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**CHEESE SOCIAL IMPACT ASSESSMENT**

Capitals	Items available
<b>Human capital</b>	<b>n° of employees:</b> -Organization -Media -Security -Info points <b>n° of exhibitors and vendors</b> (divided by type of product presented in the field of food and beverage) <b>n° of “affineurs” and selectors</b> <b>n° of volunteers</b> <b>n° of employees of other Entities and Organizations that collaborate directly</b> (e.g., City of Bra, Slow Food,etc.) <b>n° of people intervening in each booth</b> (divided by product an topic e.g. shepherds, cooks) <b>n° of main partners</b> (e.g., PARMIGIANO REGGIANO, Reale Mutua, etc.) <b>n° of green partners</b> (e.g., Ricrea, Pool Pack,etc.)
<b>Manufacturing capital</b>	<b>Handmade products</b> (e.g., cheese, beers, etc.) <b>Pavilions rented</b> <b>Food and beverage parallel and additional services (bars, restaurants)</b>
<b>Financial capital</b>	<b>Transfers from institutions</b> <b>Sponsorships</b> <b>Rents paid</b> <b>Salaries paid</b> <b>Reimbursements given to volunteers</b> <b>Value of services provided to personnel and visitors</b> <b>Monetary transactions among vendors and visitors</b> <b>Fees and taxes paid</b>
<b>Organizational capital</b>	<b>n°of internal meetings and subjects involved in the organization</b> <b>n° of meetings with other parties:</b>



	<ul style="list-style-type: none"> <li>-Public Institutions</li> <li>-Slow Food</li> <li>-Main foundations (e.g., Fondazione CRC, Langhe Monferrato Roero)</li> <li>-Main partners</li> <li>-Vendors and direct participants</li> </ul> <p><b>Type of training followed by volunteers for the event</b></p>
<b>Natural capital</b>	<p><b>Water Consumption</b></p> <p><b>Electricity consumption</b></p> <p><b>Land and property at the disposal for the event</b></p> <p><b>Raw materials involved in the production processes of the products</b></p>




The Theory of Change (ToC) provides framework for the proper understanding and addressing of the impact of some specific plans and strategies on a given condition, in which those have not been implemented yet. It is crucial to underline the importance of this tool in the field of the strategic and risk management, given its ability to smartly allow users to easily and schematically assess the hypothetical performance of some particular actions, decisions, activities, events, involving the usage of financial, natural, human, manufacturing and organizational resources (as the capitals adopted in this particular case study). In this specific literature, by primarily pointing the inputs used, connected to some other specific practical activities which are going to be performed to reach some particular goals, it has been possible to understand the further effects linked to the usage of those inputs. The direct evolution from the utilization of the inputs is represented by the different outputs generated, successively some medium-term achievements and further long-term final effects will be registered and analyzed under the voices “OUTCOME” and “IMPACT”. A further connection to the planned sustainable goals established by the Agenda 2030 has been additionally provided.

By analyzing the general and larger picture through the Theory of Change, it is possible to underline how the comprehensive impact of the fair “Cheese” will provide many positive implications to the directly involved City of Bra and to the general context linked to the “Food & Beverage” industry. The primary beneficial will collect important amount of financial resources, and allow the underneath community to prosper as well. Additional know-how will be benefitted as well by all the private and public entities involved. Socially and environmentally, more awareness and acknowledgment connecte to the culture of qualitative food and raw materials will be spread, and will eventually influence the consumer’s future choices having possibly a direct impact on environmental issues.




**The data collection process has been achieved by a previous understanding on the issues and projects involved, by the consultation of the available course material on Moodle. Furtherly, direct data have been discovered in the Cheese’s official website and in the Global**



**Indicator Framework. The information has been then synthetized and processed following the guidelines provided to complete the groupwork.**

INPUT	OUTPUT	OUTCOME	IMPACT	SDGs
<p><b>Human capital:</b></p> <p><b>n° of employees:</b> -Organization -Media -Security -Cleaning services -Info points</p> <p><b>n° of exhibitors and vendors</b> (divided by type of product presented in the field of food and beverage)</p> <p><b>n° of “affineurs” and selectors</b></p> <p><b>n° of volunteers</b></p> <p><b>n° of employees of other Entities and Organizations that collaborate directly</b> (e.g., City of Bra, Slow Food,etc.)</p> <p><b>n° of people intervening in each booth</b> (divided by product and topic e.g., shepherds, cooks)</p>	<p>Preparation and further availability of the fair and the related services</p> <p>Direct offering and insertion in the market of top-quality milk-derivates products</p> <p>Cooperation between producer category and auxiliary and quality-guarantors professionals (figure of affineurs and selectors)</p> <p>Provision of crucial services without any financial burden on public and private organizers</p> <p>Provision of information services connected to the businesses presenting their products</p> <p>Availability of publicly-given speeches concerning social and environmental</p>	<p>Public provision of work opportunities and experiences</p> <p>Business opportunities, enlargement of customers and colleagues’ networks, significant revenue stream</p> <p>Work experience opportunities, free training services</p> <p>Promotional campaigns, public funds for territorial activities</p> <p>Marketing activities, social and cultural awareness purposes</p> <p>Marketing aims, market-share enlargement</p> <p>Social and cultural awareness purposes</p>	<p>Higher personal income</p> <p>Increase of market share, deeper products acknowledgement, stimulation on newer customers’ needs and consumptions</p> <p>Acquisition of social and working skills</p> <p>International networking and culinary exchange</p> <p>Higher visibility and cultural impact</p> <p>Significant awareness on environmental and product-quality related issues</p>	<div data-bbox="1720 339 2042 659" style="background-color: #2e8b57; color: white; padding: 10px; text-align: center;"> <p><b>3 GOOD HEALTH AND WELL-BEING</b></p>  </div> <div data-bbox="1720 730 2042 1050" style="background-color: #e67e22; color: white; padding: 10px; text-align: center;"> <p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p>  </div>

<p><b>n° of main partners</b> (e.g., PARMIGIANO REGGIANO, Reale Mutua, etc.)</p> <p><b>n° of green partners</b> (e.g., Ricrea, Pool Pack, etc.)</p>	<p>themes connected to the food-sector</p> <p><b>RELATED ACTIVITIES:</b> B2C selling; cross-business communication and collaboration; seminars; public explanation of key-preparations and processing related to the products exhibited</p>			<p><b>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</b></p> 
<p><b>Manufacturing capital:</b></p> <p><b>Handmade products</b> (e.g., cheese, beers, etc.)</p> <p><b>Pavilions rented</b></p> <p><b>Food and beverage parallel and additional services (bars, restaurants)</b></p>	<p>Direct presence and availability of the milk-derivates high quality products</p> <p>Availability of stands, and physical ubications for exhibition, sales and information purposes</p> <p>Availability of refreshment-dedicated spots and contingent provision of food and beverages</p> <p><b>RELATED ACTIVITIES:</b></p> <p>Sales of exhibited products; sales of</p>	<p>Communication and spreading of territorial and international quality products</p> <p>Expositions by product type experts</p>	<p>Direct economic impact (sales during the fair)</p> <p>Indirect economic impact (increased sales after the fair)</p> <p>Better consumer's perception and higher curiosity on the event</p> <p>Improved customer's opinion on private and public entities involved</p> <p>Vehiculation of wiser food culture related to quality issues and environmental problems</p>	<p><b>8 DECENT WORK AND ECONOMIC GROWTH</b></p>  <p><b>3 GOOD HEALTH AND WELL-BEING</b></p> 

	additional goods provided; stands-linked activities and services provided (gadgets, games, product samples offering)			
<b>Financial capital:</b>  <b>Transfers from institutions</b>  <b>Sponsorships</b>  <b>Rents paid</b>  <b>Salaries paid</b>  <b>Reimbursements given to volunteers</b> <b>Value of services provided to personnel and visitors</b>  <b>Monetary transactions among vendors and visitors</b>  <b>Fees and taxes paid</b>	Money directly collected by vendors and institutions involved  Inflow of money in public institutions' accounts  Financial exchange of capital between fair-related entities and third-parties (non-public rents, sponsorships)  <b>RELATED ACTIVITIES:</b> Sales, collection of money	Economic value derived by public institutions  Economic value cashed through sponsorship  Economic value paid to employees, professionals, and personnel  Investment in fixed assets  Economic value contributed to the public authorities for the provisions of land and services  Economic value generated by guests and participants in the territory  Economic value of money collected through public levies	Incidence of direct and indirect economic value generated by the fair  Incidence indirect economic value gained by sponsors and partners  Direct economic impact (sales during the fair)  Incidence of economic value provided volunteering  Incidence of public economic value in public funds and governmental budget	  

<p><b>Organizational capital</b></p> <p><b>n°of internal meetings and subjects involved in the organization</b></p> <p><b>n° of meetings with other parties:</b></p> <ul style="list-style-type: none"> <li>-Public Institutions</li> <li>-Slow Food</li> <li>-Main foundations (e.g., Fondazione CRC, Langhe Monferrato Roero)</li> <li>-Main partners</li> <li>-Vendors and direct participants</li> </ul> <p><b>Type of training followed by volunteers for the event</b></p>	<p>Adequate preparation and organization</p> <p>Strong security and first aid systems</p> <p>Sponsorship with public and private institutions</p> <p>Participation of related parties</p> <p>Wide offer for the clients</p> <p>Massive participation of volunteers</p> <p>Rising interest in the event</p> <p><b>RELATED ACTIVITIES:</b></p> <p>Risk management and strategic management activities implemented; intense dialogue between the parties; training services enabled</p>	<p>Overall well-performing results of the fair</p> <p>Consolidation of networking activities in actual systems of communication and cooperation</p> <p>Customer-relationship management skills and properties</p> <p>Development of skills for staff and volunteers</p> <p>General and comprehensive attention on the fair and success of the exhibition</p>	<p>Improved know-how provided by a network of excellent partners</p> <p>Creation of a network to support the event</p> <p>Best deals for services cost</p> <p>Improved legal, security and medical affairs</p> <p>Involvement of young people as volunteers</p>	<div style="background-color: #e91e63; color: white; padding: 10px; text-align: center;"> <p><b>4</b> QUALITY EDUCATION</p>  </div> <div style="background-color: #9c27b0; color: white; padding: 10px; text-align: center;"> <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>  </div> <div style="background-color: #4caf50; color: white; padding: 10px; text-align: center;"> <p><b>3</b> GOOD HEALTH AND WELL-BEING</p>  </div>
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<p><b>Natural capital:</b></p> <p><b>Water Consumption</b></p> <p><b>Electricity consumption</b></p> <p><b>Land and property at the disposal for the event</b></p> <p><b>Raw materials involved in the production processes of the products</b></p>	<p>General accessibility and sustainability of the fair and the connected activities, services and products</p> <p><b>RELATED ACTIVITIES:</b></p> <p>Public provision of water and electricity; utilization of portions of territory at disposal; processing of raw materials and supply chain activities to provide the final product to the final consumer</p>	<p>Visitors, possible investors, customers, and societal consumers affluence to the fair.</p> <p>Sharing and distribution of social, environmental, economic, and financial value</p> <p>Provision of high-quality products, with information services included in the sale and exhibition of those</p>	<p>Direct impact on city's and regional pollution (connected to the travels bringing visitors to the fair)</p> <p>Hypothetical waste of some resources at the disposal of staff and visitors</p> <p>Indirect impact on consumer's critical thinking with respect to some products in the market (comparison skills achieved)</p>	<div data-bbox="1720 153 2013 448"> <p><b>7 AFFORDABLE AND CLEAN ENERGY</b></p>  </div> <div data-bbox="1720 560 2013 855"> <p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p>  </div>
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## DEFINITION OF SPECIFIC IMPACT INDICATORS

Based on the SDGs indicators, specific indicators can be identified that can be adapted to the descriptive needs of the event with an appropriate measurement tool.

SDGS	Indicator	Standard sub-indicator	Measurement instrument
<p>Goal 3: Ensure healthy lives and promote well-being for all at all ages</p>			
<p>Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	<p>4.3 - By 2030, ensure equal access for all women and men to affordable, quality technical, vocational and third-level education, including university</p> <p>4.4 - By 2030, substantially increase the number of youth and adults who have the necessary skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurial skills</p>	<p>4.3.1 - Participation rate of youth and adults in non-formal education and training in the past 12 months, by gender</p> <p>1. Participation in continuing education (Percentage of 25-64 year olds who participated in education and training activities in the 4 weeks prior to the interview out of the total number of 25-64 year olds).</p> <p>4.4.1 - Percentage of youth and adults with information and communication skills (ICT), by type of skill</p> <p>1. Digital skills at least basic (People aged 16-74 who have at least basic skills for all 4 domains identified by the "Digital competence framework." The domains considered are:</p>	

	<p>4.7 - By 2030, ensure that all students acquire the knowledge and skills necessary to promote sustainable development through, among other things, education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and nonviolence, global citizenship, and appreciation of cultural diversity and culture's contribution to sustainable development.</p>	<p>information, communication, content creation, problem solving).  2. High digital skills. People aged 16-74 who have advanced skills for all 4 domains identified by the "Digital competence framework."  The domains considered are: information, communication, content creation, problem solving.  A number of activities (from 4 to 7) were selected for each domain. For each domain a level of competence is assigned depending on the number of activities performed  0=no competence 1=basic level 2=above basic level. Thus, people aged 16-74 years who for all domains have level 2 have advanced skills.</p> <p>4.7.1 - Extent to which (i) global citizenship education and (ii) sustainable development education are integrated into (a) national education policies, (b) curricula, (c) teacher training, and (d) student assessment</p>	
<p>Goal 8:Promote sustained, inclusive and sustainable</p>	<p>8.3 Promote development-oriented policies that support</p>	<p>8.3.1 Proportion of informal employment in total</p>	<p>Measure the extent to which cheese-related activities</p>

<p>economic growth, full and productive employment and decent work for all</p>	<p>productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services</p> <p>8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead</p> <p>8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products</p>	<p>employment, by sector and sex</p> <p>8.4.2 Domestic material consumption, domestic material consumption per capita, and domestic material consumption per GDP</p> <p>8.9.1 Tourism direct GDP as a proportion of total GDP and in growth rate</p>	<p>contribute to formal job creation, especially in the micro, small, and medium-sized enterprises (MSMEs) sector.</p> <p>Assess the sustainability of cheese production processes by measuring the domestic material consumption associated with the industry. This includes evaluating resource efficiency and the environmental impact of production.</p> <p>Evaluate the impact of cheese-related activities on sustainable tourism by measuring the contribution of cheese-related tourism to the direct GDP, considering both the proportion to total GDP and the growth rate.</p>
<p>Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p>	<p>9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least</p>	<p>9.2.1 Manufacturing value added as a proportion of GDP and per capita</p> <p>9.2.2 Manufacturing employment as a proportion of total Employment</p>	<p>Measure the increase in manufacturing value added as a proportion of GDP and per capita to assess the event's contribution to economic development.</p>

	<p>developed countries</p> <p>9.3 Increase the access of small-scale industrial and other enterprises, in particular in developing countries, to financial services, including affordable credit, and their integration into value chains and markets</p>	<p>9.3.1 Proportion of small-scale industries in total industry value added</p>	<p>Evaluate the impact on manufacturing employment as a proportion of total employment to understand the event's influence on job creation and industry participation.</p> <p>Assess the proportion of small-scale industries in total industry value added to gauge the event's impact on inclusivity and the integration of small enterprises into the industry</p>
<p>Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable</p>	<p>11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage</p>	<p>11.4.1 Total per capita expenditure on the preservation, protection and conservation of all cultural and natural heritage, by source of funding (public, private), type of heritage (cultural, natural) and level of government (national, regional, and local/municipal)</p> <p>11.a Support positive economic, social and environmental links between urban, peri-urban and rural areas by</p>	<p>Measure the financial investments made in preserving and protecting cultural and natural heritage related to the Cheese event, considering the source of funding (public, private), the type of heritage (cultural, natural), and the level of government involved.</p> <p>Evaluate the Cheese event's impact on supporting positive economic, social, and environmental</p>



		<p>strengthening national and regional development planning</p> <p>11.a.1 Number of countries that have national urban policies or regional development plans that (a) respond to population dynamics; (b) ensure balanced territorial development; and (c) increase local fiscal space</p>	<p>connections between urban, peri-urban, and rural areas by examining the presence and effectiveness of national urban policies or regional development plans in the countries represented at the event.</p>
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<p>Goal 12. Ensure sustainable consumption and production patterns</p>	<p>12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses</p> <p>12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse</p> <p>12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature</p>	<p>12.3.1 (a) Food loss index and (b) food waste index</p> <p>12.5.1 National recycling rate, tons of material recycled</p> <p>12.8.1 Extent to which (i) global citizenship education and (ii) education for sustainable development are mainstreamed in (a) national education policies; (b) curricula; (c) teacher education; and (d) student assessment</p>	<p>Instrument: Implement a Food Loss and Waste Index assessment to quantify and analyze reductions in per capita global food waste at the retail and consumer levels and identify improvements in reducing food losses along production and supply chains.</p> <p>Assess the National Recycling Rate and tons of material recycled to gauge the effectiveness of waste reduction efforts during Cheese events, emphasizing prevention, recycling, and reuse.</p> <p>Evaluate the extent to which global citizenship education and education for sustainable development are integrated into Cheese event activities, considering factors such as inclusion in national education policies, curricula, teacher education, and student assessment.</p>
<p>Goal 17. Strengthen the means of implementation and</p>			

revitalize the Global Partnership for Sustainable Development			
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