

## “Welfare what a business!” competition 2019 – III edition



Rethinking welfare, giving a concrete opportunity: this is the challenge of the third edition of “Welfare what a business!” Ideas competition to reward and support the best community welfare projects.

The initiative aims to promote community welfare, with new activities and services in local networks. The traditional welfare system cannot keep up with current complexity, and a possible answer is to incentivate and promote social entrepreneurial ideas that spring from the territory, from a local dimension, and so become a vehicle of regeneration.

The competition is promoted by Fondazione Italiana Accenture, Bracco Foundation, Fondazione Snam, UBI Banca and Fondazione CON IL SUD. The scientific contribution of AICCON and the Politecnico di Milano - Tiresia, and the technical partnership of the PoliHub, SocialFare and Campania NewSteel incubators, as well as the Hubble-Acceleration Program and G-Factor are also confirmed.

The competition is aimed at the whole of Italy, the main requirements are generating social impact, creating jobs for the disadvantaged and/or vulnerable, using technology and being economically sustainable. There are four areas: social agriculture; enhancement of cultural heritage, landscape and environment; personal services and - for the first time - circular economy.

In line with Bracco Foundation’s all-round vision in its projects, the competition emphasises the promotion of sustainable entrepreneurship as a lever for growth and

development.

To know more: [welfarecheimpresa.ideatre60.it](http://welfarecheimpresa.ideatre60.it)