



PAIDEIA CENTER, ERGON (ITALY)

1.1. TITLE OF THE CASE STUDY:

Paideia Center at Fondazione Paideia, Turin (Italy).

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

The Paideia Center is a space that offers sports activities, classes and workshops designed for children, adults with disabilities and parents.

1.3. CLASSIFICATION:

PHASES	X	IDEATION
	X	DESIGN
	X	MARKETING
		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
		WINTER SPORTS/LEISURE
		ALL YEAR AROUND SPORTS/LEISURE
		MOUNTAIN
	x	BEACH/WATER-RELATED ACTIVITIES
		OTHER
TYPE OF SERVICE, PRODUCT, ACTIVITY	x	SPORTS
	x	ACTIVE LEISURE
		BOTH
TYPE OF ACTIVITY		INDIVIDUAL
		GROUP
	x	BOTH



1.4. CASE STUDY DESCRIPTION:

The Paideia Foundation, established in 1993 by the Giubergia and Argentero families of Turin, offers concrete help to children with disabilities and their families. The Foundation is actively and financially supported by the Ersel Group and numerous private individuals who are sensitive to the initiatives promoted by the Foundation. The aim of the Foundation is to spread a culture of childhood and participate in building a more inclusive and responsible society.

The Paideia Foundation is composed of:

- Paideia Center
- Paideia Social Farm
- Paideia Bottega (Shop)

The Paideia Center has been open in Turin since 2018, offering rehabilitation activities, sports and classes for adults and children. The Paideia Center is inspired by the style and organizational processes of FCC (Family Centered Care) centers, which originated in Canada and later developed in different geographical areas. It programs aquatics activities and swimming school aimed at all children and a series of courses dedicated to adults, with and without disabilities. The center promotes the implementation of inclusive activities and the popularization of Paralympic sports, so that sports can be an opportunity for everyone to grow. The sports activities offered to adults are:

- Aquagym
- Aquafluid
- Water gymnastics
- Aquatriathlon
- Postural fitness in water
- Pilates

For children there are these courses:

- Aquatics
- Swimming School
- Individual paralympic swimming lessons
- Family swimming pool



- Dance workshop
- Paralympic sports dance
- Paralympic boccia
- Special Olympics YAP
- Multisport
- MATP Special Olympics
- Mini Basketball

In recent years, it has also been possible to activate a school-to-work alternation project for a 17-year-old boy with Down syndrome who attends the third grade of the humanities high school. The student is also an experienced swimmer and rower who started swimming in the Paideia pool and competing. This experience can provide him with excellent soft skills in his life journey.

The Center also organizes the "Paideia Trophy" event, a day of competitions dedicated to sports for all. In the second edition, the 25-meter freestyle swimming competition for athletes with disabilities was held, involving 21 sports clubs from Piedmont, some of them at their first experience of Paralympic swimming competitions.

Also on the marketing side, the Social Farm and the Bottega (Shop) have been established over the years.

In 2019, the **Paideia Social Farm** was opened, which aims to accommodate for a weekend or week of relaxation with special attention to families with children with disabilities. It offers workshops, activities and events also in collaboration with schools. In addition, products are also sold on dedicated online platforms, in physical stores, markets and buying groups.

Finally, there is the **Bottega Paideia**. It is a store that sells gift ideas, design and household items, quality food products and children's toys. In addition, it has recently activated its dedicated e-commerce.

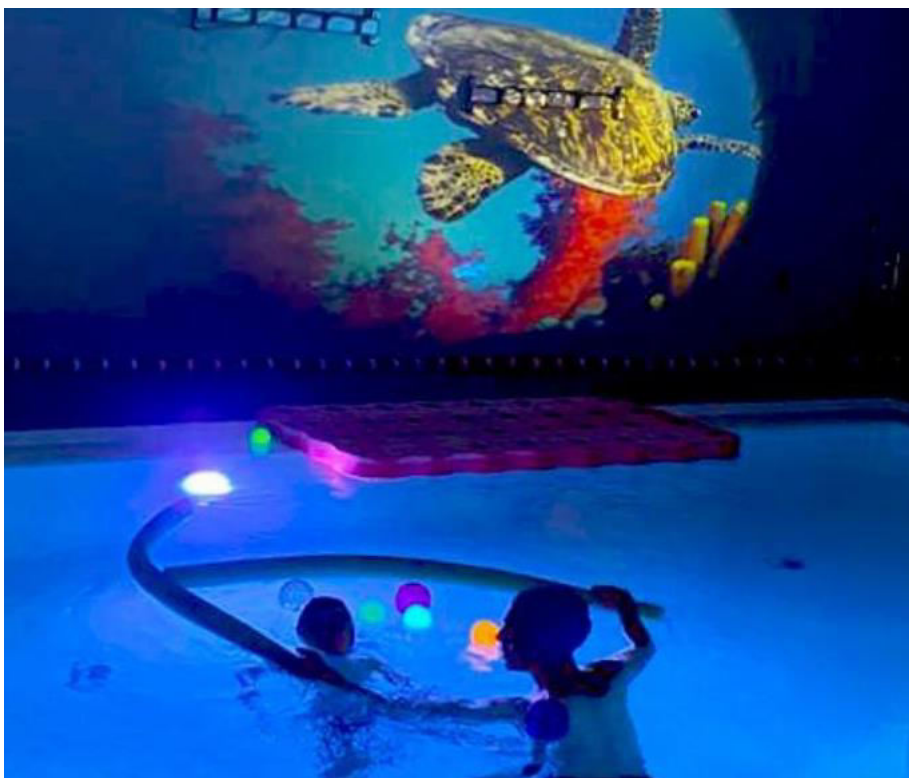
1.5. RESOURCES:

Social Media Channel:

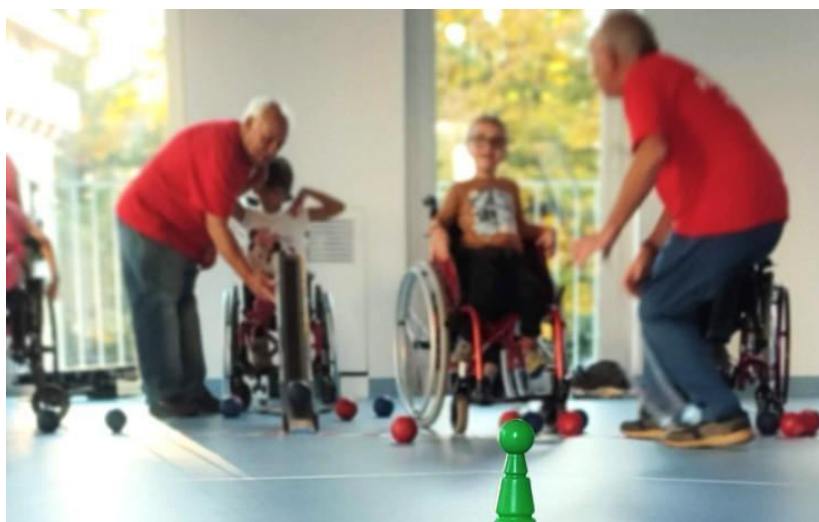
- Paideia Center: <https://centropaideia.org/> ,
Facebook: <https://www.facebook.com/centropaideia>



- Paideia Foundation: <https://fondazionepaideia.it/> ,
Facebook: <https://www.facebook.com/fondazionepaideia>
- Paideia Social Farm: <https://www.fattoriasocialepaideia.it/> ,
Facebook: <https://www.facebook.com/fattoriasocialepaideia>
- Bottega Paideia: <https://bottegapaideia.it/> ,
Facebook: <https://www.facebook.com/bottegapaideia>



Source: Paideia Center, Facebook





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