



SPEED UP
Interreg Europe



European Union
European Regional
Development Fund

Roots and Routes for People in Transition

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What is Spazio CO-STANZA?



**An intimate
atmosphere, that
feels like your
second home**

An office

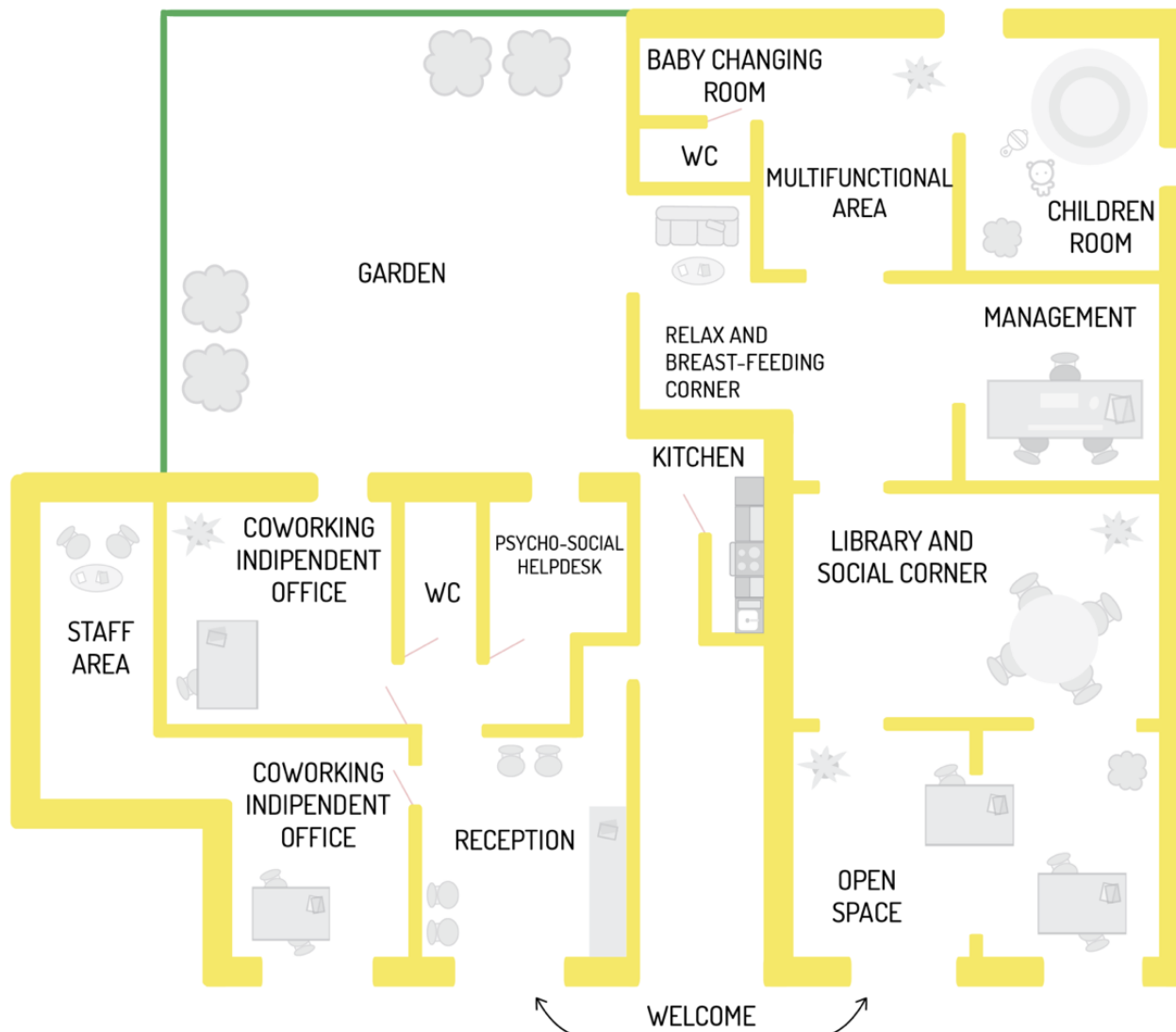
**An infant and
baby care area**

CO-STANZA is **the first coworking space - in Florence, Italy - with a babies and toddlers play area**, where parents can find at the same time the intimacy a home and the functionality of an office. The space offers its users opportunities for exchange and sharing and courses for professional and personal growth: psychological and pedagogical counseling, parenting support programs, support for the creation of micro-projects to find a good **work-life balance**, and social and professional orientation courses.

A special, **safe and functional space** has been set up for each service/activity: the whole environment is designed to express pleasantness and familiarity, reassure and contain, facilitate spontaneous play and the autonomous choice of individual and group activities.

To respond in an integrated way to the needs of our users **we created a consolidated and multidisciplinary team**, which collaborates on the themes of the development of the individual and the well-being of the family and promotes **cultural initiatives and parenting support** through training courses, seminars and playful educational activities for the whole family.

Map

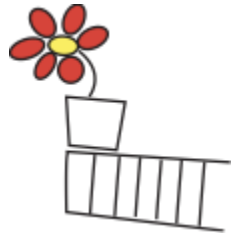


A multidisciplinary professional team

A point of listening, information and free advice is provided to define a personalized support and support plan, which may include the intervention of one or more professionals.

The main fields of intervention are:

- individual psychological therapies for adults and children
- individual and group training courses
- educational and professional guidance paths
- parenting support paths
- legal advice
- therapeutic laboratories for children
- extra-school support
- BES and DSA tutors
- speech therapy
- neuropsychomotricity
- Physiotherapy
- osteopathy
- dietology



FIELDS OF INTERVENTION AND ACTIONS

PSYCHO-SOCIAL AREA

Elaboration of an intervention plan - insured by one or more professionals - monitoring, and feedback.

An open, consolidated
**multidisciplinary
working group**

A free user support
desk for a
**personalized
response** and
support plan

A **Psycho-
Solidarity Centre**
(CPS)

INCUBATOR FOR MICRO-PROJECTS

Support to the creation, launch and development of social innovation projects.

1. **Analysis** of the proposal (potential, competitors and innovation)
2. Development of **skills** (recognizing the value, specificity and limits of the professional figures involved to identify the complementary skills needed)
3. Creation of a **work team** (involvement of professionals and training on networking)
4. Targeting an integrated intervention **methodology** and the right **strategy** to launch the service

EDUCATION AND PROFESSIONAL ORIENTATION

An individual or group program or both, aimed at making a conscious choice taking into account talents, interests and real opportunities.

Programs for INDIVIDUALS

outgoing from situations of socio-economic and psychological distress:

- abused women
- mono-parental families
- migrants

Programs for COMPANIES

to manage the post-maternity periods of their employees:

- soft skills
- role replacement
- enhancement and empowerment of women's talent

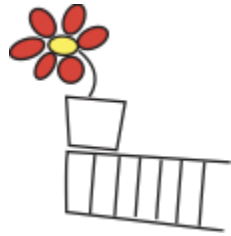
WORK-LIFE BALANCE

Flexible services, all available in a single space, to encourage a personal growth – human, professional, cultural, social – without giving up the participation to the well-being of family members.

Training centre and
parental support

Well-being and free
time

A space for aggregation,
cultural promotion and
awareness on social
issues



CO-STANZA FOR COMPANIES

An integrated system of non-monetary services that allows to improve the company's productivity and the employees' well-being at the same time by increasing their spending power and bettering their working and private life.

THE SOCIAL CONTEXT

The services considered most interesting by employees are *:

- flexibility of working hours and organization (88%)
- services for children (82%)
- personal services (76%)
- job orientation services (48%)
- assistance to family members - children, the elderly and those who are not self-sufficient (59%)

* Doxa-Edenred Search 2016

COWORKING FOR COMPANIES: SMART WORKING



250 THOUSAND: THE PRESENT SMART-WORKERS IN ITALY

- It is not a business benefit, but a flexible way of subordinate work
- An organizational approach that aims to combine flexibility, autonomy and collaboration, taking advantage of new technologies and tools to create fluid and widespread working environments
- It loses the concept of a workplace, putting the workers themselves at the center, their competence, their creativity and the ability to self-organize themselves
- An evolution of teleworking to which a technological endowment so far unthinkable has been added.

THE ECONOMIC REGULATORY CONTEXT



- Non-monetary benefits with zero taxes for the company and more purchasing power for the worker
- Flexible and personalized services (the work-life balance and maternity support in 2016 increased from 22% to 31% - *2017 Welfare Index Pmi Report*)
- Corporate welfare goes on budget
- Work-life balance is the secret of high-performance teams: sustainability, survival and the right value of life
- Good consolidated practices (Google, Humana, IBM, Eli Lilly, Hilton, ...)
- *Source: Best place to work* -
- WLB direct relationship with satisfaction and loyalty
- Budget Law 2017: enhances company welfare for employees in the private sector

ADVANTAGES FOR EMPLOYEES

- Better work / life time relationship
- Individual and family well-being
- Optimization of time management
- Increase in real remuneration
- Increase of purchasing power
- Satisfaction and higher yield
- Stress reduction



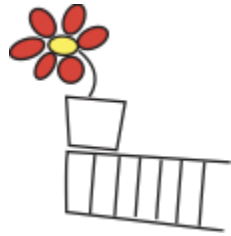
THE ADVANTAGES FOR THE COMPANY

- Loyalty of workers
- Reduction of costs of incentive policies
- Growth of market shares and increase in revenue
- Increased productivity and efficiency
- Reducing the rate of absenteeism
- Turnover reduction
- Tax advantages
- Improvement of reputation both internally and on the territory
- Positive impact on the business climate
- Retain the talents, strengthening their sense of belonging and their involvement
- Attract talents, making the company coveted in the labor market



EXPECTED RESULTS

- Promote work-life balance through Flexible Benefit: a package in which every single worker can choose the benefit that best suits him
- Facilitating organizational innovation of companies
- Support the economic and social development of the territory



CO-STANZA FOR WOMEN

THE ITALIAN CONTEXT



- 30% of employed women leave their jobs after pregnancy
- The female employment rate is among the lowest in Europe (46% vs. a European average of 60%)
- 25% of women born after 1964 are unemployed because they decided to resign after becoming mothers

- The presence of women in the company increases performance, both in terms of growth and profitability
- The woman, in addition to the strategic vision that remains its main feature, dominates for attention to the quality of life at work, sharing objectives and seeking ad hoc solution
- Mothers, in particular, improve the problem solving capacity of the work teams and their presence increases the company's reputation for the better

THE SOLUTION: COWORKING + BABY

A space that combines work stations and babysitting services. Moms and dads can live and participate actively in the growth of their children without having to give up their professional opportunities and passions.

THE RESULTS

THE CURRENT PRACTICE

Mandatory maternity:

- Social and professional isolation
- Sense of loss
- Identity shift
- Complexity of the dichotomy between mother and worker
- Difficulty in detachment from the child
- Logistical and temporal constraints

Optional maternity:

- Moving away from the company
- Stagnation of skills
- Lack of updates
- Fracture between employee and company
- Possible (and not participated) relocation of the company

INNOVATION OF SPAZIO CO-STANZA

Mandatory maternity:

- A place for sharing not only for working
- Soft skills and corporate re-organization
- Parenting support (pre, during and post)
- Redesign of life and relationships
- Gradual insertion of children
- Offer of flexible services

Optional maternity:

AN ALTERNATIVE SOLUTION?

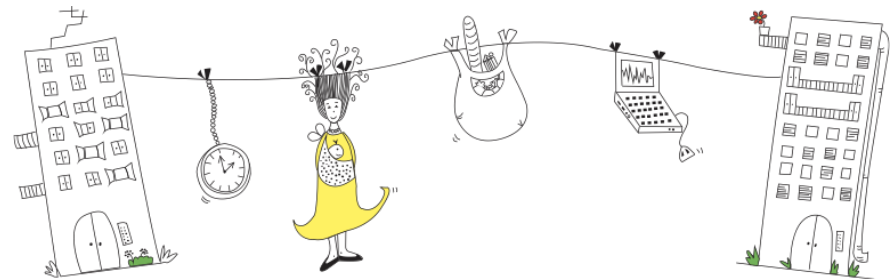
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Thank you!



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Questions welcome



Project smedia