

*Biologico  
Insieme con  
Amore*



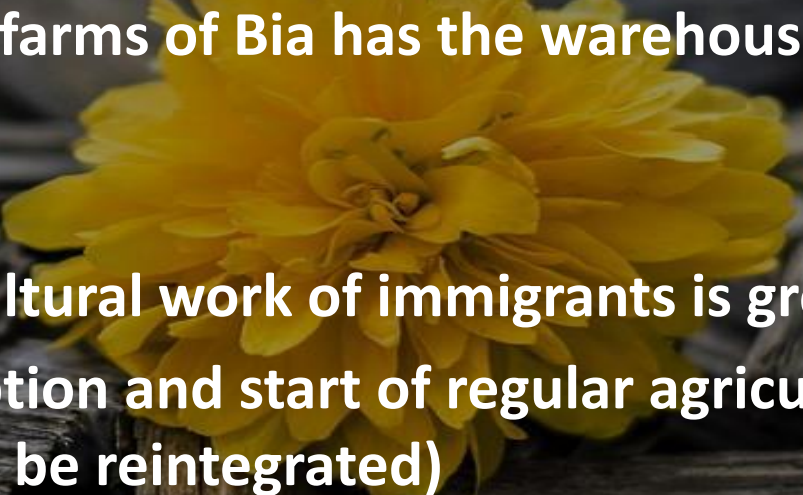
**Reception and training  
project in Sicily**





# The environmental and social sustainability of the Viviverde baby leaves

The Viviverde baby leaves that symbolize environmental sustainability also underline their social sustainability:

- In the territory of Palermo where one of the farms of Bia has the warehouse (OP Aposicilia)
  - Where the migratory pressure is strong
  - Where the risk of exploiting the illegal agricultural work of immigrants is great
  - We would like to start a project for the reception and start of regular agricultural work for non-EU citizens (or young people to be reintegrated)
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# Reception and training

The G. Paolo II Foundation, in collaboration with the Padre Nostro reception center in Palermo, the Hope and Charity mission of Brother Biagio Conte of Palermo and the Bia consortium (supplier of baby leaves Viviverde Coop):

- They select 2 young people from the communities of Brother Biagio Conte and the Padre Nostro center of Don Pino Puglisi
  - They start them in training in Italian, in Italian in agriculture and in a course on agricultural "theory"
  - They follow them during the four-month period of "stage" in agriculture to be held at the farms of the Bia consortium
  - They report the entire training activity and prepare a certificate for young people who have successfully completed the training
  - They manage the work placement of young people and feed a database of qualified agricultural workers
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- A vibrant yellow flower, possibly a chrysanthemum, is positioned on a weathered wooden log. The background is a blurred pile of similar wooden logs, creating a rustic and natural setting.




# The reception and training budget

<input type="checkbox"/> Compensation for Italian language teachers (volunteering)	<input type="checkbox"/> 0.000 €	} Overall estimate of about € 10,000
<input type="checkbox"/> Agronomy teacher compensation (volunteering)	<input type="checkbox"/> 0.000 €	
<input type="checkbox"/> Tutoring (50 hours)	<input type="checkbox"/> 1.500 €	
<input type="checkbox"/> Local rent, secretarial costs, educational material, transport of students,	<input type="checkbox"/> 2.000 €	
<input type="checkbox"/> Technical clothing and basic equipment	<input type="checkbox"/> 500 €	
<input type="checkbox"/> Stage reimbursement (board, lodging and bonus) for four months for € 600 per person (2 people)	<input type="checkbox"/> 4.800 €	
<input type="checkbox"/> Insurance coverage (2 people)	<input type="checkbox"/> 500 €	
<input type="checkbox"/> Promotional material (poster-folder)	<input type="checkbox"/> 500	



# The sources of financing

- The Bia consortium and the Coop Consorzio Nord Ovest recognize a contribution for each tray sold by the Coop Supermarket and Hypermarket network in northern Italy
  - The part relating to teaching in Italian will be entrusted to volunteers
  - The agronomic training will be carried out by the agronomist of Bia
  - The value-based contribution for a sales period from June 1 to December 31 should generate at least € 10,000 of grants to be allocated to the project which are sufficient for the objective
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- A vibrant yellow flower, possibly a dahlia, is the central focus of the image. It is set against a background of dark, weathered wood chips or mulch. The lighting is soft, highlighting the texture of the flower's petals and the grain of the wood.



# Promotion with Coop Consorzio Nord Ovest

- Coop Consorzio Nord Ovest helps promote the project
- allowing you to place in your own p.v. near the Viviverde baby leaves, information brochures and / or posters related to the project
- he also asks his house organ Consumatori to be able to tell the project
- In some moments of productive abundance Bia will recognize a promotional discount to be given to the public to increase sales

In this way the dual objective of:

1. Increase sales of salads and above all
2. Fund a beautiful project of welcome and social inclusion



# Project timing

- In June the promotion is started in the p.v.
- In July-August the article on Consumatori could be released
- In the same period two people are selected and they are taken to classroom courses (the agronomic training will be carried out at the end of October)
- Internships are performed in the autumn-winter months
- Within the first few months of 2020, diplomas will be delivered and possible recruitment will be provided

**In the meantime, attempts are being made to join other cooperatives or other financiers to continue the project even later**



Thanks for your attention

