dynamic and inclusive environment for cultural development and interaction.



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