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Being a vivid part of
society: Social solidarity
and sustainability


REVERSE
Italy

In partnership with:

With financial support
from the EU



Introduction:

<p style="text-align: center;">Reverse Impresa sociale</p> <p>Sede legale in Via Giolfino 4 37133 – Verona – Italy</p> <p>Email: info@reverselab.it</p> <p>http://www.reverselab.it/</p>	
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Company's Description:

Born in 2010, Reverse evolved in 2013 from cultural association to a business project keeping a strong connection with the original philosophy and giving it a practical sense, creating unique and customized design solutions, built through low environmental impact techniques & using recycled materials. It is a very time intensive and artisan approach, involving a lot of manual work.

Reverse intercepts part of the production waste material of local companies, in order to give a new perspective to these goods, ready to be disposed. Reverse starts from products that are not used any longer; there's a lot of thinking about a circular dimension of reuse: waste material becomes the beginning of the production chain. It also produces accessories, furniture elements, common tools and temporary exhibitions. It gives the starting raw material a much higher value, working in strong connection with the local actors, creating something which is close to art and handcraft. None the less Reverse is a young (average age of 31 years old) maker enterprise with three partners with different backgrounds who can cover all of the areas: management, design and production are internally handed.

Sub-sectors affected:

X Furniture (2nd Transformation)

Implementation Process:

Reverse aims to combine the company's profitability with the effectiveness of social benefits so to make a positive impact on the community. For this reason, they try to involve territory stakeholders, such as municipalities, enterprises, schools and the local University.

Initiated practices:

In order to spread and promote sustainability in its widest sense, Reverse organizes workshops for children and adults to stimulate a critical approach on consumption, to increase the ability to judge a product for its fabric and production quality.

Reverse is managing also a co-working space in Verona called "Canarin" where over 10 different projects are working daily, sharing common interests such as the environmental respect, the sustainability and creativity: a place for experimentation in doing that stimulates collaboration. Here Reverse has its own laboratory to follow all phases of the process, from recovering the waste material, to the thinking, design and its building of a new products,

Results:

Through its work, Reverse tries to implement a relational economic model, with the goal to create a shared value, to increase the well-being of the area and the community.

Recommendations:

Reverse organizes and coordinates workshops open also to non-expert, so that everyone can recycle and re-use waste products and become fan of recycling. In this way and in few hours all participants can make lamps, chairs and other objects. Miss Federica Collato, co-founder of Reverse, believes that Reverse's project pivots on the person and her/his capacity of choose how to live, to eat, and to use tools and products. We believe that the quality of life can substantially increase if we take care about our daily routine.

Conclusions:

The company has a large scale involvement of local community by organizing workshops for children and adults, involving all the territory stakeholders and with unique and customized design solutions, built through low environmental impact techniques & using recycled materials

Keywords:

- X Cascade use of wood
- X Recycling