



regional observatory  
for social inclusion  
region of crete



ΠΕΡΙΦΕΡΕΙΑ ΚΡΗΤΗΣ  
REGION OF CRETE

## GOOD PRACTICES

Progetto Quid: An example of a  
social enterprise in Italy

04/2026



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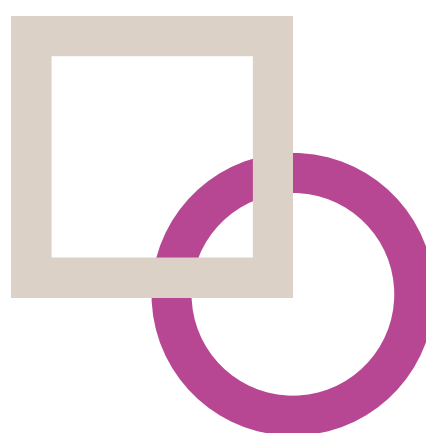


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# Introduction



**Progetto Quid** is a good business practice in the field of social policy, as it combines the social inclusion of vulnerable groups with the promotion of sustainable production in the clothing industry. The model is based on the reuse of surplus fabrics from large fashion companies, which are transformed into new products, while creating jobs for people who face difficulties in accessing the labor market, such as women victims of violence, the long-term unemployed, former prisoners, people with a migrant background, etc.

The effectiveness of the business initiative lies in its dual nature, as it contributes both to social inclusion and to the reduction of the environmental burden. At the same time, it promotes a sustainable business model, which combines economic sustainability with social impact, strengthening the concept of the social economy.

# How is it applied?

Access to the labour market is increasingly difficult, especially for people belonging to vulnerable social groups, such as victims of violence, former prisoners, immigrants, people with disabilities, people with mental illness or substance abuse problems. Lack of work can exacerbate existing problems, prolonging dependency on social welfare and increasing the risk of poverty and social exclusion. In this context, Progetto Quid, a **social fashion enterprise**, was founded in Verona, Italy, in 2013, with the aim of **combining sustainability with social inclusion**, giving opportunities to people who have difficulty finding work.

Initially, Progetto Quid worked with small local sewing workshops, offering **inclusive employment to women**. In 2015, it opened its first production unit in Avesa, with 17 female employees, and its first store in Verona, producing and selling products from reusable fabrics such as clothes, bags, linens, etc. It then expanded to other cities, such as Milan and Genoa, while in 2018 the company exceeded 100 employees, inaugurating a second unit for its warehouse and production.



During the pandemic, like many businesses, Progetto Quid tried to manage the challenges presented. Specifically, in just three weeks, it converted its production into reusable and washable personal protective masks, demonstrating **flexibility and social responsibility**. Following this experience, Progetto Quid strengthened its partnerships with sustainable supply chains and inclusive sewing companies.

In the following years, the company grew even more, offering a **safe environment, with a sense of community and opportunities for empowerment**, promoting employee well-being, skill development and support in daily and professional life.

In the context of social support and development, the LIBERA-MENTE social welfare program was launched in 2018, aiming to support its employees in their daily lives. Specifically, the program provides employees with **psychological support** through weekly sessions with a psychologist and a social worker, helping them manage personal difficulties and bureaucratic procedures of everyday life.



Additionally, SHEWILL, the first **inclusive leadership program** designed in collaboration with employees, was launched in 2019 to empower women and promote equality in the workplace. It also provides employees with skills development opportunities through the IMPACTA program, which focuses on **digital and fashion skills**, enhancing their employability.

Regarding its operating method, Progetto Quid operates in accordance with national legislation on the integration of people with disabilities. According to Article 14 of Legislative Decree 276/2003, companies with over 50 employees are required to employ people with disabilities at a rate of 7%. Non-compliance can lead to fines, while there is the possibility of assigning up to 30% of this obligation to social cooperatives such as Progetto Quid, through an order of commercial products or components worth at least €60,000. In this way, Progetto Quid **undertakes the employment of people that other companies do not hire, receiving in return the assignment of various orders-works to it.**

In addition to the social aspect of the company, Progetto Quid is also developing in the field of **social innovation**. Specifically, the company's products are sourced from surplus fabrics, mainly from Italy (90%) and to a lesser extent from Spain, England and Croatia (10%), **reducing waste and promoting the circular economy**. The company's production includes collections under the Progetto Quid brand, special lines for other brands, corporate gifts, merchandising, workwear and welcome kits.

In conclusion, Progetto Quid collaborates with businesses, public and private bodies as well as civil society organizations, creating sustainable supply chains and supporting people in social exclusion. Its model allows for gradual integration into work and ongoing support, as well as the production of products in small series for greater sustainability and quality. Through the utilization of surplus fabrics, the environmentally responsible production of clothing and accessories, the creation of jobs for vulnerable groups and vocational training, Progetto Quid connects productive activity with social inclusion and environmental sustainability, achieving a substantial social and economic impact.

# Project summary



## Scope

Access to the labor market



## Country / Region

Italy, Verona



## Where is it applied?

Progetto Quid is aimed at people who face obstacles in accessing the labor market, such as women in a vulnerable situation, the unemployed, immigrants, people with low income or limited professional skills, etc.



## When did it applied?

Progetto Quid began operating in 2013.



## Results

Progetto Quid has grown significantly since 2016 and continues to contribute substantially to the social inclusion of vulnerable groups and to environmental sustainability. Specifically, its turnover increased from 1 million euros in 2016 to **6.8 million** in 2024, while its employees, from 60 people, reached **148** in the corresponding years, of which **75%** are women, **65%** are people from socially vulnerable groups, **22%** come from different countries, while **58** new hires were recorded in 2024. Furthermore, in 2024, a total of **122 collaborations** with businesses were recorded, **722,000 realised products** were created, while **213km** of fabrics were recovered/reused.



In the context of social innovation and the empowerment of women and vulnerable groups in the workplace, the company has been recognized with important awards. The following distinctions are indicative:

- **2014:** 1st Prize in the European Social Innovation Competition.
- **2016:** Angelo Ferro Prize for contribution to the social economy through innovation.
- **2017:** Momentum for Change Prize (UN) – “Women for Results” category.
- **2017:** Civil Society Prize from the European Commission (“Employment & Social Affairs”).
- **2020:** “Responsible Disruption” Prize for sustainable fashion and ecological practices.
- **2024:** Leonardo Award – Quality of Italy for innovation, sustainable production and strengthening of “Ethically Made in Italy”.

It has also received funding for its development from various institutions and competitions to support its activity, such as the European Social Innovation Competition and the European Investment Bank's SI Tournament (30,000 euros). Furthermore, it is on the ESF+ good practices list.



### **Information**

More information about Progetto Quid can be found [here](#).



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