

**"For those who have left
the place where they grew
up, each new one becomes
a new home, each person a
story, a page, in your book
that's the life"**



CIAO

Maccaroni Team
Elizaveta Bakradze
Alice Bosso
Xinyu Luo
Marco Tintori
Dario Biagio Torrisi

Teachers
Auricchio Valentina
Broadbent Stefana
Corubolo Marta
Di Liberto Fabio
Suppanen Ilkka

Tutors
Monna Vanessa
Bharambe Sayali
Pereira Gabriele
Morgan

Innovation Studio
MSc in PSSD
School of Design
Politecnico di Milano
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CIAO

Article 26 of the Universal Declaration of Human Rights

states that everyone has a right to education and that “**Educa-tion shall be directed to the full development of the hu-man personality and to the strengthening of respect for human rights and fundamen-tal freedoms. It shall promote understanding, tolerance and friendship among nations, ra-cial or religious groups, and shall further the activities of the United Nations for the maintenance of peace**”.



The Earth keeps spinning,
the people on it.

We were born to run, we grew
up to shift, we have a world to
know, a future to face.

For those who have left the
place where they grew up,
each new one becomes a new
home, each person a story, a
page, in your book that's the
life.

Every journey has an end,
because only in this way,
another one can be made.

Because we have
the opportunity to change,
the right to restart.

MANIFESTO

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**No one leaves home,
unless home is the
mouth of a shark.**

- Warsan Shire

The aim of this project

EDUCATION
FOR UN-
CERTAIN
TIMES * 2037

We are in 2037. Every year the effects of mankind's behaviour on Earth are more and more evident.

Natural disasters are gradually becoming the order of the day in different parts of the world, and there is nothing that can be done when Mother Nature decrees what must happen. Humanity is increasingly forced to find a place that is not only peaceful but where it can survive. Large populations, entire countries are increasingly forced to migrate to one where you can get better or hopefully you can find refreshment. Each day may be the last and the only thing that matters is often how I can survive rather than live.

In a world where you are afraid of the next day, it often becomes difficult to imagine a future, but it is precisely for this reason that never before has humanity been able to find solutions that can improve even just a little the critical conditions under which we have arrived.

Education is the best way to look and plan towards a better future, to find together the solutions that will allow us to continue not only to survive, but to live better, in a world that is interested in what is to happen and tries to erase the past mistakes. Education does not end when adolescence is over but continues and must become for everyone a reason for personal and social growth, because only by collaborating will we be able to truly change the present and therefore have a better future.

In this specific case, CIAO project aims to advocate a different perspective on what Education means.

Working on migration and refugee contemporary dramatic issue, we pointed a light on the Lampedusa island and its hotspot (different from a simple refugee camp since it is one of the biggest sorting point for these people), it is literally "the door to Europe". **We specifically decided to investigate the needs of refugees**, working on a more empathetic and pragmatic way to help them, educating them through giving them access to their rights and useful contacts for psychological and health assistance. Knowledge is power, freedom is a right, **CIAO is our welcome.**

Starting point

Climate perspectives

Climate change is transforming our planet and living conditions, resulting in three consequences:

- 1) the increase in the frequency and intensity of extreme climatic phenomena;
- 2) the transformation of precipitation regimes;
- 3) the melting of glaciers and polar caps.

Forced displacement

It is conceivable that an increase in the average temperature of 2 °C, or even 4 °C, corresponds to an increase both in the need to emigrate of the people who live in the most affected areas and in the number of those blocked without the possibility of moving.

Migration

Environmental crises and migrations are both, in this historical era, issues of great importance in a paradoxical relationship between them.

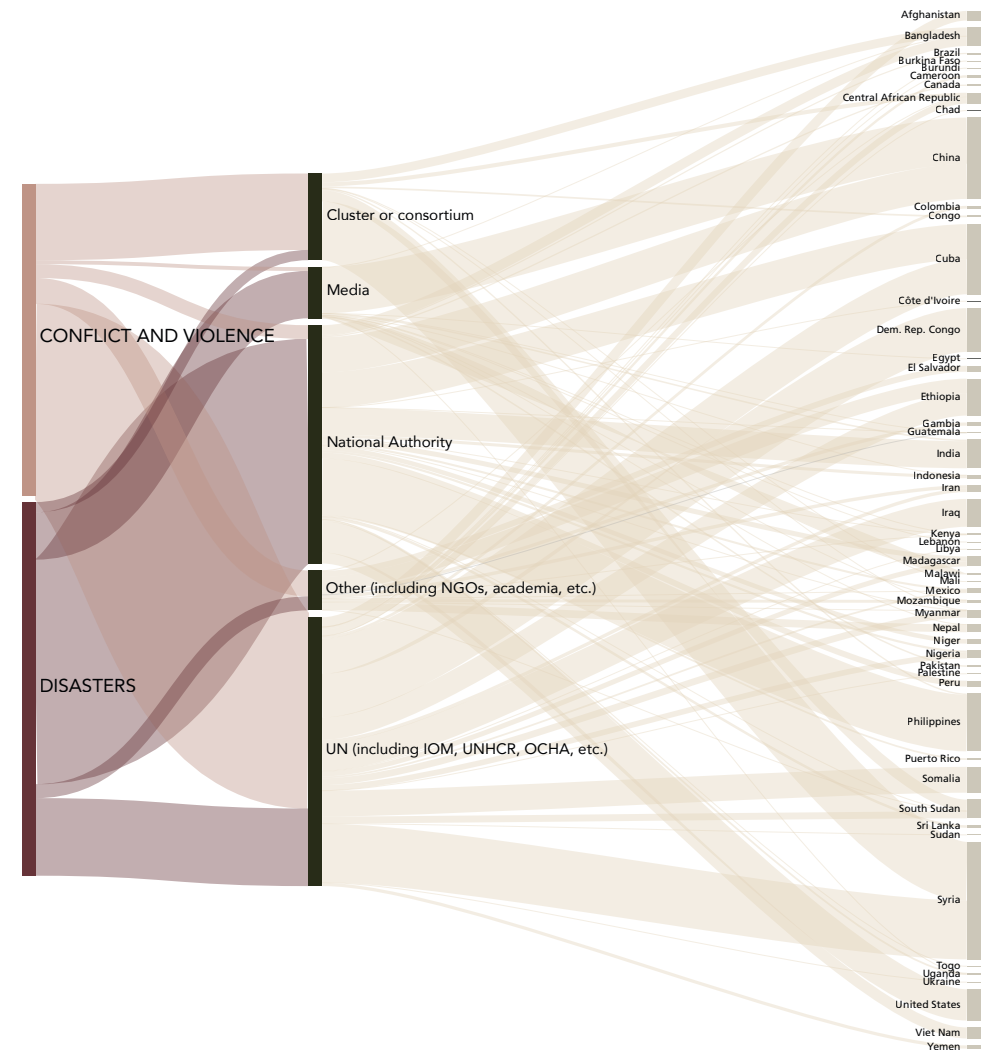
To the former, the environmental crises, whose field is also attributable to the threat posed by climate change, is given minimal attention.

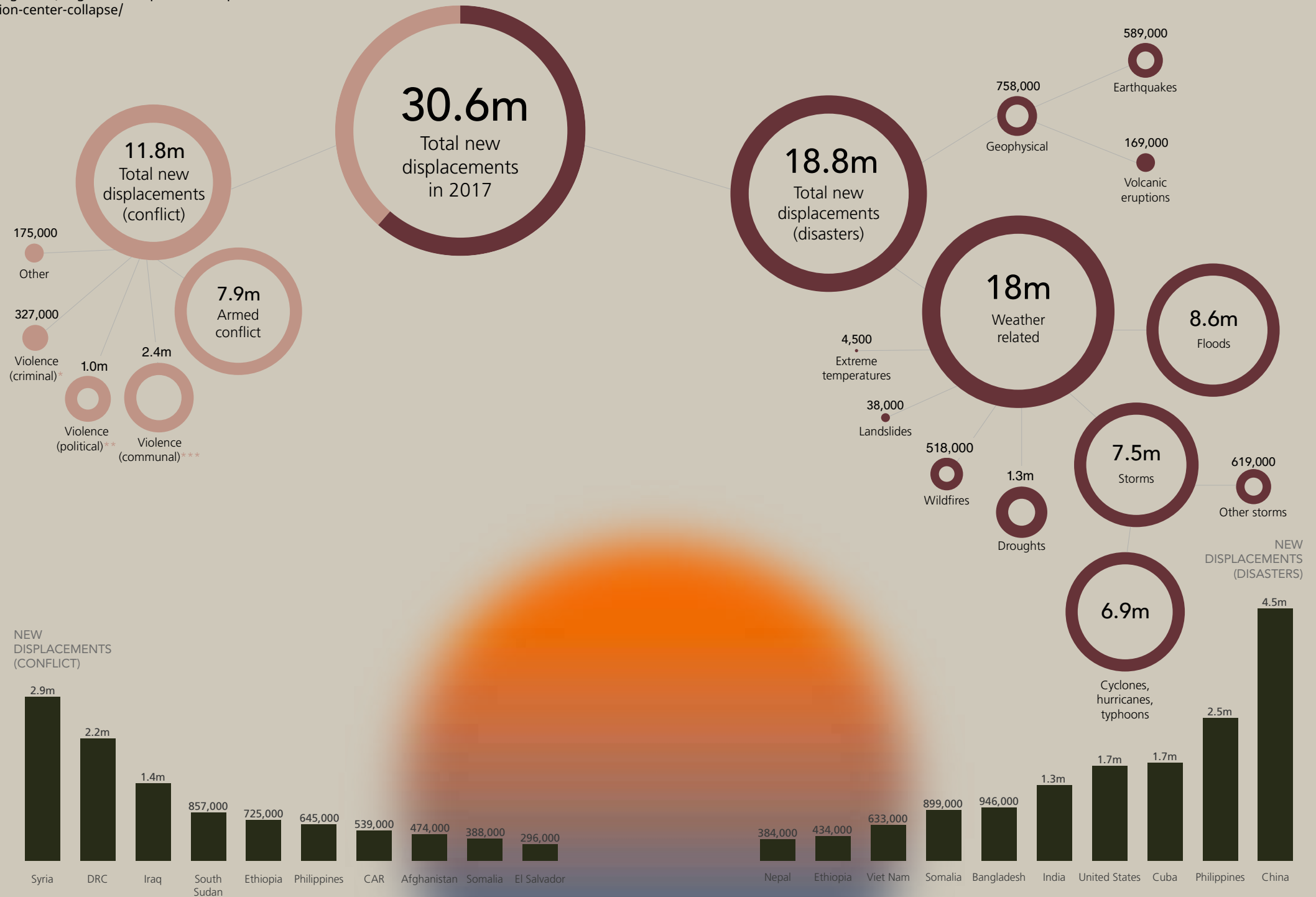
Refugee camps and higher education

What are the standard needs in a refugee camp? What are the pain points?

How is education related to them?

Higher education necessarily forms part of an educational continuum, often called a “pipeline,” beginning with early childhood education and continuing through primary and secondary school.







Our Scenario: Lampedusa



The Italian gateway to Europe

Lampedusa (Italian Lampedusa, sits. Lampedusa) is a small Italian volcanic island in the Mediterranean Sea, 205 km from Sicily and 113 km from Tunisia. It is part of the Pelagian Islands. Area - 20.2 km². Population - 6304 people (2010). In 2009, the center was so overcrowded that the living conditions of the refugees were criticized by NATO. The center, which was originally supposed to accommodate a maximum of 850 people, has in fact become a haven for two thousand immigrants who arrived by boat. Many had to sleep outside under awnings.

Lampedusa as a bridge for immigrants to survive and make their life better. Many nationalities and religions are combining in this small Italian island, where they are trying to build new life with better conditions.

About 1000 migrants are landing on the Italian island of Lampedusa. Most of them arriving by fishing boat from Libya. On board the ship mostly are immigrants from African countries, as well as Bangladesh, among them there are many women and children. The center for the reception of migrants on the southern most island of Italy is always overcrowded, because it is designed for 800 people, and there are always over a thousand illegal migrants in it. After medical examination and quarantine, people are normally transported to the mainland.

What do we know about refugees?

Over the past 15 years, research has shown that most refugees come from the following countries.
(numbers are given overall for October 2021 arrival)

Tunisia - 14,130
Bangladesh - 6,344
Egypt - 5,182
Iran - 3,197
Ivory Coast - 3,061
Iraq - 2,178
Guinea - 1,905
Eritrea - 1,717
Morocco - 1,596
Sudan - 1,560
Other countries - 11,795

Asylum seekers and minors among migrants

By 2020, the largest number of asylum seekers in Italy were from Pakistan. For example, in December 2020 alone, there were 646 applications, while 467 were from Bangladesh, the second most popular national asylum seeker this month. In recent years, many homeless teenagers have reached the coast of Italy. In 2021, 7.2 thousand children left the country without their parents.

Conflicting opinions and misconceptions

According to data released by Ipsos, some Italians tend to overestimate the number of immigrants. The results of this survey showed a skewed view in 2018: people thought that about 28 percent of the Italian population was not born in Italy, while the real percentage was about ten. In addition, public opinion on migration was mixed.

Lampedusa as an EU Hotspot

In the European Agenda on Migration presented in 2015, the European Commission established a Hotspots-based method to provide support to Member States on the frontline in addressing the very high migratory pressures at the EU's external borders. In Italy, the headquarters in Catania (Sicily) coordinates operations in four different ports in Italy and in 2015 Lampedusa was identified as a Hotspot.

Persona

Grymay T.



Age

18

Work

former student

Religion

Christian

Location

Eritrea, Africa

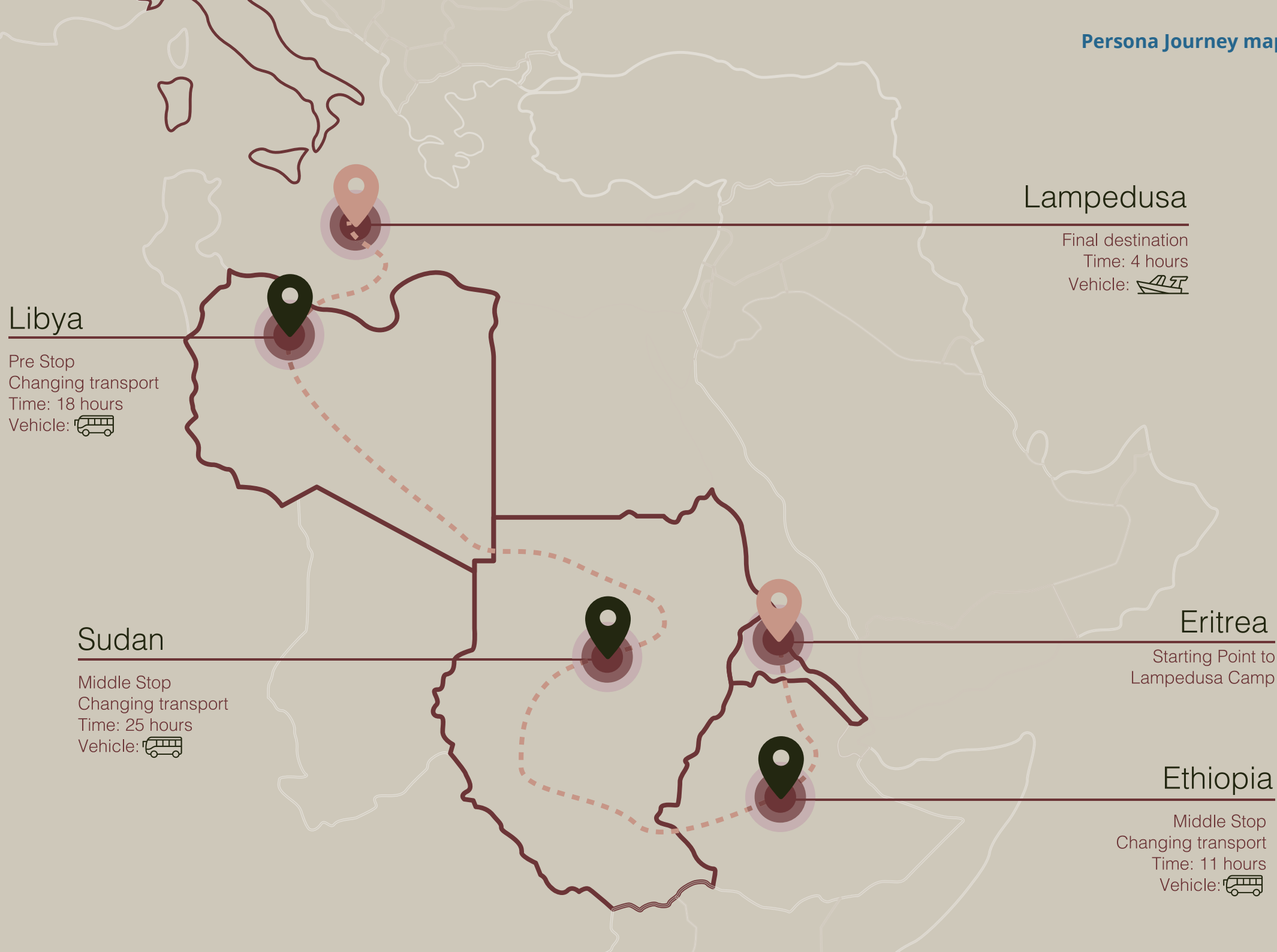
"Why did I leave? Because I have this crucifix around my neck which means that other people would want to slice my throat off for that..."

Goal

A safer, better life. He would like to live in Italy, find a job and play football in his free time - his biggest passion. Even his favorite player Messi comes from a poor living condition.

Needs

- To be aware of his own rights as a refugees
- Receive guidance about his future as an asylum seeker
- Be oriented about local law and rules system that can influence him
- Have the opportunity of practicing his faith inside the Hotspot
- Linguistic mediation: he would like to remain in Italy and start to learn Italian. He started to watch videos to learn it but he is not able to find a quiet space to study inside the overcrowded Hotspot
- Feeling part of the refugee community in Lampedusa
- Being ensure about the safety of his current situation



Interviews

These are some insights of some interviews we were able to do with people truly involved into the migration issue. Together with the previous in-depth scenario research, we came up with some defined targets for our project.

Mojeeb, an Afghanistan refugee



Mojeeb is 21 years old and he is a refugee from Afghanistan, currently based in Trieste(IT) where he sought asylum. We reached him to collect his experience related to the Italian government's system of supporting refugees and his feelings towards education.

"I also asked a referee at Casa Malala if I could attend an Italian class. He answered me as he didn't care about that matter at all. Everything is so slow in Italy. He found me a course after 13 months. Thus in the meanwhile, I attended a Youtube Italian course on my smartphone by myself."

Maddalena, project coordinator for "Centre for Peace Studies"



Maddalena Avon is a project coordinator at the "Centre for Peace Studies" in Zagreb: the aim of the NGO is to raise awareness against racism, support refugees in bureaucratic matters, and much more. She is focused on helping asylum seekers in Croatia and she is an activist for reporting police violence on the border.

"In my personal opinion I think that you could work on integrating your educational product inside the basic goods packages of NGOs systems. Furthermore, I remember a project that other people developed for asylum seekers who receive apartments but these flats are totally empty."

Leila Belhadj Mohamed
Advocate, International Relations Expert,
human rights and Political Scientist



Tunisian father and Italian mother, Leila knows very well the root that a lot of her connationals are forced to follow to reach the Island of Lampedusa, looking for a better future in Europe.

"Orientation is essential for these people left there doing nothing and rising conflicts among themselves. But also, another suggestion that I can give you guys, is to focus on the rights of these people. I can assure you that 90% of these poor human beings totally don't know any rights they have in Italy. This is part of education, this is a great mean to make people aware of themselves, letting them feel safe and not losing their dignity."

Area of opportunity

Based on our scenario, after a long research and interviews, we came up with the conclusion that a relevant problem for refugees is **the lack of knowledge about their rights, and so a proper way on welcoming them.**

Refugees in Lampedusa do not know where they are, what their situation is, what is going to happen, what their rights are and what they can ask for themselves and what not.

**This is a matter of survival.
The right education can save lives.**

How might we...

...provide knowledge
to refugees about human
rights to support them
in this new phase
of their lives?

...welcome them with warmth
and let them feel safe
after their journey?

Product+Service Concept

CONSTRAINTS: PLYWOOD USE, EDUCATION-BASED

The concept of the whole system presented in this booklet aims to provide a new unconventional, concrete and empathetic way to welcome and integrate refugees in the new hosting country society.

The product part reflects on welcoming every refugee in a warm way after their difficult journey in the form of a blanket that can be turned into a bag, starting from the isothermic sheets provided to these people at the bay.

The service part lets you reach a web platform in which every refugee is able to go through summarized articles based on the UN declaration of human rights, linked to a complete list of helpful contacts close to their location.

Furthermore, the full concept tries to meet some sustainability parameters, putting the use of poor materials and recycled waste manufacture at the core of its production, also by reducing the components whenever it is possible.

*The name we use to call
this welcome combination is CIAO.*



Product

As already mentioned, the product we developed as part of our welcoming Ciao system was inspired by different elements linked to the tools people use in a long journey: one above all, **a bag for essential belongings**.

Another really important inspiration comes from the well-known *isothermic translucent medical sheet* used by every rescuers to welcome and stir up refugees at their very first arrival.

We came up with the idea of merging these two needs:

A warm blanket as the isothermic sheet can be folded into an easy useful bag.

So we needed to answer to some hard questions as:

- How might we create an easy non-pretentious product which can be helpful in a concrete way after their arrival?
- How might we make it in a sustainable way by using poor materials but still making it beautifully to meet the right need of dignity for these people?
- How might we answer to the problem of education putting it within the product?

Inspirations



First Prototypes

We started working with poor improvised materials, simulating the simpler methods to close the bag and open the blanket without compromising both usefulness and softness.

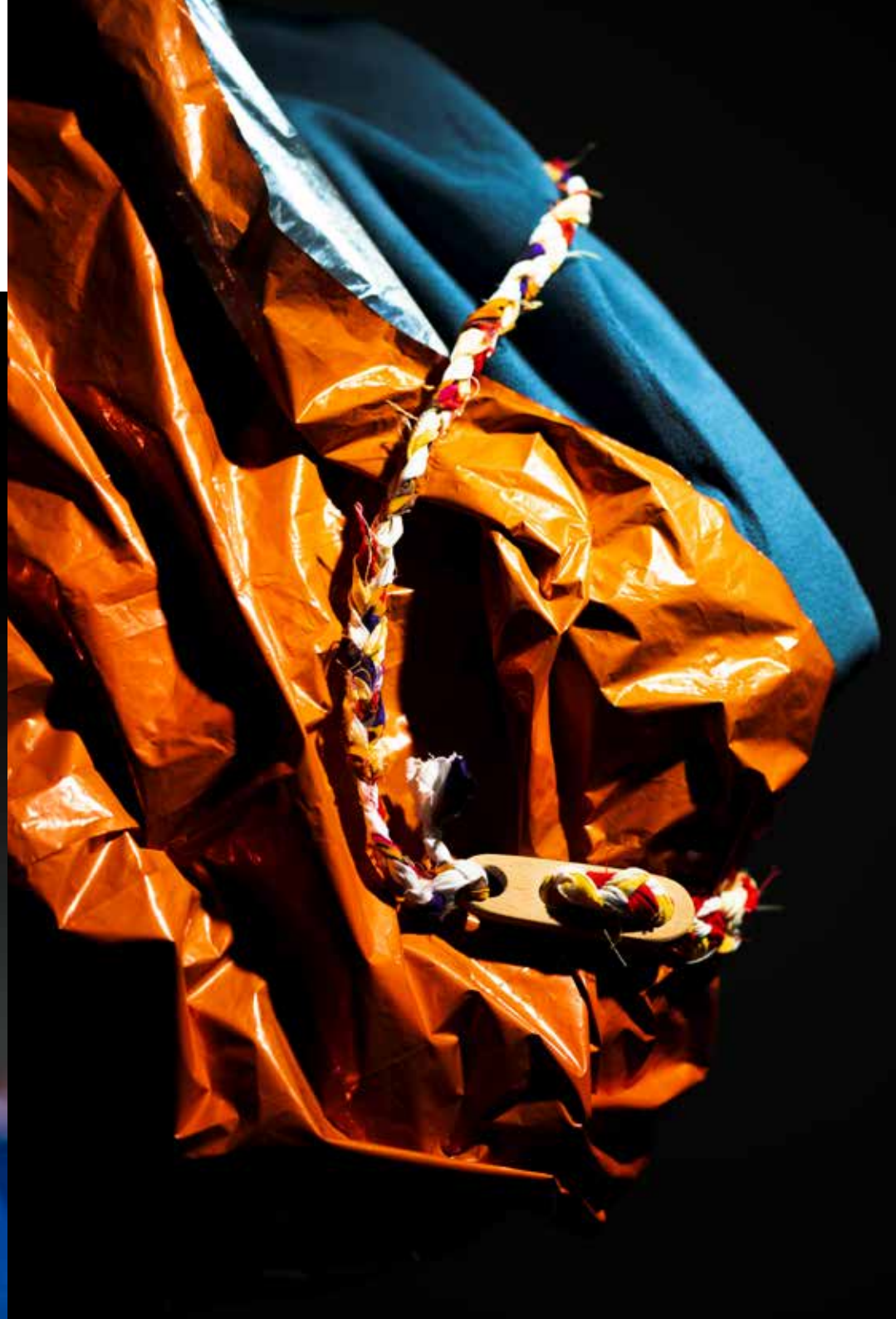
We decided **to use wood trying to create a useful handle** for wrapping the handle-rope of the bag to.



Prototyping



The isothermic medical sheet is a primary need in the very first arrival of the refugees, and we merged this need improving the sheet and making it as one of the two faces of our bag-blanket, reinforcing it with a soft water repellent cotton and fleece layer.



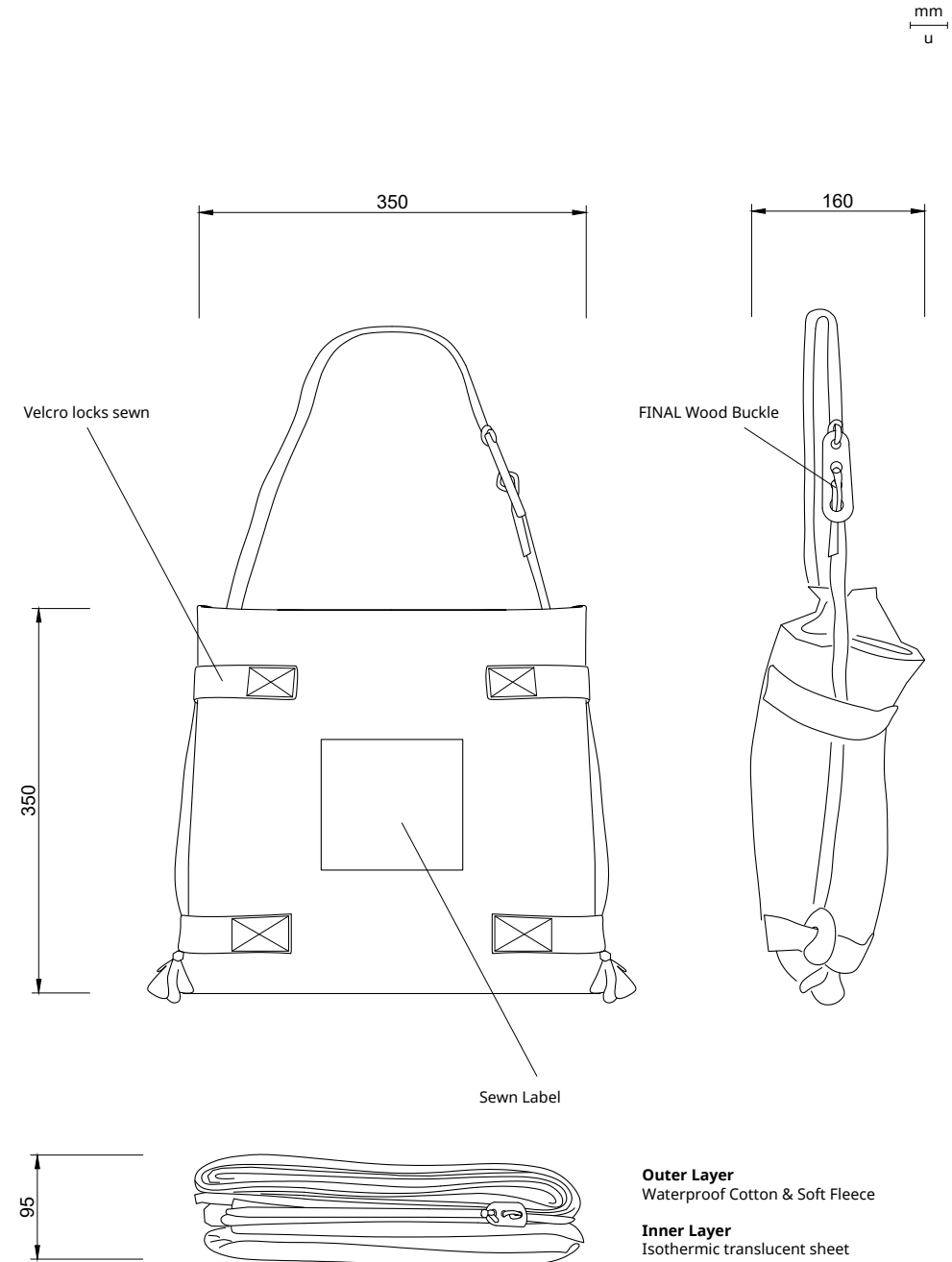
The whole bag is secured thanks to four velcro stripes and can be worn as a tote bag on your shoulder by using the wrapped rope, or worn as a backpack too.

The wooden part becomes a buckle in our final prototyping stage that can easily fix the length of the rope.

Finally, if opened, the bag becomes a warm thermal blanket to be used in the very first days of the refugee arrival in the Lampedusa hotspot.



Overall dimensions



1.





CIAO

Components & Materials

The materials that gives shape to our Ciao Bag/Blanket can be divided into:

1) TEXTILE+space blanket

We designed a system where different textile providers playing the role of our partners provide us with the overproduced waste of fabrics (*see the next chapter about Service*). This let us produce the main part of our bag/blanket as the whole textile square, stripes, label and patches. **This means that as a recycled-based product, the final result changes everytime the provided textile changes.**

Furthermore, the rope is made of the smaller pieces of textile waste material sewn together **as three different ropes, and then tied together.**



2) WOODEN BUCKLE

At first we thought about a simple handle to wrap the rope to, but to make it useful the wooden piece becomes a buckle in the final prototype of the CIAO Bag/Blanket. This let the user adjust the lenght of the rope as he wishes.





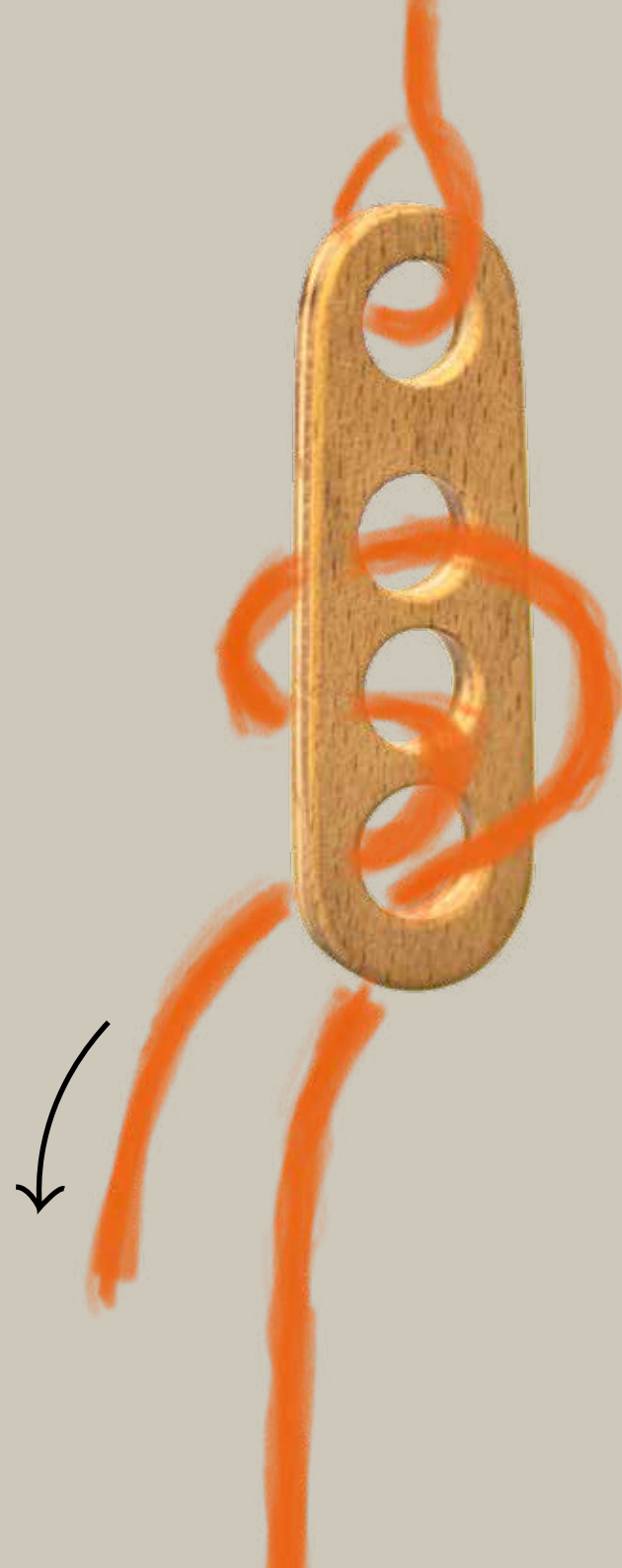
You can wear it as a bag...



...or as a backpack!



**Fast the rope of the bag
with the wooden buckle**



Label

The printed label is actually at the core of our product-service system. It is the bridge, the door that connects the bag/blanket with the web platform that wants to take care of educating refugees on their new hosting country, helping them fighting against every possible situation they can live.

We drew a complex line to symbolize the dramatic journey of a refugee that once it touches our helping platform we hope it will be fixed into a straighter line.

"For those who have left the place
where they grew up, each new one
becomes a new home, each person
a story, a page, in your book that's the life"





CIAO



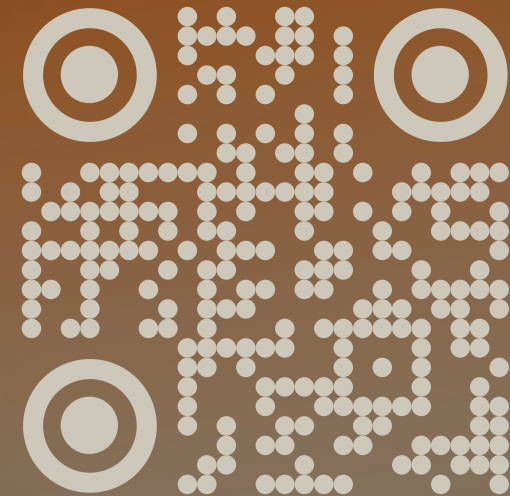
Service

After scanning the QR CODE, our user (the refugee) can finally access to the CIAO Platform, what is at the core of the educational and helping system of the CIAO project.

So we needed to answer to some questions as:

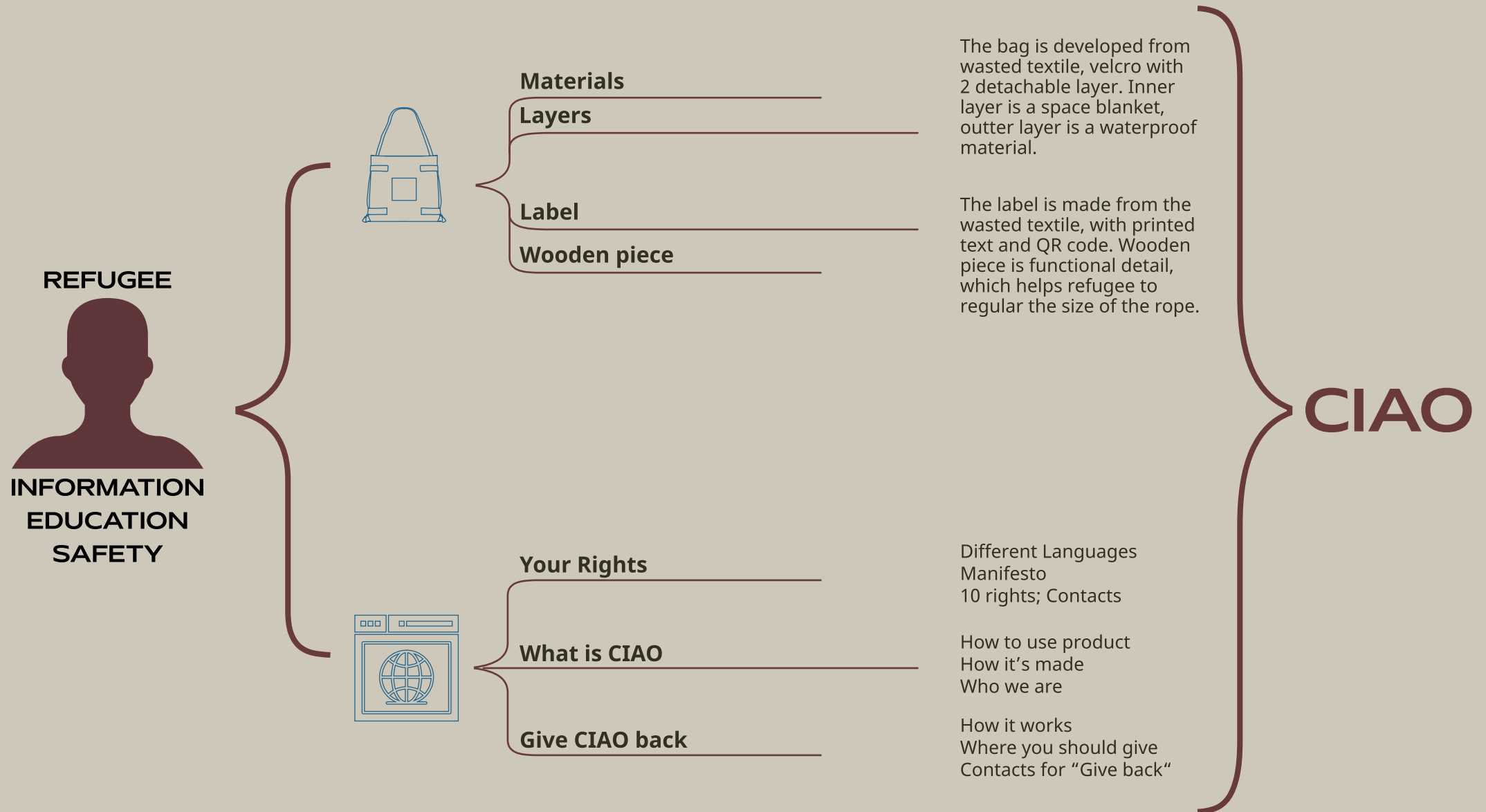
- How might we increase the self awareness of people who actually don't even know where they are and what is going on?
- How might we make it inclusive, intuitive and universal?
- How might we meet as more needs as we can?

We came up with the idea of summarizing the 30 articles of United Nations Declaration of human rights in a more understandable and shorter way to provide the main relevant information for refugees to encounter their true needs. Each article is followed by some helpful practical contacts (addresses, phone numbers, etc.) to actually take action about their needs.



CIAO

Offering Map

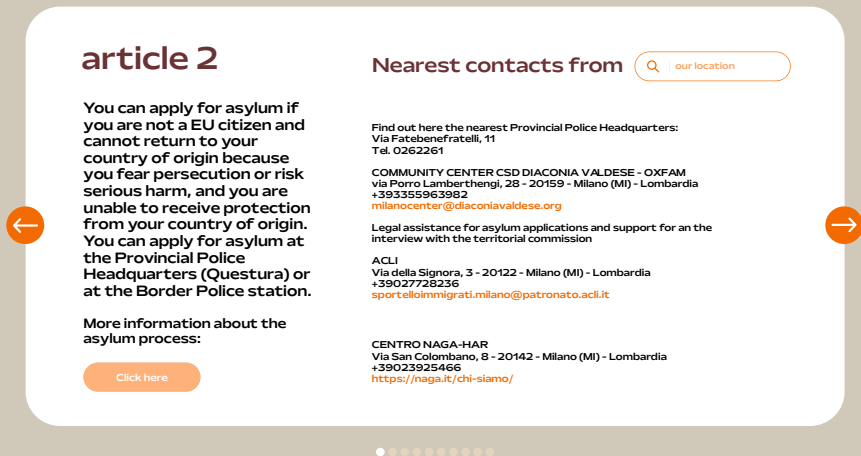


This map outlines the offer towards the refugee divided in the two main offering channels: the product and the platform.

Geolocalization

Each time a refugee clicks on an article he/she will be asked to insert his/her/their location to sort the contacts and to deliver the best options next to him/her/them.

Screen example



**You have the right to be free,
to be equal to every other
person, with the same digni-
ty, rights, and responsibilities.**

**All are equal before the law
and everyone has the right to
the protection of the law.**

1

article of human rights
(based on UN Declaration)

Here you can find a list of associations
that can support you with legal
assistance near your chosen location.



Milan, Italy

*example of geolocalization

CENTRO NAGA-HAR

Via San Colombano, 8 - 20142 - Milano (MI)

+39023925466

Website: <https://naga.it/chi-siamo/>

Associazione Arcobaleno

Via Corsico, 6 - 20144 - Milano (MI)

+390289400383

Website: <https://www.associazione-arcobaleno.org>

ACLI

Via della Signora, 3 - 20122 - Milano (MI)

+39027728236

email: sportelloimmigrati.milano@patronato.acli.it

You have the right to move freely, to find the residence you prefer in the country you want, to go back or go to another state.

In any place, you have the right to keep your nationality or obtain one of your current hosting countries.



article of human rights
(based on UN Declaration)

You can apply for asylum if you are not a EU citizen and cannot return to your country of origin because you fear persecution or risk serious harm, and you are unable to receive protection from your country of origin. You can apply for asylum at the Provincial Police Headquarters (Questura) or at the Border Police station.

Provincial Police Headquarters

Via Fatebenefratelli, 11
Tel. 02622261

COMMUNITY CENTER CSD DIACONIA VALDESE - OXFAM

via Porro Lamberthengi, 28 - 20159 - Milano (MI)
+393355963982
email: milanocenter@diaconiavalde.se.org

**Legal assistance for asylum applications and support
for an the interview with the territorial commission**

ACLI

Via della Signora, 3 - 20122 - Milano (MI)
+39027728236
email: sportelloimmigrati.milano@patronato.acli.it

Legal assistance

CENTRO NAGA-HAR

Via San Colombano, 8 - 20142 - Milano (MI)
+39023925466
Website: <https://naga.it/chi-siamo>

More information about the asylum process

<https://www.refugee.info/italy/asylum-info-it?language=en>

**You have the right to be safe.
You cannot and must not live
in fear of tomorrow, of some-
one who could harm you, tor-
ture you, blackmail you, arrest
you, or exile you.**

**Nobody has the right
to do this to you.**

3

article of human rights
(based on UN Declaration)

If you feel unsafe,
call the number 112

Police, Fire brigade, ambulance

If you experienced or you are experiencing
a situation of trafficking or exploitation
you can receive support!

Call 800290290 or +39 3427754946

Lyca Mobile

If you (or a person you know) are
a victim of abuse or stalking, please call 1522

**National anti-abuse and stalking hotline
by the Department for Equal Opportunities**

It is operative 24 hours a day, 365 days a year,
free of charge, with staff specializing
in the protection against sexual and related abuse.

Other contacts

SVSeD Soccorso

Violenza Sessuale e Domestica

Ambulatori

Clinica Mangiagalli

Via della Commenda, 12, 20122 Milano (MI)

Call 02 5503 2489

email: svsed@policlinico.mi.it

The Mangiagalli Clinic offers assistance services for sexual and domestic violence
(Servizio Soccorso Sessuale e Domestica –SVSED), providing health,
psychological and social services to Gender based violence survivors

You have the right to be supported by any country with food, clothing, housing, medical care, and necessary social services related to disabilities or aging, and eventually be supported as a parent to give your children the social protection they deserve.



article of human rights
(based on UN Declaration)

For shelters or temporary housing
contact the toll-free number for asylum-seekers and refugees

800 905 570

then here you can find contacts of associations
that can support you with housing-related issues

CARITAS AMBROSIANA - SAI - SERVIZIO ACCOGLIENZA IMMIGRATI

Via Luigi Galvani, 16 - 20124 - Milano (MI)

+390267380261

email: sai@caritasambrosiana.it

Casa dell'Accoglienza 'Enzo Jannacci'

Viale Ortles, 69 - 20139 - Milano (MI) - Lombardia

+390288445239

Refugees Welcome

Via Agnello 18 - 20121 - Milano (MI)

3384187389

In Italy, urgent healthcare is provided to everyone FOR FREE, even to undocumented people. If you are an asylum seeker, a refugee or you hold subsidiary protection status, you are entitled to access health services on the same basis as Italians.

You can call 112 (the European Emergency Number) if you need the help of an ambulance or you can call 188 for Health emergencies.

Health & Psychological assistance

CENTRO NAGA-HAR

Via San Colombano, 8 - 20142 - Milano (MI)

+39023925466

Website: <https://naga.it/chi-siamo/>

Contacts of assistance for people with disabilities:

EPILESSIA LOMBARDIA ONLUS

Via Laghetto, 2 - 20122 - Milano (MI)

+390276000850

email: info@epilessialombardia.org

Everyone has the right to education from childhood.

Technical and professional education shall be made generally available and higher education shall be equally accessible to all based on merit.

5

article of human rights
(based on UN Declaration)

People with a valid permit of stay have the right to go to public schools for children and adults, under the same conditions as Italian citizens. To enroll in an Upper secondary school you need a lower secondary school qualification obtained in Italy or, if obtained abroad, legally recognized. Then, you have the right to access university, most universities allow you to attend classes and do exams while you are waiting for the reply on your asylum application and they offer scholarships.

Fondazione Monserrate

Via San Vittore, 36 - 20123 - Milano (MI)

+39024818453

email: segreteria@monserrate.it

Territorial information and support desks on education-related issues, Italian language and culture courses

Centro delle Culture del Mondo

Via Scaldasole, 5 - 20123 - Milano (MI)

+390288448246 +39288448248

Orientation to educational paths (language and training courses), information on the process for the recognition of academic qualifications and professional qualifications obtained abroad, administrative consultancy for access to the Italian university

Associazione Arcobaleno

Via Corsico, 6 - 20144 - Milano (MI)

+390289400383

Website: <https://www.associazione-arcobaleno.org>

Everyone has the right to freedom of opinion and expression, without discrimination of any kind, such as race, color, sex, gender or gender identity, language, religion, political or other opinions, national or social origin, property, birth, or another status.



article of human rights
(based on UN Declaration)

If you (or someone close to you) have experienced an unwanted activity directed against you, based on your sex, gender or gender identity, sexual orientation, ethnicity, relationship status or religion, there are organizations and services that can offer help.

If you experienced, you are experiencing, or fear you may experience gender-based violence, call the national helpline 1522. The service is free, anonymous, and active 24H.

**Find here the nearest anti violence shelters
provided by the Ministry of Equal Opportunities**

Fondazione Somaschi Onlus

Piazza XXV Aprile, 2, Milano (MI)
3295870862 - 3349270177

Cerchi d'acqua cooperativa sociale

Via Verona, 9, Milano (MI)
02/58430117

Farsi Prossimo

Via Fusinato, 7, Milano (MI)
02/29522572 - 02/33000945

You have the right to work and choose your favorable remuneration ensuring for you and your family are worthy of human dignity. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.



article of human rights
(based on UN Declaration)

In Italy, you are allowed to work 60 days after making your asylum application. You can then register with the local public Employment Centre (“Centro per l’Impiego”) as seeking employment. When registering at the Employment Centre, ask to sign the “Dichiarazione di Immediata Disponibilità” (DID), that means you are immediately available to work. You have the right to work during the whole asylum procedure.

If you experienced or you are experiencing a situation of exploitation you can receive support!

Call 800290290 or +39 3427754946 from Lyca Mobile

Find here the nearest Employment Centre
Via Strozzi 11 - Milano (MI)
02 77404141
email: centroimpiego.milano@afolmet.it

Centro delle Culture del Mondo
Via Scaldasole, 5 - 20123 - Milano (MI)
+390288448246 +39288448248

Information on employment legislation for foreigners

Associazione Arcobaleno
Via Corsico, 6 - 20144 - Milano (MI)
+390289400383
Website: <https://www.associazione-arcobaleno.org>

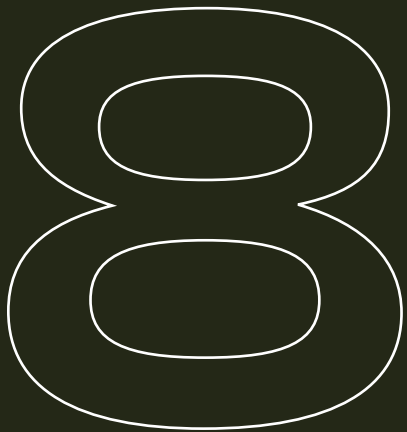
Employment assistance
COMMUNITY CENTER CSD DIACONIA VALDESE - OXFAM
via Porro Lamberthengi, 28 - 20159 - Milano (MI)
+393355963982
email: milanocenter@diaconiavaldeese.org

You have the right to exercise your intellectual property for the protection of your moral and material resulting from any scientific, literary or artistic production if you are the author and be paid with the right remuneration without being forced to accept slavery for insufficient monetary balance.

If you experienced or you are experiencing a situation of trafficking or exploitation you can receive support! **Call 800290290 or +39 3427754946 from Lyca Mobile**

If you are interested in finding out more about intellectual propriety rights, click here: <https://creativecommons.org/about>

Creative Commons is a system that allows you to legally use “some rights reserved” music, movies, images, and other content — all for free. CC offers free copyright licenses that anyone can use to mark their creative work with the freedoms they want it to carry. For instance, a musician might use a Creative Commons license to allow people to legally share their songs online, make copies for friends, or even use them in videos or make remixes.



article of human rights
(based on UN Declaration)

You have the right to have your property and privacy, alone or in association with others, and nobody can arbitrarily deprive you of your house or attack your honor and reputation.

The number 112 can be called to reach emergency services from anywhere in Europe. This Pan-European emergency number 112 can be called from any telephone (landline, pay phone or mobile cellular phone). Calls are free. It can be used for any life-threatening situation, including crimes, such as robberies



article of human rights
(based on UN Declaration)

You have the right to choose to be married and have a family according to the free and full consent of both parts, without any limitation due to discrimination, being entitled to equal rights until its dissolution.

10

article of human rights
(based on UN Declaration)

As an asylum seeker or a beneficiary of international protection, you can get married. You can ask the Registrar of the municipality where you reside to publish the wedding bans after having submitted the original copy of an affidavit signed less than six months ago. You can obtain an affidavit by going to the local court and, in the presence of two witnesses, declaring under your own responsibility that you are unmarried

If you need assistance in submitting or following up on your request, please contact the Helpline for refugees
+39 800 905 570 or +39 3511376335 for Lycamobile
users/Whatsapp, e-mail numeroverderifugiati@arci.it

If you are seeking for divorce, please contact one of the following associations that are offering legal assistance.

Centro delle Culture del Mondo
Via Scaldasole, 5 - 20123 - Milano (MI)
+390288448246 +39288448248

Legal advice, procedural and administrative advice

CENTRO NAGA-HAR
Via San Colombano, 8 - 20142 - Milano (MI)
+39023925466

Website: <https://naga.it/chi-siamo/>

Storyboard



1

The arrival of refugees by the sea
in Lampedusa while rescuers help them



3

When the refugees are safe inside
the Hotspot, a volunteer explains
to them how the product works



2

A volunteer gives
the Ciao blanket to every refugee



4

The refugee uses the blanket
inside the Hotspot to
warm themselves and
to rest before they leave



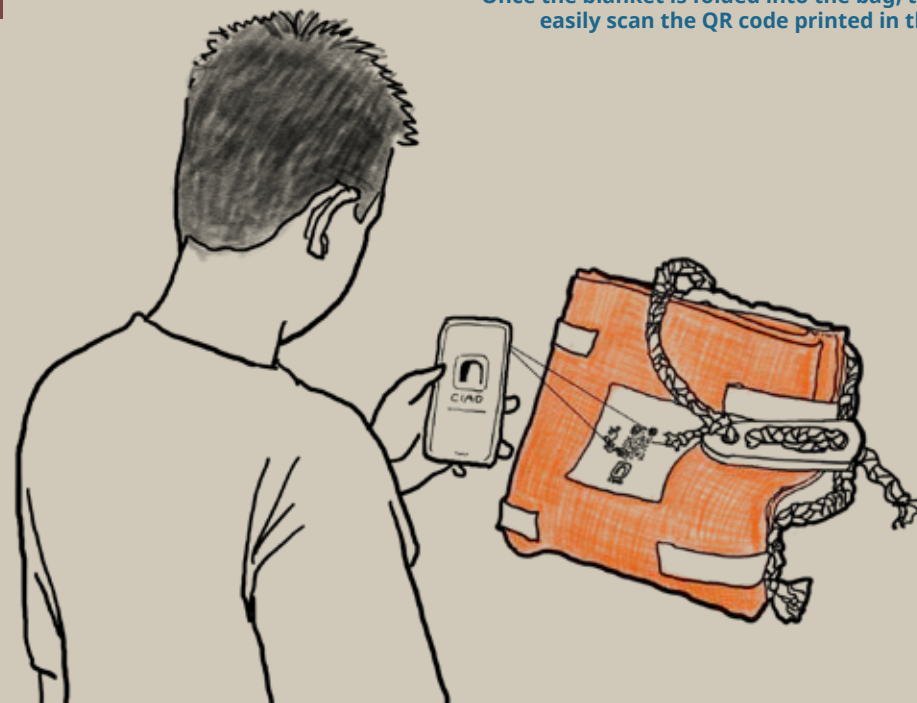
5

For their departure from Lampedusa, refugees can fill the bag with their basic belongings



7

Once the blanket is folded into the bag, they can easily scan the QR code printed in the label



6

Then they finally reach the "Centro di Prima Accoglienza"



8

The platform helped a refugee on contacting a psychologist to find some relief in talking about his/her personal story



9

The refugee is now living his daily life with his/her bag, knowing that whenever he/she is in need he/she can find a good support into the CIAO Platform

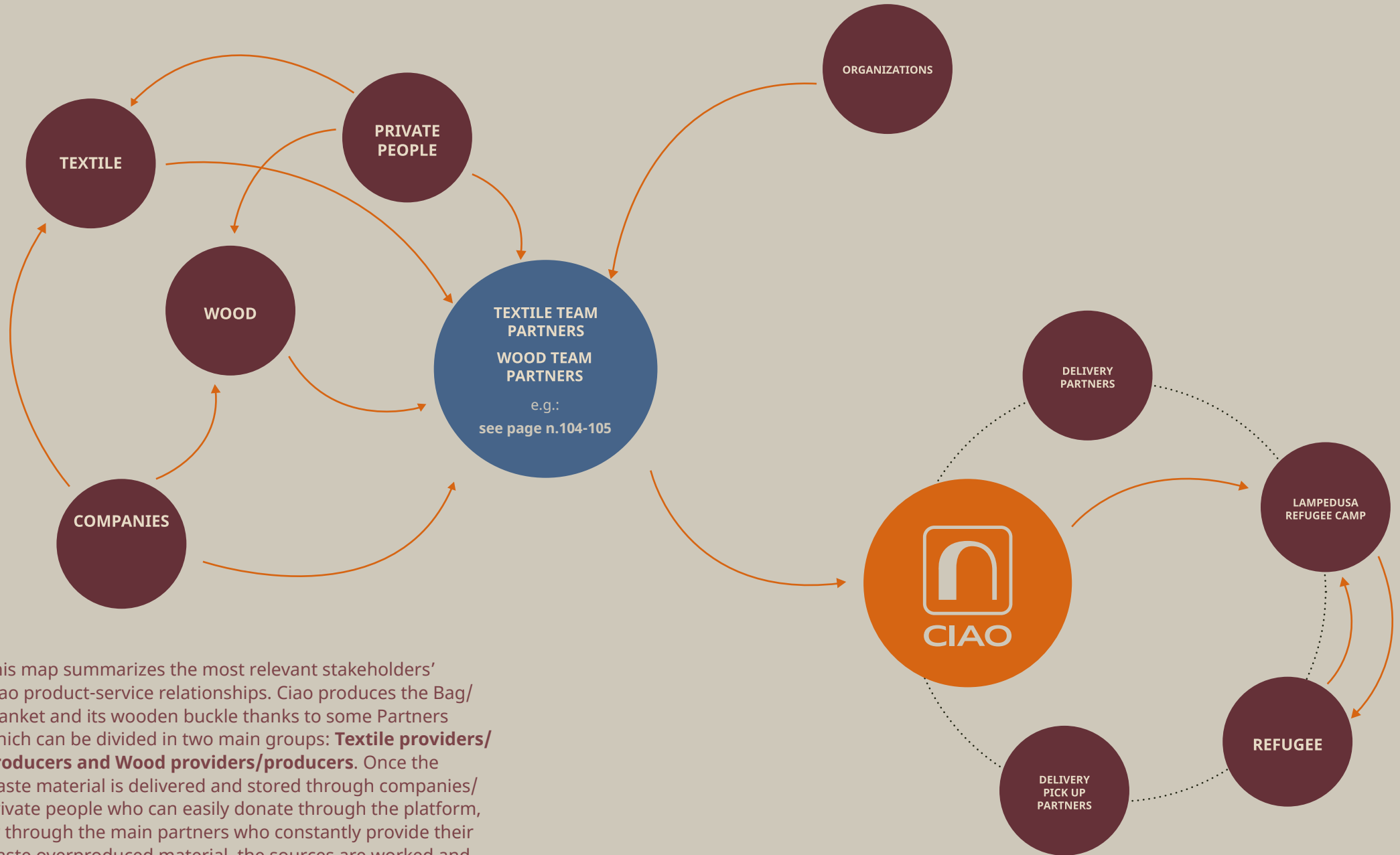


10

Once the refugee thinks that he/she doesn't need the Ciao bag anymore, the platform helps the refugee into the process of giving it back and recycling it for a new person in need in the Lampedusa hotspot to close a virtuous circle for society and sustainability



Service Map



This map summarizes the most relevant stakeholders' Ciao product-service relationships. Ciao produces the Bag/ Blanket and its wooden buckle thanks to some Partners which can be divided in two main groups: **Textile providers/ producers and Wood providers/producers**. Once the waste material is delivered and stored through companies/ private people who can easily donate through the platform, or through the main partners who constantly provide their waste overproduced material, the sources are worked and finalized by production partners to finally step into the logistic system who delivers to the Lampedusa associations who run the hotspot.

B2B join us proposal

We conducted a research.
We have found the main problem
that can solve. We have created
a product according to which we have
the opportunity to provide the necessary
knowledge to the refugees for their
well-being.

Now we need to stand next to each other.
The product is made from completely
overproduced/wasted materials.

Join us, make your contribution
on improving the future of people.

We will only need donations from you
for unnecessary or overproduced materials
that remain after manufacture.

Become our partner.

It is your right to restart.

This is the main message we want to transfer to our potential
partners. We want to talk with them in direct empathetic way and
sincere character.



Stakeholders map

Space Blanket Provider

Partners are providing as a "Space Blanket", same as a emergency blanket. Which is sended to the CIAO STAFF.

CIAO Team Staff
Account Manager,
Product Developers,
Communication Manager, etc

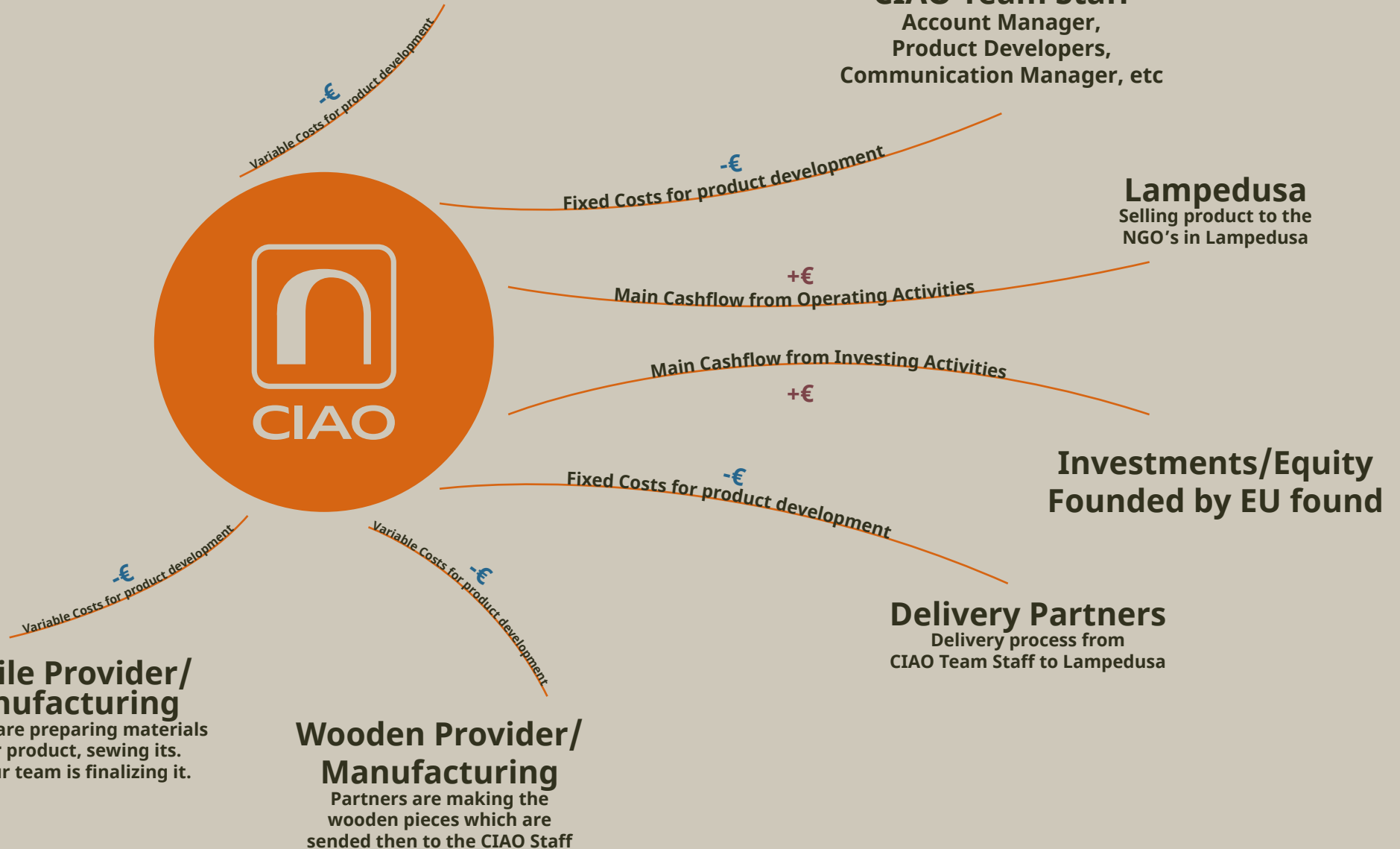
Lampedusa
Selling product to the
NGO's in Lampedusa

**Investments/Equity
Founded by EU found**

Delivery Partners
Delivery process from
CIAO Team Staff to Lampedusa

**Wooden Provider/
Manufacturing**
Partners are making the
wooden pieces which are
sended then to the CIAO Staff

**Textile Provider/
Manufacturing**
Partners are preparing materials
for our product, sewing its.
Then our team is finalizing it.



examples of possible Partners

Textile Manufacturing partners

Quid project

It produces clothing and accessories using quality fabrics from the surplus production of large Italian fashion companies. The products are made by people belonging to disadvantaged categories and with a history of fragility. Quid now has 5 shops and the garments are sold in more than 40 clothing shops.

Tèssere

Tèssere used textile material is collected, reused, and reconverted. Citizens of four communities have the opportunity to donate textile material destined for landfills. The donated textiles are transformed by weaving to make carpets, runners, tapestries, and bags, thanks to the work of women, often in difficult situations.

Made in carcere

The Made in Carcere brand was created in 2007, thanks to Luciana Delle Donne, founder of Officina Creativa, a non-profit social cooperative.

The products are made by women on the fringes of society: women prisoners, who are offered a training course with the aim of definitive reintegration into working and civil society.

The products are made using exclusively waste materials and fabrics from Italian companies that are sensitive to social and environmental issues.

Wood Manufacturing partners

Cooperativa Primula

Cooperativa "Primula" is a non-profit social enterprise operating in the social-educational, social-assistance and social-health fields. It is inspired by the values of Mutuality, Subsidiarity, Participation, Social Solidarity and Corporate Social Responsibility. It proposes to build and offer answers to the needs of disadvantaged people, marginalised and/or in momentary difficulty, in order to contribute to the realisation of the dream of a qualitatively better, more dignified life. The handicraft production of design and simple manufacturing products using industrial leftovers procured through the network of cooperation and solidarity from local companies and industries. All these products are created by the craftsmen in the day centres.

Verlata

The founding value of the Cooperative is job placement as a path to social inclusion and rehabilitation.

The carpentry of the Verlata Social Cooperative produces for every need: tops and tables of all kinds, furniture for work and communities, shells, doors and drawers for modular furniture, and protective crates for handling, as well as display units for shops and objects of furniture and domestic use. Through the activities of the laboratory, work placement projects are carried out.

Cooperativa di Solidarietà Sociale Artigiani Guanelliani Onlus Cooperativa di Solidarietà Sociale Artigiani Guanelliani Onlus

The Cooperative of Social Solidarity Artigiani Guanelliani onlus, through the carpentry workshop, promotes the integration of people in difficulty into the world of work, offering them the learning of trade and hope for a more peaceful future.

examples of possible Partners

Potential NGOs for product purchase

Open Arms

Open Arms is a Humanitarian, Non-Governmental, Non-Profit organisation. Their primary mission is to protect the life of the most vulnerable in emergency situations. They originate from a sea rescue company with more than 20 years experience.

We were thinking, that the Open Arms can be our potential partner of NGO, which can buy our product and provide it to the immigrant. The main concept of this organization is protect the lives of those abandoned in international waters fleeing from wars, persecution and poverty. They collaborate with healthcare teams and frontline research teams to face health emergencies or any other kind of crisis that requires immediate action.

Nova Facility

An Italian NGO, which provides a 360 ° welcome, putting a helping hand to those who need it most. They assist and treat refugees within safe structures, inserting them into integration programs that can lead them towards a life free from wars and suffering.

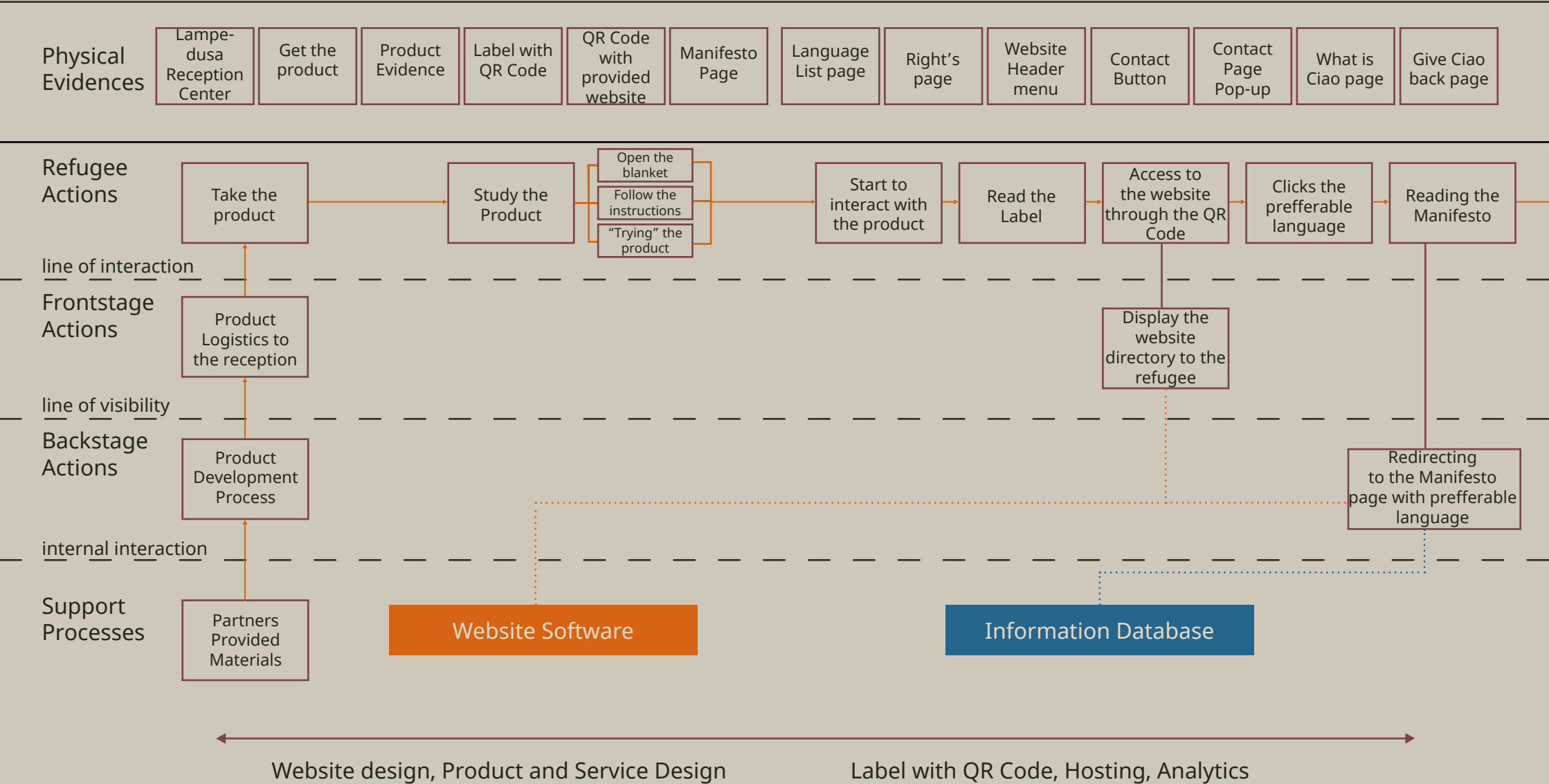
Space Blanket Potential Provider

Medici Senza Frontiere

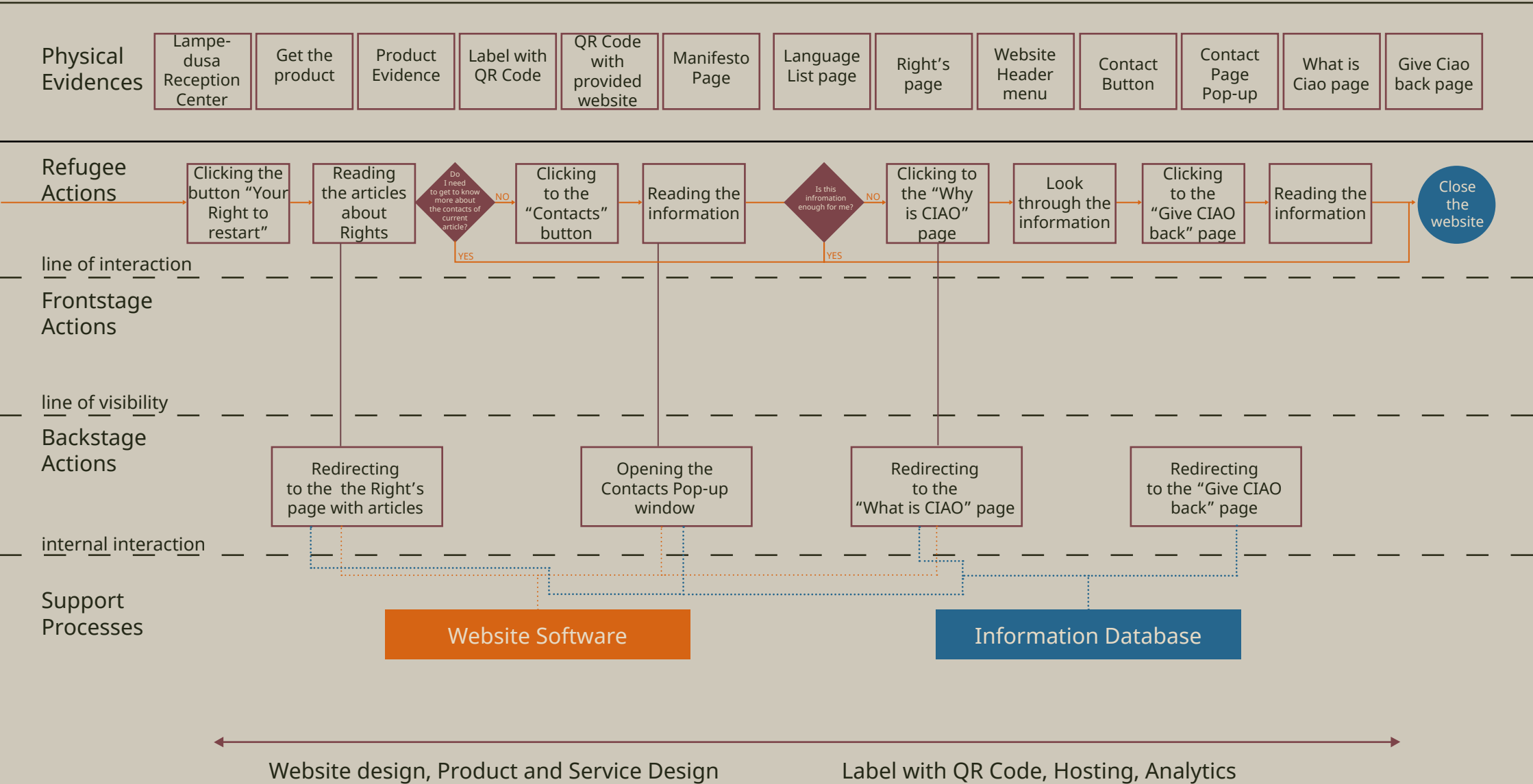
This organization was founded by a group of doctors and journalists, with only one goal: to overcome the silence policy of traditional humanitarian intervention, inaugurating a new style of emergency action, capable of combining immediacy and professionalism with independence and testimony. Saving lives and healing but also telling and reporting.

This organization can be potential partner in providing the **Space Blanket** material to accomplish the main concept and goal of the product.

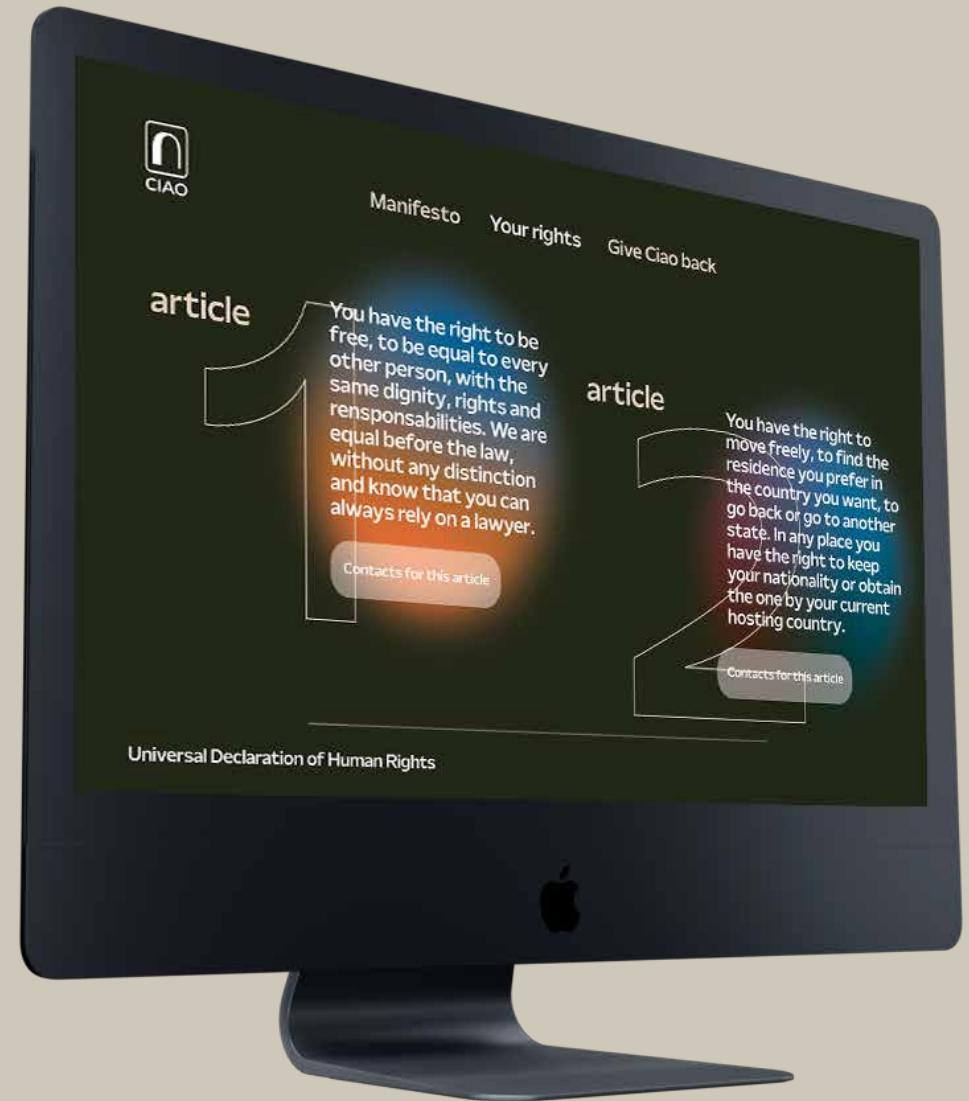
Product Service System Map



Product Service System Map



Web Platform







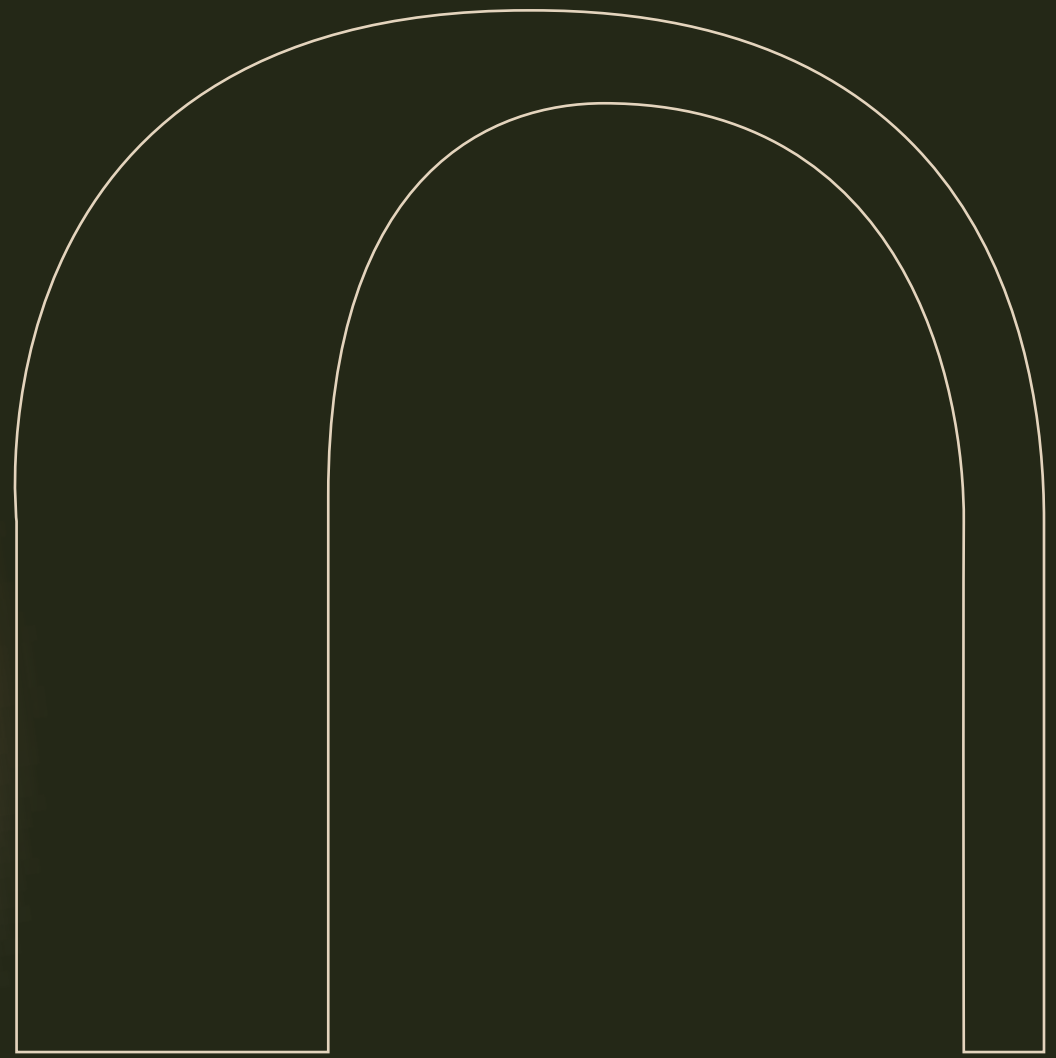
Manifesto
Your rights
Give Ciao back

The Earth keeps spinning, the people on it.
We were born to run, we grew up to shift, we have a world to know, a future to face.
For those who have left the place where they grew up, each new one becomes a new home, each person a story, a page, in your book that's the life.
Every journey has an end, because only in this way, another one can be made.
Because we have the opportunity to change, the right to restart.



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**BRAND
PLATFORM**

Brand Concept

Main Concept

Empowering - Confident - Sincere
On the front line - Enduring

NAMING

Why did we choose “CIAO”?

Since the project is based on Lampedusa Hotspot researches and target audience, we thought that choosing an Italian word as simple as ciao could fit our intent.

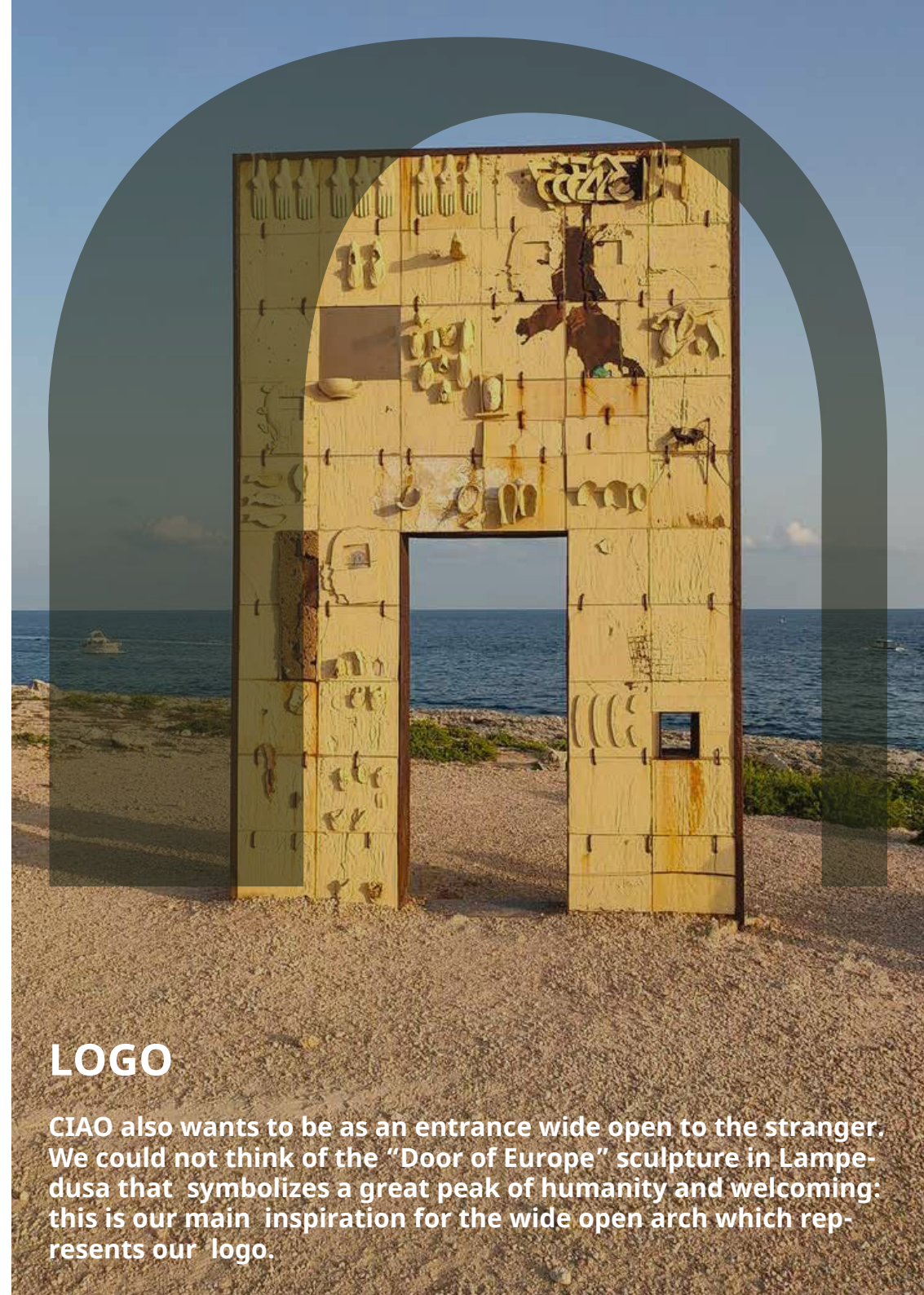
Translated from Italian as we all know, Ciao means “hello” and “goodbye”.

It actually is one of the most famous way of greetings all over the world, counting almost 40 different countries all over the world with their personal transliteration of the word CIAO.

An ordinary word, it’s true, but sometimes the most powerful actions come from the simplest.

“Ciao” is our simple, effective and natural way for trying to push down at a normal level of interaction that of our relationship with the “stranger”, the “other one”.

Starting from these little things, maybe, could affect our behaviour towards people and those who we believe are different, even if they shake the same hand we use when we say CIAO!



LOGO

CIAO also wants to be as an entrance wide open to the stranger. We could not think of the “Door of Europe” sculpture in Lampedusa that symbolizes a great peak of humanity and welcoming: this is our main inspiration for the wide open arch which represents our logo.

Target audience

Product

For the target audience of the product we have so far chosen the Lampedusa refugee camp, but of course for long-term purposes this product will be acceptable to all refugees around the world at every borders.

For the moment, we are trying to target Lampedusa because as a result of previous research we can boldly move in that direction. Also, we've been lucky enough to interview some people who are actually informed about the current Lampedusa Hotspot status.

Segmentation: Lampedusa Refugee Camp

Communication

We want to sort out the communication strategy for both segments, both for refugees and for any person around the world.

For example, we want to communicate with refugees warmly and educationally so that they feel the supports and long-term relationship we promise and want to deliver as a product.

In other human beings, we want to raise awareness of this particular issue. We will not speak in a "pitiful" voice, we will show how strong these people are, and we will leave a sense of motivation and inspiration in it. The main goal is to educate people about refugee's education as a primary need and to raise awareness about that.

Segmentation: All the people around the world Age : 14+ Sex: Female, Male Income: Doesn't matter

Brand prism



The Golden Circle

Why

We want to create the most favorable conditions for refugees to acquire that knowledge.

We believe that by understanding refugee situation and meeting their personal needs through the education, we will be able to make the new country a new home for every refugee all around the world.

How

We are welcoming each refugee by giving them the knowledge to be aware of their rights and duties through the product.

What

First, we created a special product bag-blanket that will be their companion for the entire period. It is also supported by QR with a special platform, according to which the refugee can get information about the human rights and review special emergency contacts.



Our mission

To welcome each refugee by giving them the knowledge to be aware of their rights and responsibilities

Our vision

To make the new country a new home for every refugee all around the world

Brand Values

Safety

Safety is more than just value. This is a way of life. Everything we provide with the CIAO product is focused on the safety of refugee life, as we believe that everyone deserves to feel safe, especially in places unfamiliar to them. Ensuring security shows that we value refugees and their relationship with us and that we care about their well-being.

Freedom of information

Everyone should have easy, and open access to information and knowledge. Through our product we build our concept on the freedom and access to all information and knowledge about primary needs, which are relevant to the refugees and can help them to have freedom to belong, that everyone should be able to find communities of support.

Empathy

We strive to genuinely connect with those in our life by the product. To us this means being as authentic as we can and doing our best to approach others without judgment.

It also means being aware of others' needs and really listening to them. By our product, our connection with refugees rests on providing a transparent, supportive, and accepting environment and knowledge through the product and build connections.

Education

Building a better social environment by increasing knowledge about human rights for refugees.

Creating value through giving access to refugees to be aware about their human rights is the core of what we do. We recognize that learning continues throughout our lives and see education as essential to competent citizenship in a democracy. We believe that education changes minds and lives.

Our promise

We bring to
refugee the
chance to re-
start.

We promise
you the
safety and
confidence.

Payoff

Your right
to restart

Brand Archetype

The HERO

HERO TRAITS

Warrior, Competitive, Inspiration
Winner, Principled, Idealist
Challenged, Improves the world
Proud, Brave, Courageous
Empathetic, Sincere

THE HERO PERSONA

Heroes inspire others to believe in themselves as much as the Hero believes in them. They inspire, motivate their users to do more, be more and have more. Inspiring and strong, Heroes offer tough love, and will push you to your limits and beyond - but they will also support you every step of the way.

HEROES IN THE WILD

Heroes can be found solving social, environmental, or other major issues. The Hero Brand is quick on its feet, making decision to save the world fastly and smartly. The Hero wants to leave a legacy and doesn't mind sacrificing for it

DESIRE

Change the World

MOTIVATION

Risk & Mastery & Safety

FEAR

Weakness

MANTRA

Where there is a will, there is a way.



We have chosen the hero archetype because we want to use our communication to give a voice to refugees in a motivating and inspiring way. Therefore, our communication strategy and brand character were chosen in exactly this direction. We want to rekindle that distant feeling in people and introduce them to what problems refugees face during their journey.

As for the website and communication with the refugees, in the form of products and services, we do not act as a caregiver for them, but as a hero who pushes them to achieve their fulfillment. Tsven give them the support they so desperately need, but also the belief that they can know and do everything.

Tone of voice

ATTRIBUTE

DESCRIPTION

DO

DON'T

Empathetic

We are understanding, kind and sensitive

Explain in a kind and understandable way the main message

Explain about one subject in a long and a big character, do not overwhelm with the needs, no passive forms

Inspiring/Motivational

We speak to encourage and reassure people

Use strong verbs, be Champions for audience

Be over expert, and overly motivated for audience. Be annoying mainstream

Virtuous

Our voice is lawful, and the communication words righteous, moral and upstanding

Be direct, straightforward and honest

Be snappy, evasive or vague

Pragmatic

We are realistic and sensible

Showing deep sincerity or feelings with serious act

Use jargon/slang over promise or oversell products capabilities

Sincere

We speak and provide through the communication honest, truthful, earnest

Share information, give good knowledge and feelings

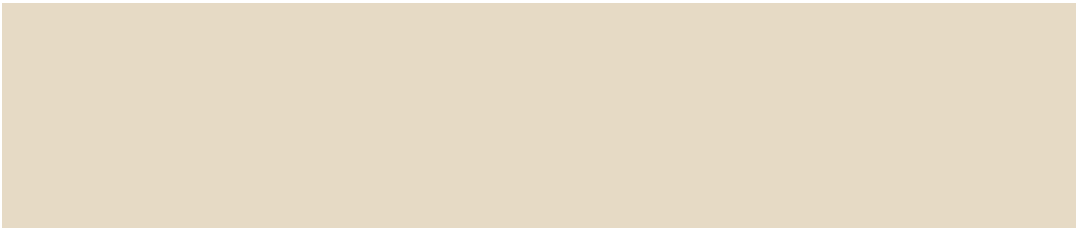
Use overly complicated language, promise thing that can't be done



**VISUAL
IDENTITY**

Colour Palette

DFD3BC



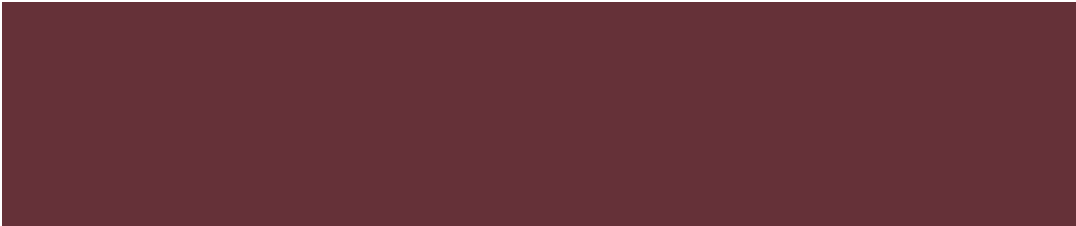
CBC7BA



292C1A



5F3639



D76A03



41658A



Logo construction



Logotype

based on font **MATTONE**
by Collettivo
italian open source foundry

CIAO

Typography

TITLES+LOGO

MATTONE by Colletttivo Foundry

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWYXZabcdefghijklmnopqrstuvwxyz
1234567890
?!"'".,:;-_éè<>[](){}

Texts

Noto Sans by Adobe fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz-
vwxyz1234567890?!"'".,:;-_éè<>[](){}



Social Media

e.g. instagram

Through social media we want to raise awareness about refugees. We do not want to aggressively and “sinfully” reveal stories about refugees and their expressions. According to our communication strategy, we want to make our voices heard in a motivational, empathetic and pragmatic way.

Main communication directions

Informative posts on Lampedusa

Personal stories about refugees

Volunteers work for a product

Make refugees as heroes

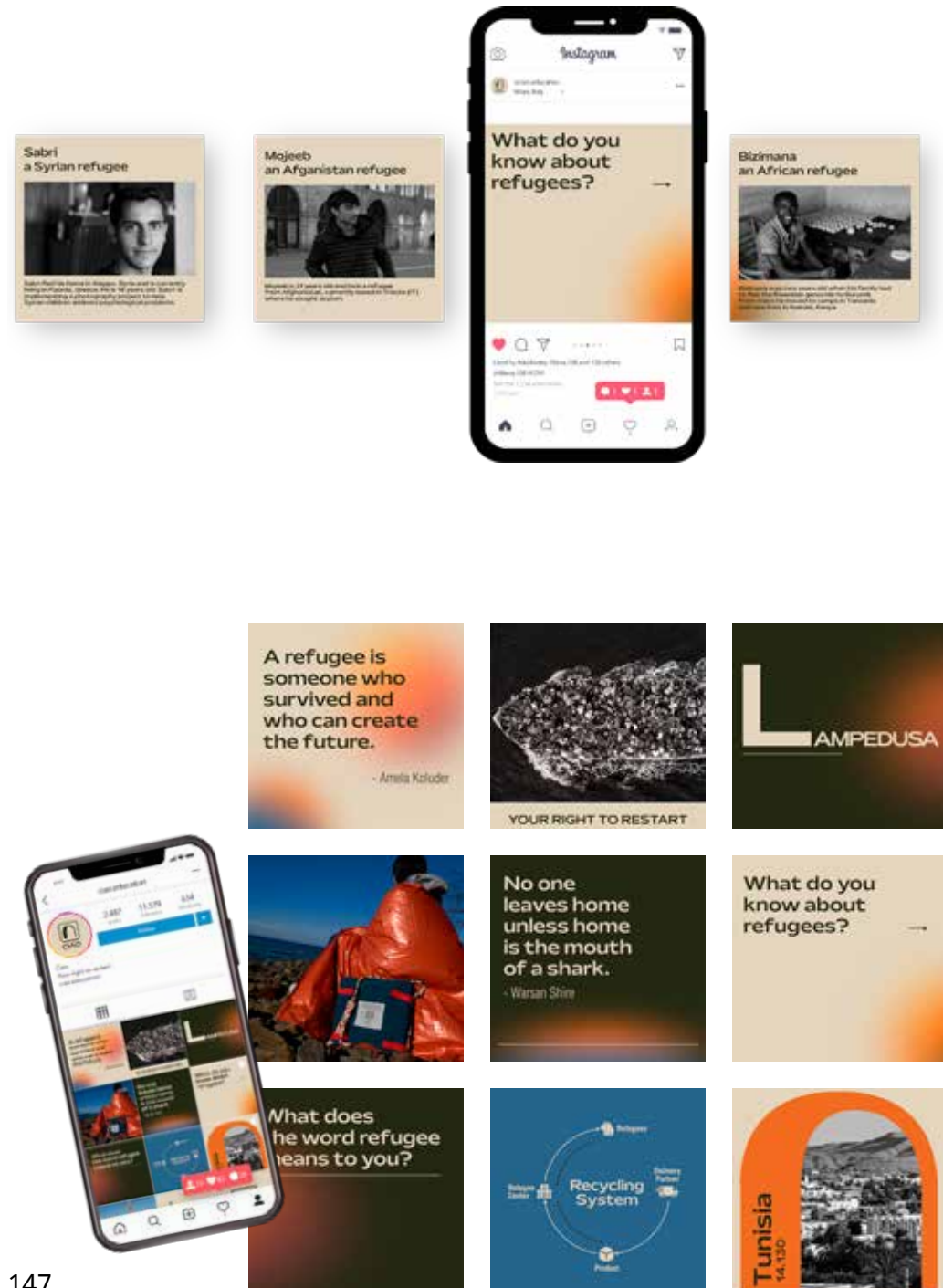
Catchy quotes by refugees

Product description

Interviews

Subway Campaign

Problems of refugee (showing in positive way)



Guerrilla Marketing

We decided to think of a possible way of unconventional advertising about our project. Visualizing the migrant routes as simple metro lines that directly link to the main ones of Milano metro station we aim to normalize the journey of people which run away from their country searching for a better future, trying to insist on the equality of every human being in front of life and change.



東京メトロからのお知らせ

Who we are

Here we are!

We are Maccaroni Team. Our group is made of people with different backgrounds and profiles.

It was very sapid for us to work together, exchange experiences, learning from each other and growing up together, since sometimes we had unexplored topics with which there had been no contact for us before.

Why did we choose this topic? We will answer this question for you. The fact is that for us it was a great challenge.

We didn't take on the topic of refugees as a simple task that we have to complete. We immersed ourselves in the whole essence of this topic in real time and tried to look at everything from the other side, which was unknown to us.

And we hope to have found a solution for this riddle!

On the previous pages of the booklet provided to you you find all the information about the Ciao Project, the investigation we conducted, and much more interesting information that we hope, at least, will bring awareness on this truly relevant issue which data are clear about its rise in the very next future and on its already relevant social and political issues.

Thank you for reading

Maccaroni Team



Alice Bosso



Dario Biagio Torrisi



Marco Tintori



Elizaveta Bakradze



Xin Luo

