GENERAZIONI

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1. **Abstract**

GenerAzioni: Intergenerational Bonding and Cultural Exchange Project is a groundbreaking initiative aimed at reducing social isolation among the elderly in rural Liguria, Italy. The project is centered around a digital platform connecting university students with elderly hosts, fostering intergenerational relationships, the exchange of life experiences, and cultural immersion.

The project emerges from a shared concern about the increasing isolation of older adults and the loss of valuable cultural knowledge and rural traditions. The idea is to bridge the generational gap, providing an enriching experience for both elderly residents and university students alike. The elderly gain companionship and the opportunity to share their rich life stories, skills, and traditional practices. Simultaneously, students gain a deeper understanding of their cultural heritage, glean insights from their hosts' experiences, and contribute to the vitality of rural towns in Liguria. Through a comprehensive implementation plan - including a phased go-to-market model, financial sustainability strategy, and scalability plans - GenerAzioni aims to bridge generational divides, breathe life into local communities, and preserve precious cultural heritage.

2. Team

Our team is made up of five students pursuing the same Master of Science's course at Bocconi University in Italy, specializing in the management of innovation and technology. What sets us apart are the diverse backgrounds that each team member brings to the table. We believe that our blend of perspectives, experiences, and expertise enhances our ability to tackle complex challenges and develop innovative solutions.

Giulia Giannattasio

Born in Italy, Giulia has a background in humanistic studies and business. She is a passionate advocate for entrepreneurship and the societal benefits of innovative solutions and she brings a fresh perspective to our team, combining analytical thinking with a deep appreciation for social projects.

Pritish Dugar

Hailing from India, Pritish has a background in social sciences and computer science. He has experience researching the impact of terror on women's and neonatal health and creating social healthcare machine learning models to predict alcohol and tobacco addiction. As a student of innovation and technology, he believes in the use of technology to solve difficult social problems.

Joao Paulo Carvalho

Born and raised in the beautiful city of Rio de Janeiro, Joao has a background in management consulting and is currently working at a technology startup within the realms of product management and financial planning. Besides tech and business, he is a lover of the arts and history, and an appreciator of Ligurian music, especially Fabrizio de Andre.

Valentin Eremin

Graduated in physics from the Moscow Higher Institute for Economics, Valentin has also a background in business and philosophy. A lover of nature and adventure, he believes in the power of technology and science to reconnect us to our roots.

Petros Skoufis

Petros comes from Greece, where he studied engineering and specialized in machine learning research. As such, he has a technical background and a deep understanding of the technological challenges to bring our vision forward. Having been raised near the historical town of Olympia, Petros has profound appreciation for the natural and cultural beauty to be found in the rural Mediterranean.

3. Introduction

### A) The Problem

The neighborhood of San Rocco is part of the town of Camogli, in the heart of the Italian riviera. During the summer, thousands of tourists cross its narrow pathways and visit its historic churches and taverns on the way to some of the region's most famous hikes, connecting the beaches of Camogli, San Fruttuoso and Portofino. From San Rocco, visitors can wonder at the translucid waters of the Gulf of Genoa, surrounded by bright green mountains that follow the coastline. They can also enjoy traditional *focaccia* and *pesto*, some of the region's culinary inventions that spread around the world. Yet, as soon as the sun begins to set earlier, the tourist crowds vanish. In January and February, San Rocco feels like a ghost town. The cold keeps the locals and foreigners alike outside of the once crowded streets, and the serene, crystalline beaches lie unattended. Visitors come and go, but it is the 34% of its population who above 65 years old [Urbistat, 2021] that remain, faithful to the town in its shiniest and grimiest moments.

When we think about loneliness, we tend to emphasize its interpersonal dimension – loneliness as lack of friends or family and support networks. However, loneliness is also influenced by the physical environment. People feel lonelier during the winter, and that sentiment is particularly strong in towns like Camogli that witness a drastic change across seasons. The experience of leaving in a nearly abandoned town, especially when contrasted with the liveliness of the summer, must be dramatic for the locals; it does not help that the young all desire to leave to big cities, like the nearby Milan, Turin, or Bologna, where better economic opportunities wait. Liguria, known for its exuberant natural beauty, is the oldest region of Italy [Statista, 2021], itself the oldest country of Europe [Statista, 2021]. The ageing towns of Italy have for long been object of concern, with reports telling that in some of them the birth of a new baby is an event so significative that all the church bells would ring to announce it [LA Times, 1986]. The towns themselves are lonely, not just their inhabitants – to stroll around there when the weather is not quite nice and the temperature reaches low single digits is almost like witnessing a ghost town. Everything feels abandoned, and that very feeling evokes a piercing sensation of loneliness.

It is no wonder then that Italy, a country known for its hospitality and joyfulness, is nonetheless the fifth in the world with the highest proportion of people experiencing loneliness [Statista].

Image I: Loneliness among adults worldwide by country (2021)
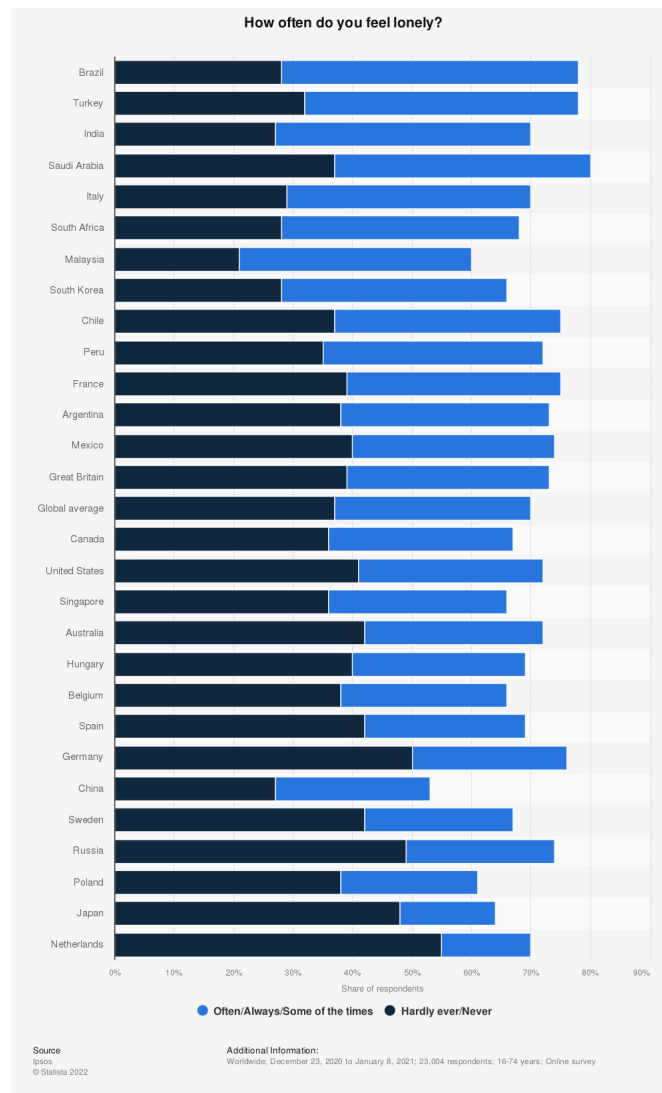
This issue is particularly acute among the elderly. A poll realized in the United Sates by the University of Michigan (NPHA) revealed that in 2023, one in three adults aged 50-80 reported feeling isolated from others in the past year, representing a decline from the 56% reported in 2020 but higher than the 27% reported in 2018. Similarly, more than one in three older adults reported feeling a lack of companionship in the past year. Infrequent social contact was also prevalent, with one-third of older adults reporting limited contact with people outside their households. This rate was lower than in 2020

but higher than in 2018. Several factors were found to contribute to feelings of loneliness and lack of companionship among older adults. These factors included poor mental and physical health, health conditions or disabilities limiting daily activities, unemployment, living alone, lower income levels, being between the ages of 50-64, and being female.

In Italy as well, the elderly are the group with the highest percentage of individuals reporting having no friends [Statista]. This finding underlines the specific vulnerability of older adults to social isolation and the importance of targeted interventions to address loneliness among this age group.

Image II: Share of people without friends in Italy, by age (2019)
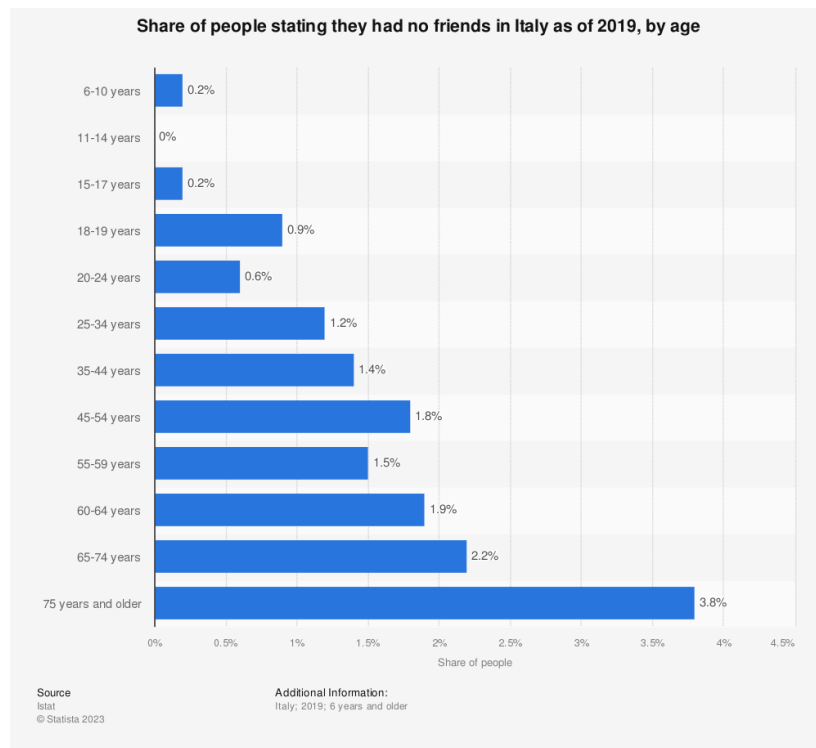
ISTAT (Italian National Institute of Statistics) also reveals some other important insights about the elderly population in Italy. With over 7 million individuals aged 75 and above, or about 11.7% of the population, the demographic plays a significant role in society. Women constitute 60% of this age group, and nearly half of them live alone – many are widows or were never married, and many also do not have children or close family members. These statistics emphasize the importance of addressing the unique needs of older adults, particularly in terms of social support, and ensuring a safe and inclusive environment for this vulnerable population.

The region of Liguria, in particular, is home to several cities and towns with a significantly older population. The index of Elderliness (*indice di vechiaia*), consisting in the Population over 65 divided by Population under 14, puts Liguria at 250%, versus an Italian average of around 190%. In the aforementioned town of Camogli, the index is at almost 400%, twice the national average, and that is still far from the worse. In the province of Savona, small and picturesque towns like Bormida, Erli, and Castelvecchio di Rocca Barbena have average age above 57 years old and an elderliness score of over 600% [Urbistat, 2021]. These places face unique challenges that compound older adults' sense of isolation, making them a focal point for targeting initiatives aimed at this demographic.

B) Our Solution

Addressing the problem of loneliness among older people in small Ligurian villages necessitates a tailored approach. Initiatives to enhance connectivity through technology, ensuring digital inclusion for the elderly, can bridge geographical divides and facilitate meaningful interactions. Additionally, revitalizing community spaces and organizing age-friendly activities can create opportunities for social engagement, encouraging a sense of belonging and purpose. Our aim is to create connections that transcend age boundaries and provide support and companionship to a larger share of the population. By bridging generational gaps, these friendships foster a rich exchange of experiences, perspectives, and knowledge, creating a vibrant and inclusive social network.

Ultimately, our tool to promote this is **GenerAzioni**, a platform that will connect elderly people with students and organize off-season weekend retreats to rural towns, initially in the Ligurian region. Our intention is to mobilize the large student community leaving in nearby provinces (cities like Pavia, Turin, Milan, Pisa, and Florence are all less than two hours away) to visit those "abandoned" towns outside of the summer season, to explore their culture in a genuine and non-touristy way, and to engage in meaningful connections with the local residents.

4. Project Outline

A) General Presentation

GenerAzioni is a platform solution which aims to alleviate the loneliness of elderly people in rural areas by connecting them to young students, and to preserve the cultural and historical heritage of their regions. Through an AI-powered matching mechanism, we will organize weekend retreats where the students get the opportunity to be hosted in picturesque European towns and interact with the locals; they will be matched according to their interests and personalities, to maximize the probability of developing long-term connections. During the stay, they will engage in a variety of activities such as gardening, cooking, pottery, and storytelling, both with their hosts and with other students and elders of the town who are part of the program. Afterwards, we will provide them with a communication platform where AI will ping both host and guest from time to time to incentivize them to talk about their interests and remain in touch.

B) Region Overview

Our project will begin in Italy. As discussed before, Italy is the oldest country in Europe; at the same time, it received almost 50 million tourists in 2022. Tourism in Italy is particularly unique since it combines historical and cultural heritage with unparalleled natural beauty, as the country lies between the Alps and the Mediterranean Sea. Our pilot region will be Liguria, situated in the northwestern coast of the country. It is particularly strategic for its location nearby the urban centers of Milan and Turin, as well as sharing a border with tourist-filled Tuscany and with the French Riviera. While Liguria itself attracts millions of tourists, most of them come during the summer and international visitors tend to be restricted to a few specific cities such as the famed *Cinque Terre* in La Spezia province. Meanwhile, the region is the oldest in Italy, with an average age of 48.92 years [Urbistat, 2021].

The gap between summer and winter tourism is particularly intense in Liguria, since its main attractions are its beautiful beaches; this means no other region in Italy experiences such a stark contrast between seasons. In the summer, cities are lively and full of people, with the locals often complaining about inflated prices and lack of infrastructure to handle visitors; during winter, they are empty and poorly connected. Nonetheless, the

region's charm prevails: its signature pastel-colored buildings remain enchanting even in the backdrop of grey January skies, and its weather remains milder than in the northern provinces of Lombardy and Piedmont, allowing for hiking trips and other natural excursions.

Liguria is divided in four provinces: Imperia, Savona, Genova, and La Spezia. In total, it has a population of 1.5 million people, out of which approximately 445,000 (29.6%) live in small towns, defined as those with less than 10,000 inhabitants. Those towns struggle with the loss of population to nearby urban centers and low natality rates. Moreover, Liguria is home to 436,000 (28.8%) individuals aged 65 or older, out of which around 150,000 live in the aforementioned small towns.

Image III: Map of Liguria

Those circumstances make Liguria the perfect place for the start of our program. It contains beautiful landscapes and cultural heritage that would incentivize students to join, lies within relative proximity to urban centers of Florence, Turin and Milan, has a standing infrastructure for tourism thanks to its summer season, and is home to a great elderly rural population.

C) Prototype

Our offering consists both in a platform and the organization of in-site events, the weekend visits to Ligurian towns. In order to be feasible, the project will be executed at only one town at a time, with a batch of 10-20 students being allocated to a specific date and location. This will allow us to keep control of the events and be involved with all the activities, promoting integration and improving our strategies. Our pilot is further detailed below.
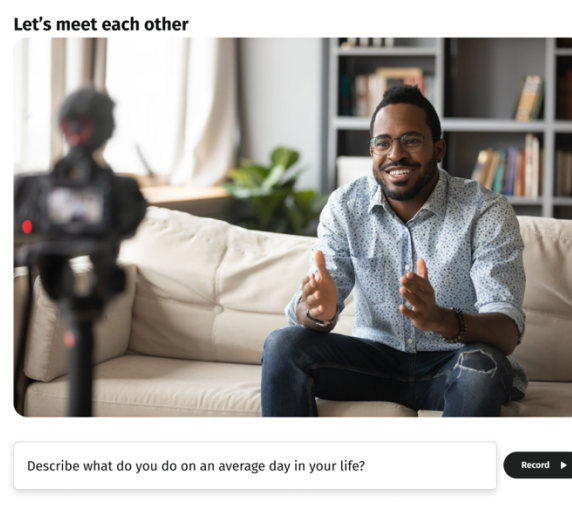
a. Platform
i. User Interface

Our platform offers a user-friendly experience designed to help elderly people and students connect in meaningful ways.

For **elderly users**, the interface is kept simple. The signup process is as easy as participating in a video interview. They answer questions about themselves, their likes, dislikes, and hobbies. Our smart system then uses this information to create their user profile. We designed this platform to overcome the connectivity barriers that often stop elderly people from engaging with technology; instead, through language-models we are able to offer a realistic and seamless experience, that will feel like having a real conversation.

Image IV – Prototype: Elderly Starting Page

For **students**, the interface is more detailed but still easy to navigate. They can create their profiles through an interview or by answering a list of questions. The platform is flexible and lets students change their preferences whenever they want.

Image V – Prototype: Student Starting Page
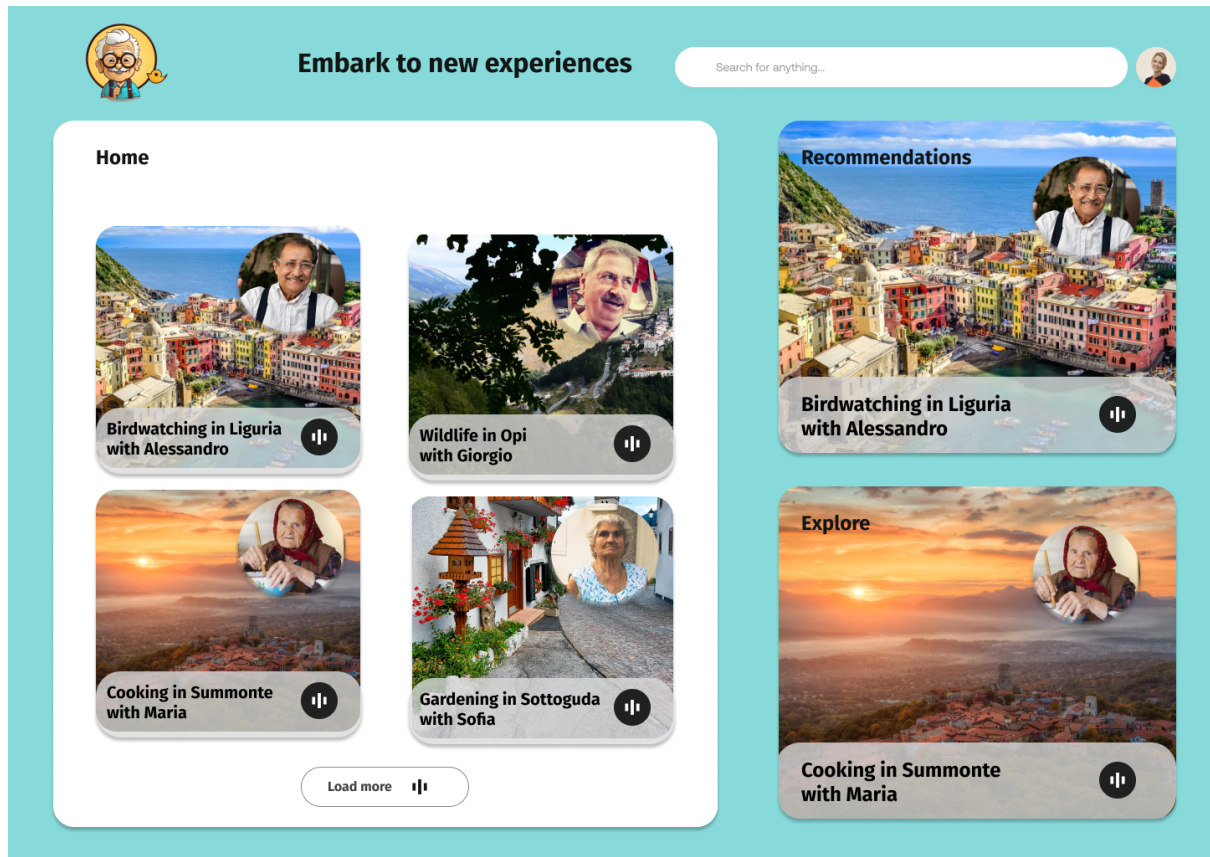
Our platform is divided into three main areas for students: search, recommendations, and explore.

- The 'Search' area helps them find experiences based on their interests or nearby locations.
- The 'Recommendations' section suggests potential matches with elderly users, helping them build long-lasting friendships.
- The 'Explore' section is for those who are curious and want to try different experiences.

In essence, our platform takes the complexity out of connecting two generations. It's easy to use, intelligent, and dedicated to fostering meaningful relationships.

ii. Technology

At the heart of our platform is a sophisticated AI matching algorithm. It uses data from user profiles to determine compatibility based on factors like shared interests, desired level of activity, and hosting preferences. The algorithm is designed to optimize the potential for long-lasting friendships.

The technology stack for the platform includes a front-end developed with React for a responsive UI, and a back-end built with Node.js. We're using machine learning libraries like TensorFlow and PyTorch for the matching algorithm.

The core of our app is our recommender system that uses state-of-the-art APIs to analyze the unique summary of each user's interests and experiences and extract valuable summaries and generate intelligent user matches.

To implement it, we provide two distinct interfaces to handle the differences in technological capabilities between our two target segments.

For elderly people, we aim for maximum levels of simplicity and human-like experience. The signup process is being carried through a pre-recorded video interview, where the user is being asked several questions regarding their interests, past experiences, and way of living. Their answers are being recorded, converted to natural language, processed, and analyzed to extract possible topics that may be of interest to the other side of the platform.

The components of this module and the key service providers are listed below:

- Speech-to-text: Google Speech-to-Text API - converts the sound from the video footage of the interviews to ready to analyze text.
- NLP - Topic extraction: OpenAI GPT API - analyzes the answers of each user to extract a set of topics of interest for the individual.

The student facing interface leverages the better technological capabilities of the students to provide a more detailed interface. During their sign-up process they have the option to either get interviewed or answer questions using free-text or predefined options. Their

answers create a profile for our recommender system, which they can change anytime based on the changes in their preferences.

Once they are set up, they will have the possibility to search, explore or be recommended activities and profiles. Our recommendation engines are optimized to create matches between profiles that have the highest probability of developing into long-lasting relationships and hopefully real friendship.

b. In-site events

Once students and elders have been matched, they will be assigned one weekend and added to a group chat where they will get to know the fellow participants of the weekend retreat. Our pilot with be held in the city of Camogli, in the province of Genova. With 5,400 people (1,600 above the age of 65) and beautiful coastline, it is also particularly well-connected, with direct trains running from Milan and Pavia. To find the students who will participate in the first pilot, we will approach the student communities of those two cities, in particular Bocconi University, Polytechnic of Milan, Catholic University of Milan, State University of Milan, University of Milan-Bicocca, and University of Pavia – together, those universities have over 210,000 students. Once we manage to find a decent-sized batch (between 10 to 20 students and elders), we will organize a trip and plan activities for the weekend.

Over the course of two days, the participants shall be engaged with local culture and, weather permitting, wildlife. We will plan elderly-friendly hikes, shared classes of gardening and pottery, and joint cooking and dining. Besides the intergenerational connection, this will be also an opportunity for students to meet peers from theirs and other universities, and for the elders to rekindle with their fellow townspeople. Furthermore, we will organize storytelling sessions, backed by research on long-lasting friendships, in order to allow both sides to share part of their lives and develop meaningful connections. After just two days, we expect all participants will come out of the experience having a much more enriched view of the other generation and perhaps even of themselves. Moreover, the project will be also beneficial to the town of Camogli itself, as the visitors can talk about their experience there and hopefully incentivize more off-season tourists to come.

D) Demand

    a. Goals and Benefits

Our primary objective is to mitigate the feelings of isolation experienced by elderly individuals in rural Liguria by simultaneously offering an enriching cultural and interpersonal experience for students. We aim to weave the threads of intergenerational bonds, facilitate cultural dialogue, and breathe life back into these rural towns.

The advantages we seek to confer are multiple and can be enumerated as follows:

    i)   For the Elderly:
- Get some novelty and reprieve from the winter monotony;
- Enjoy companionship with someone who displays genuine interest in their life's accomplishments and passions;
- Get to recount their life experiences and memories, effectively passing on their wisdom to the next generation;
- Forge a connection with younger generations, better understanding their values and potentially being better equipped to bridge gaps with their own family members;
- Achieve digital literacy that can be used to further communicate with other loved ones;
- Reestablish the sense of belonging within society, as they will feel culture and heritage being valued and respected.

    ii)   For Students:
- Get access to insights and mentorship from experienced people in shared interests and in life more broadly;
- Be immersed into authentic Italian culture, within one of the globe's most picturesque regions;
- Get a refreshing escape from academic monotony;
- Cultivate friendships, both with the elderly and with their fellow students participating in the program;
- Renew their sense of societal participation through aiding others, and reconnecting with their cultural roots.

b. Research

To better evaluate the potential demand for our initiative, we developed and distributed a survey, both to students and elderly people based in Italy. Our findings were very encouraging.

Elderly respondents were shown to be keen to host students, sharing their culture and lifestyle. They see this as a chance to impart their wisdom and benefit from younger perspectives. Most of them (84%) also showed openness to maintaining the relationships beyond the initial meeting.

Meanwhile, students showed a significant interest in immersive cultural experiences with local hosts, believing it would enrich their understanding and learning. They too expressed a willingness to maintain relationships beyond the hosting period. To achieve that, the most important elements were thought to be shared interests (87%), compatible personalities and live experiences (84%) and hospitality (78%). Crucially, students demonstrated readiness to contribute financially, with most willing to pay between €30 and €50 for a day and €50 and €100 for a weekend, indicating a recognition of the experience's value and a commitment to its sustainability.

Overall, the data reveals mutual enthusiasm and openness for this intergenerational exchange, highlighting the viability and potential of our project.

c. Impact Estimate

The potential for impact at the initial stage of our project in Liguria is significant given the population demographics. Let's start by examining the potential beneficiaries in more detail.

Elderly Population

According to data, Liguria is home to approximately 436,000 individuals aged 65 or older. Given that our pilot project is localized to small towns, where around 150,000 of these elderly individuals reside, this forms the potential beneficiary group on the elderly side.

Now, as a prudent measure, let's consider that during our initial phase, we may be able to reach and engage only about 5% of this population, due to a combination of factors such

as interest level, health, and willingness to engage with new technologies. This leaves us with a target beneficiary group of around 7,500 elderly individuals for our initial phase.

Student Population:

On the student side, while we don't have exact figures for the student population in Liguria, let's consider the student communities in nearby urban centers of Florence, Turin, and Milan. As an example, the universities in Milan and Pavia alone have over 210,000 students.

Assuming we could initially reach out to just 5% of this pool, given various factors such as availability, interest, and willingness to participate in the program, we would have a target beneficiary group of around 10,500 students.

Potential Impact:

Therefore, during our initial stage, the potential impact of our program could directly reach approximately 18,000 individuals, fostering intergenerational connections, cultural exchange, and community revitalization in Liguria. Additionally, the indirect impact could be much larger, as these connections could ripple out to benefit families, friends, and the wider community in myriad ways.

The biggest bottleneck we face, in fact, is time. There are only about 20 to 30 weekends between the summer seasons, and because of our initially limited resources and desire to make sure the first experiences run as smoothly as possible, we intend to focus on only one town per weekend. If we manage to get every weekend a batch of 20 students and 20 hosts, that means our direct impact in the first year would be restricted to between 800 and 1200 individuals. Indirectly, however, we expect to impact the chosen towns in meaningful ways, adding vitality and allowing them to attract other tourists through world-of-mouth. Once the first experiences prove successful, we might expand and start training more people to develop the program and be able to tackle multiple locations at once, eventually also expanding to other regions.

d. Stakeholders Analysis

To further evaluate our prospects, we analyzed the different groups of stakeholders affected by GenerAzioni and their interests, influence and expectations. Those are:

- Elderly participants
- Student participants
- Local government and authorities
- Universities
- Sponsors and Investors
- Local businesses
- Families of the elderly & students

Stakeholder	Interest/Concerns	Influence	Expectations
Elderly Participants	High interest in social engagement, sharing experiences, learning. Concerns regarding safety, privacy, ease of technology use.	High	Meaningful connections with younger generation, reduce loneliness.
Student Participants	High interest in cultural learning, forming new relationships, escape from academic routine. Concerns regarding cost, safety, time commitment.	High	Enriching and authentic cultural experience, personal and academic growth.
Local Government & Municipalities	Interest in revitalizing local community and economy.	Medium-High	Successful implementation of the program, increased local activity.
Universities	Interest in meaningful societal engagement for students.	Medium	Encourage student participation, showcase university involvement in societal projects.
Sponsors/Investors	Interested in the project's financial sustainability, social impact, and potential for growth. Concerns about profitability, market acceptance, and scalability.	Medium	Substantial social impact, good return on investment.

Local Businesses	Interest in increased visitation and local spending.	Low	Indirect benefits through increased local tourism and spending.
Families of the Elderly & Students	Interest in the wellbeing and happiness of their family members participating in the program.	Low	Positive experiences for their family members, safety, communication.

E) SWOT Analysis

The next step is looking at Strengths, Weaknesses, Opportunities and Threats (SWOT).

	Positive	Negative
Internal	**Strengths** *Cultural Immersion* The project offers a unique opportunity for students to learn from experienced locals, offering a level of cultural immersion that is difficult to replicate. *Technology Integration* Utilizing an online platform can help to bridge the gap between generations, fostering understanding and collaboration. *Shared Purpose* Both elderly residents and students are expected to benefit mutually, contributing to the overall positive impact and sustainability of the project.	**Weaknesses** *Tech Literacy* The elderly population might face challenges in adopting and using the technology, which could limit participation. *Resource Requirements* The project requires significant resources for coordination, technology development, and maintenance. *Safety Concerns* Platforms that connect people are always at risk of attracting ill-intentioned actors who may have bad intentions.
External	**Opportunities** *Government Support* As the project aims to revitalize rural areas and enhance intergenerational connections, it might attract local government support and funding. *Online Social Networks*	**Threats** *Data Privacy* Ensuring the security and privacy of personal information can be a significant challenge. *Dependence on Volunteerism*

	We can leverage existing social media channels to promote and encourage groups to take part in activities, by producing content and allowing users to link their profiles (TikTok, Instagram, LinkedIn etc.)	The project relies heavily on the willingness of students to volunteer their time, which could be unpredictable.
	Community Engagement	*Economic Instability*
	The project could inspire other communities to adopt similar models, spreading the impact more widely.	Economic downturns or budget cuts could affect the project's funding and sustainability.

F) Challenges and Solutions

The SWOT analysis allowed us to identify the main challenges that our project will face. With that in mind, we ranked them and came up with potential solutions. Naturally, as the project moves into an implementation phase, we will be able to test and iterate on these actions, as well as come across and hopefully overcome other, yet unidentified barriers.

Challenge	Severity	Proposed Solution	Ease of Solution
Safety Concerns	High	Implement thorough background checks for all participants and develop a robust user-reporting and response system within the platform.	Medium (requires cooperation with law enforcement, legal consultation, and additional development resources)
Technological Gap	Medium	Provide comprehensive and easy-to-understand training for elderly residents and leveraging AI technology to make every interface as user-friendly as possible.	Medium (requires time and technical capabilities)
Sustainability & Financial Support	Medium	Deepening market research with participating students to reach sustainable prices, diversify funding sources, such as by seeking sponsorship from local businesses, grants and donations.	Medium (requires time, effort, and financial strategy)

Logistics & Transportation	Medium	Partner with local transportation providers to facilitate travel.	Medium (depending on the local infrastructure and resources available)
Continuity & Long-Term Engagement	Medium	Implement an incentive program to encourage continued participation, like certificates, badges, or follow-up events.	Easy (could be easily integrated into the platform and project's structure)
Data Privacy	Medium	Ensure robust data protection measures are in place, and conduct regular audits for data security. Make sure the platform is compliant with all relevant data protection regulations.	Medium (requires ongoing vigilance, possible legal consultation, and potentially substantial technology infrastructure investment)

5. Implementation

A) Go-To-Market Model

Our go-to-market strategy will consist of a phased rollout, beginning with a limited pilot in select locations in Liguria, followed by a broader regional rollout and eventual expansion into other regions.

In the pilot phase, we'll concentrate on identifying hosts and students in a small number of communities and facilitating their interactions through the platform. We'll also use this phase to gather feedback and make necessary adjustments to our platform and processes. Our marketing will be grassroots, relying on local networks, schools, and organizations to spread the word. In general, we will focus on four main channels:

Attracting Students

Academic Partnerships

Establish alliances with universities and student associations to access a large pool of potential users and integrate with the academic community, especially in the previously mentioned institutions from Milan and Pavia.

Social Media Campaigns

Launch targeted campaigns on popular platforms such as Instagram and TikTok, highlighting the unique experiences and value GenerAzioni provides.

Engaging the Elderly

Collaboration with Local Authorities

Work closely with local authorities in aging towns across Liguria. Their endorsement and support can effectively reach elderly residents and encourage their participation.

Local Events and Workshops

Organize events and informational sessions in collaboration with local authorities or community leaders to directly engage with the elderly, answer their queries, and alleviate any concerns.

In the broader rollout phase, we'll leverage the success stories and lessons learned from our pilot to expand our presence regionally. We will collaborate with universities, local government, and community organizations to increase our reach. Additionally, we'll employ digital marketing strategies to increase awareness of our program and attract more students, hosts, and volunteers.

B) Financial Feasibility

GenerAzioni's implementation comes with operational and development costs. Our goal is to maintain cost efficiency while offering a high-quality experience for all users. The primary costs will now be accessing APIs, hosting the platform, marketing, and administrative and logistics costs of organizing the in-site retreats.

Costs

1. Platform Development:

Since we have the internal capability to develop our platform, we anticipate costs related to accessing APIs and hosting. We estimate this will cost approximately €10,000 annually.

2. Marketing:

We've broken down our marketing costs for the first year as follows:

- University Partnerships and Collaborations: €2,000

- Local Authorities and Community Leaders Collaborations: €3,000

- Digital Marketing (Social Media, SEO, Content): €2,000

- Events and Promotions: €3,000

This totals to approximately €10,000 for the first year.

3. Administrative Costs:

Day-to-day operations, personnel, legal expenses, and miscellaneous costs will include:

- Staff Costs (Admin, IT Support): €6,000

- Legal and Licensing: €3,000

- Office Costs (Rent, Utilities): €3,000

- Miscellaneous Expenses: €3,000

This totals to approximately €15,000 annually.

4. Logistical Expenses

To offer a seamless experience to the participants, we will cover all the transportation and food expenses. We estimate this to be approximately €40 per student per visit, and $10 per elderly (only food costs), totaling €25,000 for the year given our estimated 500 students and 500 elderly participants over the first year.

Revenue Streams

1. Student participation fees

The main revenue source for GenerAzioni is the contribution from students. As per our surveys, most students are willing to contribute between €50 and €100 for a weekend. Assuming 500 students in the first year paying an average of €80 per visit and each making one visit in the year, we anticipate a revenue of €40,000.

2. Donations and Grants

To keep our initiative financially afloat, we intend to raise at least €20,000 in grants from charity institutions and local authorities.

Financial Planning

To summarize our analyses, the table below presents our expected costs and revenue for the first year of activities, assuming 500 students participating over the course of 20 to 30 weekends. As we gain scale, we shall be able to reduce administrative and marketing costs per student and achieve sustainable profitability.

Costs/Revenue	Amount (€)
API Access and Hosting	10,000
University Partnerships and Collaborations	2,000
Local Authorities and Community Leaders Collaborations	3,000
Digital Marketing	2,000
Events and Promotions	3,000
Staff Costs	6,000
Legal and Licensing	3,000
Office Costs	3,000
Miscellaneous Expenses	3,000
Logistical Expenses	25,000
Total Costs	60,000
Revenue	Amount (€)
Student Contributions	40,000
Donations, Grants and Sponsorships	20,000
Total Revenue	60,000
Net Revenue	-

C) Legal and Institutional Framework

The project will operate within the legal and institutional frameworks applicable to non-profit organizations in Italy. This involves complying with rules regarding data protection, health and safety, volunteering, and intergenerational programs.

We will need to establish partnerships with universities, which will require negotiating agreements to facilitate student participation. Those partnerships will also be important in gaining the trust of participants, ensuring their safety during the events. Agreements with local municipalities will also be necessary, particularly concerning health and safety considerations and the use of local resources and facilities.

D) Scaling

Once the pilot phase has demonstrated success, and we have a robust model in place, we'll begin scaling the program regionally and eventually nationally. Scaling will involve expanding our partnerships with universities and municipalities, refining our digital platform, and increasing our staffing to handle the increased administrative load.

We anticipate the demand for the program will increase as we demonstrate success, which will help in attracting additional funding and resources necessary for scaling. The scalability of the project is one of its most appealing aspects – once the platform and processes are in place, they can be replicated in other regions with relatively little additional investment. Furthermore, the diffusion of results and testimonies through social media might even facilitate scaling and inspire volunteers from other regions to join the project and lead local chapters.

E) Timeline

Here is a rough timeline for the project:

Year	Activities	Impacted People (#)
1	*Pilot* Develop platform, form partnerships, secure initial funding. Launch pilot in selected towns, gather feedback, refine processes	1,000
2	*Broader Rollout* Expand program throughout Liguria, optimize processes, and secure additional funding for scaling.	2,500
3	*Regional Expansion* Begin expansion to other regions, continue refining processes based on lessons learned	5,000
4	*National Rollout* Expand program nationally, continue funding efforts, and further optimize processes for large-scale operation.	10,000
5	*International Expansion* Set up pilots in other countries with similar characteristics, such as Spain, France and Portugal. Establish an international community of volunteers.	15,000

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