



A fashion brand from recycled textiles



ITALY
VERONA



BRIEF DESCRIPTION

QUID is a social enterprise based in Verona that integrates disadvantaged people into work by recovering waste textiles to make clothes. It sells them in five of its own stores, under an ethical fashion brand, as well as online and to other retailers. QUID has partnerships with 10 fashion companies across Italy. It plans to open one or two more shops each year, and is investigating franchising abroad.

It was founded as an association in 2012 by a group of five friends, and became a social co-operative in 2013. It employs 80 people, of whom 70% belong to recognised disadvantaged groups and 40% are foreign-born.



Turnover is around €2 million a year. Sales are split evenly between trade and retail customers. The Progetto Quid branded collections are sold in its own shops, online and in multibrand stores, and the co-operative has also created co-branded collections which are sold to other fashion companies.



GOVERNANCE MODEL

QUID is a type B social co-operative, in which each worker-member has one share and one vote. The board is composed half of workers and half of external professionals and academics. Half the board members are women.

The co-operative holds a general meeting each month, at which management shares information with workers about results, projects and plans. These meetings allow workers to express opinions and ask questions, and are followed by a social event to help workers to bond with each other.

QUID also works with social organisations which put it in touch with possible beneficiaries and supports its staff with non-work matters such as administration, family, accommodation and integration.

The main stakeholders in QUID are of course the workers. Other important stakeholders are its customers (ethical consumers), partner brands and retail chains (which account for half of sales), its sales agents and its suppliers. The local community is an important stakeholder as it is the sources of the co-operative's new employees, and it is in contact with social services, rehabilitation centres for alcoholics and drug addicts, prisons, women's refuges and other co-operatives. QUID also maintains active contacts with a number of academic institutions.



START DATE:
1993



LEGAL FORM:
Type A social co-operative



N° EMPLOYEES:
600



SOCIAL IMPACT

The co-operative's strongest impact is the work integration of marginalised and long-term unemployed people, of whom it now employs 80. This has numerous beneficial effects on the workers, their families and the local community.



STRENGTHS

- A solid vision and mission
- Has built a strong bridge between the non-profit and for-profit worlds
- Work integration of excluded people
- A strong ethical brand
- Partnerships with 10 fashion chains across Italy, and cobranding
- Contacts with community organisations which refer potential new employees
- Regular participation in research conferences

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The R2G project is co-funded by the European Union (agreement reference - VS/2018/0009)

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