



INSUPERABILI SHOP, ERAGON (ITALY)

1.1. TITLE OF THE CASE STUDY:

Insuperabili Shop, Ergon

1.2. ONE LINER ON WHAT THE CASE STUDY IS ABOUT:

Insuperabili Shop is an inclusive shop with the aim of supporting Insuperabili soccer schools for boys and girls with disabilities by purchasing their products. The theme of the products is sport in general, above all soccer.

1.3. CLASSIFICATION:

PHASES	X	IDEATION
	X	DESIGN
	X	MARKETING
	X	AFTER SALES SUPPORT
	X	COLLABORATION & NETWORKING
TYPE OF ORGANISATION		BUSINESS
	X	NGO
		OTHER
TYPE OF SPECIAL NEEDS	X	SENSORIAL DISABILITIES AND/OR BARRIERS



	X	INTELLECTUAL DISABILITIES/barriers
	X	PHYSICAL DISABILITIES/barriers
		OTHER BARRIERS
TYPE OF SPORTS/LEISURE	X	SUMMER SPORTS/LEISURE
	X	WINTER SPORTS/LEISURE
	X	ALL YEAR AROUND SPORTS/LEISURE
		MOUNTAIN
		BEACH/WATER-RELATED ACTIVITIES
		OTHER
TYPE OF SERVICE, PRODUCT, ACTIVITY		SPORTS
		ACTIVE LEISURE
	X	BOTH
TYPE OF ACTIVITY		INDIVIDUAL
		GROUP
	X	BOTH



1.4. CASE STUDY DESCRIPTION:

Insuperabili Onlus and Reset Academy, together with a team of Testimonials led by Giorgio Chiellini, one of the most important Italian players of soccer, promote the Insuperabili Reset Academy Football Schools. It aims at children with cognitive, relational, affective-emotional, behavioural, physical, motor and sensory disabilities. The Project was born in Turin in September 2012, taking inspiration from the English model Football For Disabled.

Insuperabili Shop is based mostly in Turin, but it is also possible to buy their products on the website: it offers shipping throughout Italy.

The shop offers clothes, accessories and also food. In teamwork there are also PWD who work with people who give them help in order to improve their skills such as dealing with colleagues and clients, organisation, patience, leadership, communication, confidence... and also financial and entrepreneurial skills.

Through soccer, the Project aims to ensure the growth and integration of children with disabilities within society. Identifying in this sport a tool for socialisation and integration that with fun and training can bring improvements to the level of psycho-physical health, personal satisfaction and more generally to the quality of life of the individual athlete.

In line with what is expressed in the "UN Convention on the Rights of Persons with Disabilities (2007)" Insuperabili Reset Academy has in its core business the goal of "making Amateurs live experiences like Professionals," through a philosophy that is based on the desire to get involved and improve day after day, following the ethical principles of loyalty, sportsmanship and fairness; thus transmitting passion and excitement to its athletes and those around them.

The motto of the team is "The practice of physical education and sports is a fundamental right for all. Every human being has the fundamental right to access physical education and sports, which are indispensable for the development of his or her personality", which is from Art. 1, International Charter for Education and Sport, UNESCO 22/11/1979.

Nowadays the only physical Insuperabili Shops are in Turin, Ivrea and Grugliasco (cities in Piedmont, one of the northern regions in Italy) but the idea is to create other shops all around Italy. For this reason they think that contact with their customers is very important: you can contact them through Whatsapp, Instagram, YouTube, Facebook, Twitter, email... and of course you can use the website.



1.5. RESOURCES:

One of the steps to be more popular and to spread the ideas of Insuperabili Shop is to create connections all around Italy. For this reason, it is important to have different tools to be in touch.

Website: <https://shop.insuperabili.eu/>

Social media:

- Facebook: Insuperabili <https://www.facebook.com/InsuperabiliOnlus>
- Instagram: Insuperabili <https://www.instagram.com/insuperabili/>
- Twitter: Insuperabili https://twitter.com/insuperabili_it



INSUPERABILI-Pic1: source Instagram



INSUPERABILI-Pic2: source Facebook



INSUPERABILI-Pic3: source Facebook

