

Look around Promoting inclusion through social economy

Relationship number: RLT250703

Period of Exchange: From July– to December (4months)

Brief introduction (max. 1000 characters):

Who are the participants, how did they discover EYE, why did they decide to participate, what were the expected benefits...

Francesca and Carlotta share a strong commitment to developing inclusive and socially accessible artistic spaces, ateliers, and laboratories. Their common interest is rooted in the use of art as a tool for engagement and social inclusion, rather than as an elitist practice.

The Erasmus for Young Entrepreneurs programme was suggested by a friend, and identified as a valuable opportunity to strengthen and exchange entrepreneurial skills with art and inclusive education practices. Both HE and NE, expected to develop a small-scale production of upcycled products and recycled artworks with a social economic impact.

The collaboration with the HE began in Casa Kuna, a social economy and sustainable tourism project in Granada that combines second-hand sales, upcycled production, and inclusive employment.

Carlotta has always dreamed to work in this field, and she wanted to deepen her knowledge of project design, fundraising, and financial sustainability in order to ensure continuity for non-elitist cultural initiatives especially for women. Both HE and NE, wanted to take inspiration from each other ideas in order to write new creative projects and learn together how to support future artistic and social projects.



Activities undertaken (max. 1000 characters):

Examples, description of the relationship between the two entrepreneurs...

During the exchange period at Casa Kuna, the collaboration developed as a shared process between HE and NE, grounded in dialogue and mutual exchange. HE guided the management of cultural and social activities, involving NE in coordinating funded projects and drafting proposals for educational and artistic initiatives. The work unfolded as a continuous interaction between strategic vision and creative contribution.

Together, they developed ideas for the shop layout, product communication both in-store and online, exhibitions, and the design of new objects, with HE providing structured guidance and the NE contributing experimentation and creative proposals.

Look around

Promoting inclusion through social economy

The collaboration also extended to working with a collective of women through mediation circles and practical workshops based on shared creative processes, including sewing and engraving techniques. In this context, the exchange of knowledge on artistic product design and textile selection was combined with learning innovative practices of creatively reusing fabrics and discarded garments.

The journey culminated in the co-creation of a project aimed at funding women's creative initiatives and promoting inclusion through art and sustainable production, conceived for submission to a public funding call.

Benefits achieved (max. 1000 characters):

Future prospects of cooperation, skills developed, contacts made...

Thanks to the project, a new network was created between the HE personal project and Casa Kuna, strengthening connections on both a local and international level. Through this collaboration, partnerships were established with two new Italian associations for future initiatives, alongside connections with four additional local associations. This network enabled the development of educational and inclusive activities, including further work on the project they co-drafted, intended for submission to a public funding call, with the shared aim of reinforcing both Casa Kuna's work with women and the HE professional experience.

The exchange generated mutual growth: one side developed strong skills in building professional relationships and organising collaborative events, while Francesca benefited from new creative ideas and methods that she can replicate in future activities. As part of the renewed cultural programme, Casa Kuna hosted nine new workshops and produced two podcast episodes highlighting the history of the sewing and artistic workshop, the shop's activities, and its eco-solidarity mission.

The collaboration also resulted in a product exhibition that increased customer visits and product visibility, while enabling six women to publicly recognise and showcase their work through products that were exhibited, sold, and purchased, fostering participation, creativity, and woman empowerment.

New Entrepreneur:

Name & surname: Carlotta Saginario

Country: Italy

Age: 29

Status: Would-be entrepreneur/Start-up

Sector: Circular economy and art education

Name of business: CARA

Website:--

Host Entrepreneur:

Name & surname: Francesca Masetti

Country: Spain

Age: 30

Experience (years): 4

Sector: social economy

Name of business: Casa Kuna

Website: <https://casakuna.org/>

Look around Promoting inclusion through social economy

Quotation regarding the experience:

HE (max. 300 characters):

“____”**Francesca, Host Entrepreneur**

“Accompanying a young entrepreneur in his process meant holding questions rather than fixed answers: what does it mean to embark on entrepreneurship from vulnerable contexts, and which success models do we repeat? How can we create initiatives rooted in care and territories ? Entrepreneurship ceased to be an individual race and became a collective process...”

NE (max. 300 characters):

“____”**Carlotta, New Entrepreneur**

“Thanks to this programme, I feel I have learned a great deal. It gave me the confidence I lacked and the belief that I can fully commit to my entrepreneurial idea. It showed me that projects can be built from scratch and can create both economic and social impact.”

For further information about the exchange:

- NIO/HIO, ____, ____: ____
- HIO/NIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

For information on the programme and details on how to enroll visit:

www.erasmus-entrepreneurs.eu