

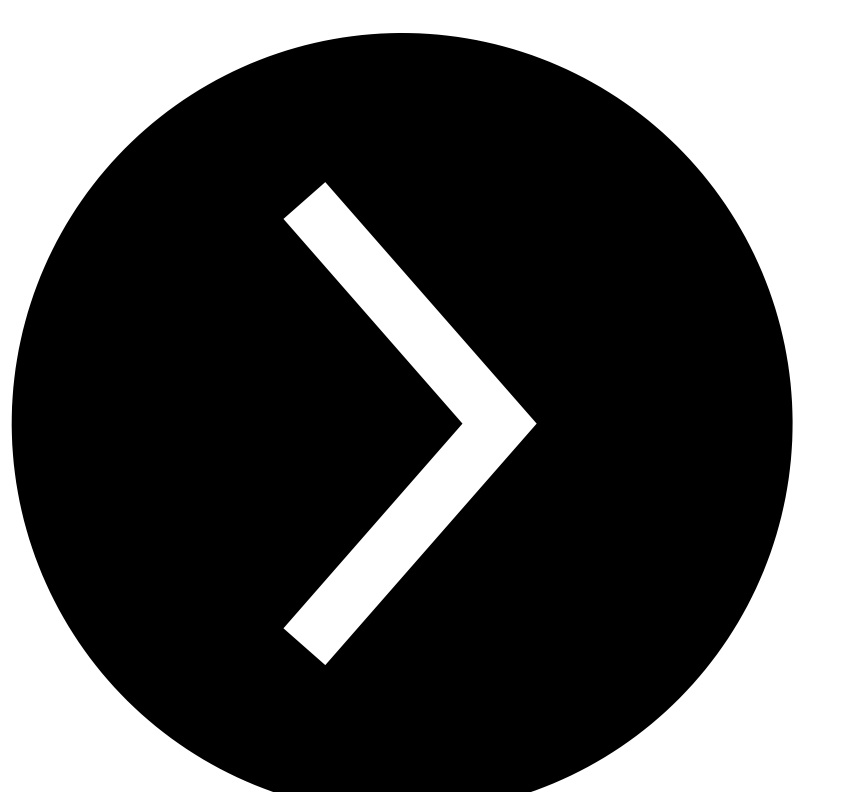
Social Innovation Spotlight



Episode 29

From unheard voices to neighbourhood storytellers

A community project in Turin where young people use podcasts, music, photography and multimedia to reshape how they and their neighbourhoods are seen.



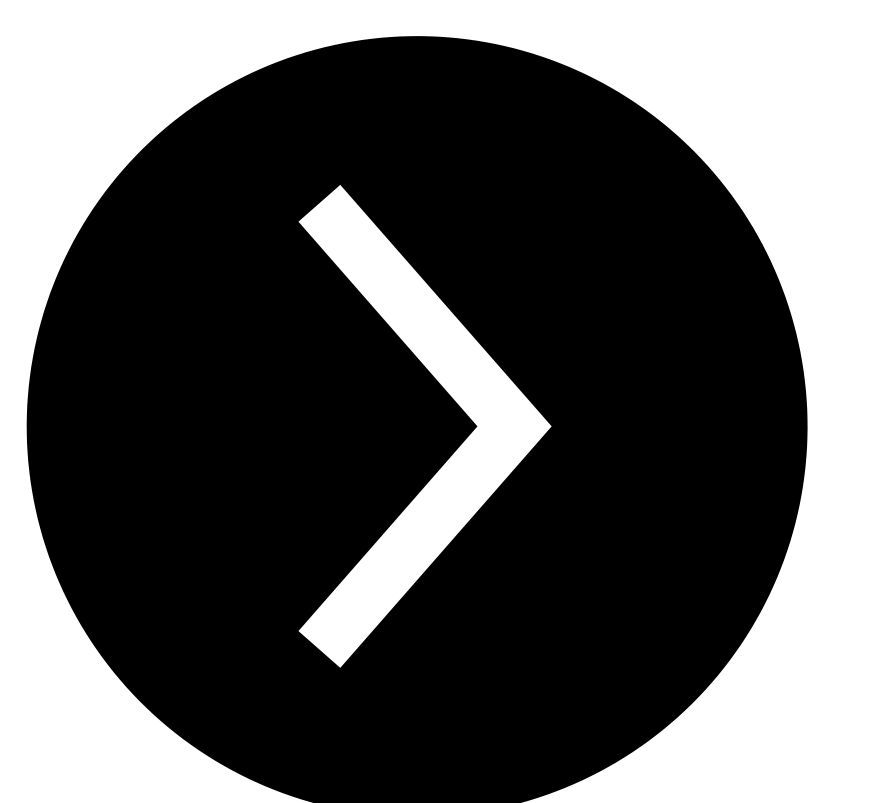
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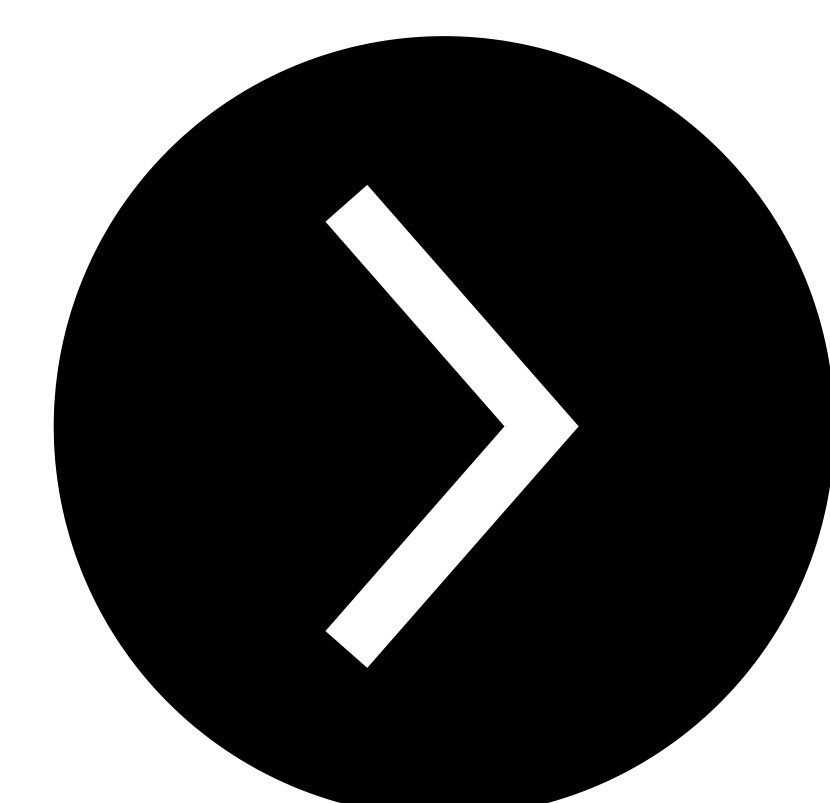
The challenge

- Young people in Barriera di Milano and Aurora face unemployment, school dropout, economic hardship and social exclusion.
- Migrants, asylum seekers, NEETs and disadvantaged youth have limited access to cultural and digital opportunities.
- Weak connections between generations and cultures deepens isolation and reduce community cohesion.
- Neighbourhoods are often portrayed through insecurity and marginalisation, while their creativity and positive stories remain invisible.



The idea

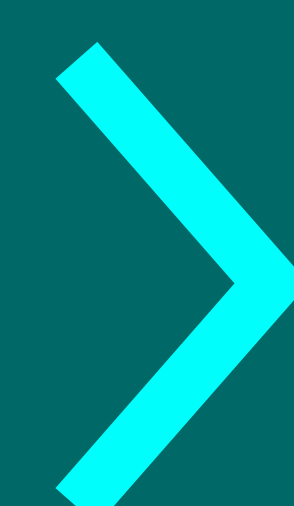
Creating a permanent Podcast Hub as an open social and multimedia laboratory where young people become storytellers, podcasters, musicians, photographers and community communicators.



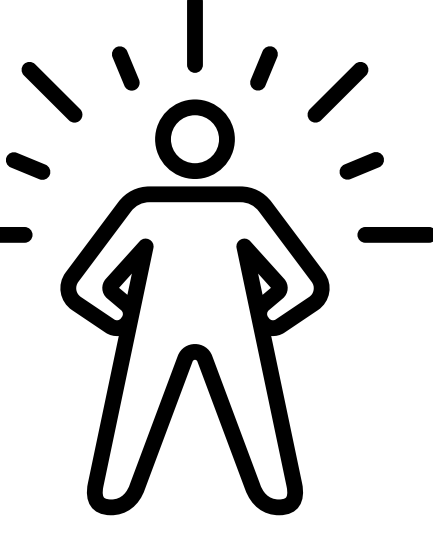


What's innovative here?

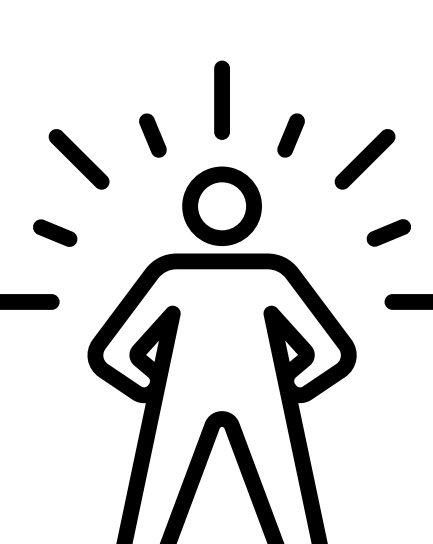
- **Young people lead the narrative:** participants are creators and community communicators.
- **Creative formats:** podcasting, rap, trap, freestyle, photography and multimedia make participation accessible.
- **Peer-led learning:** young people learn from one another while developing communication, teamwork and digital skills.
- **Community storytelling:** creative expression becomes a tool for active citizenship, intercultural dialogue and social change.

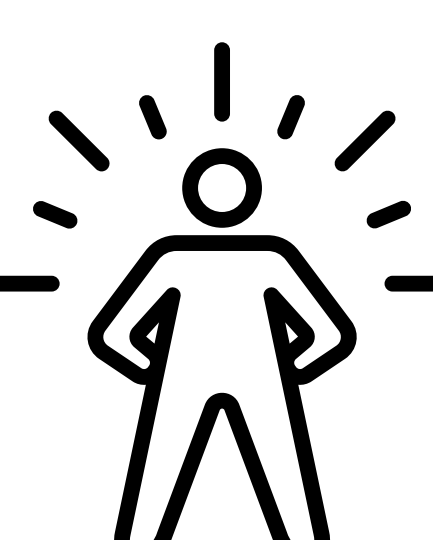


Impact so far

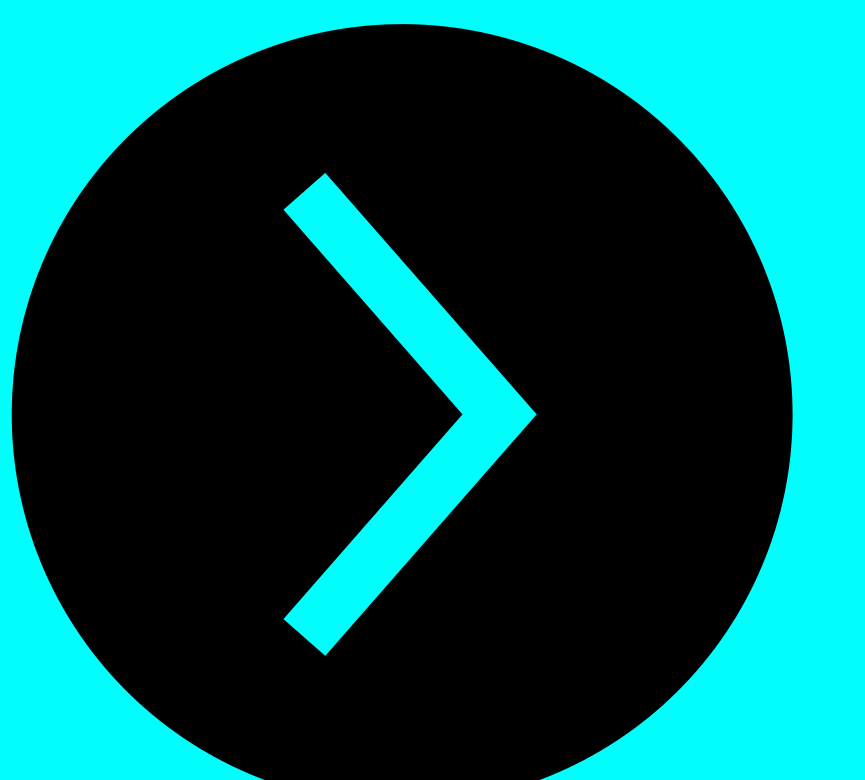
> 300 young people directly involved in the project 

>400 hours of educational and creative workshops 

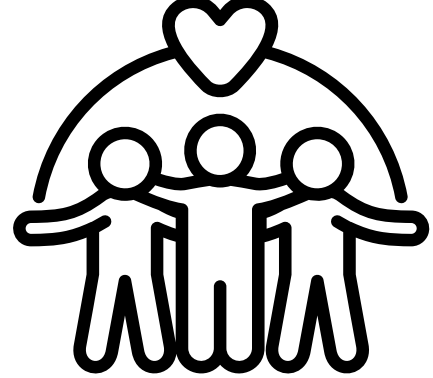
Stronger digital, communication, creative and
teamwork skills 

Increased self-confidence, sense of belonging
and ability to express personal and community
experiences 

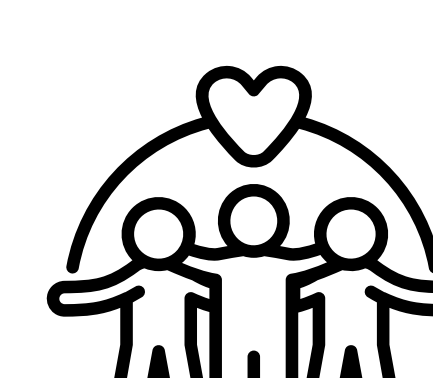
Empowerment

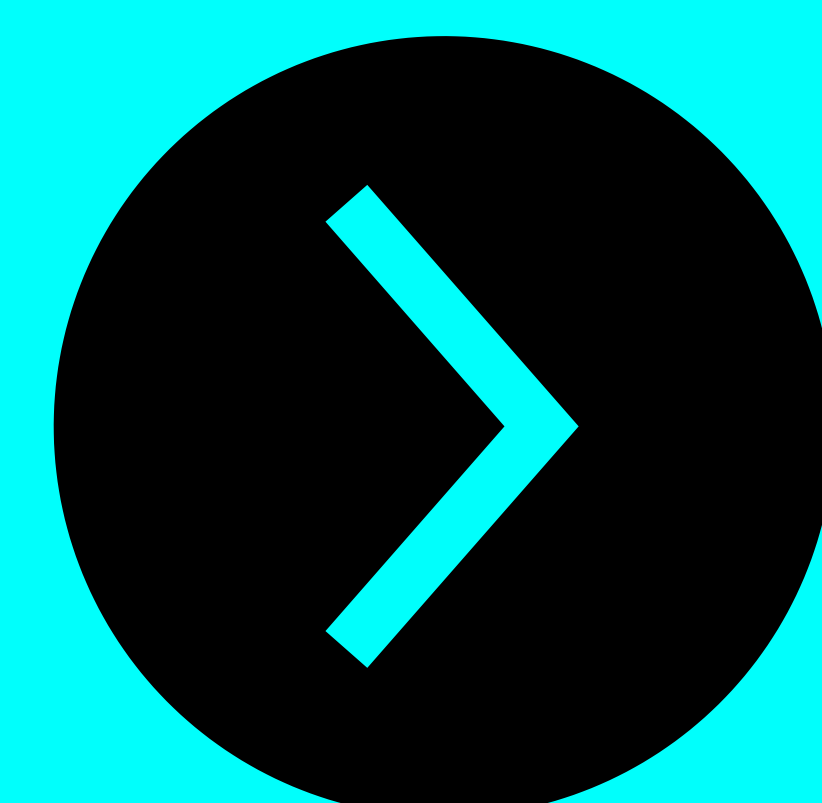


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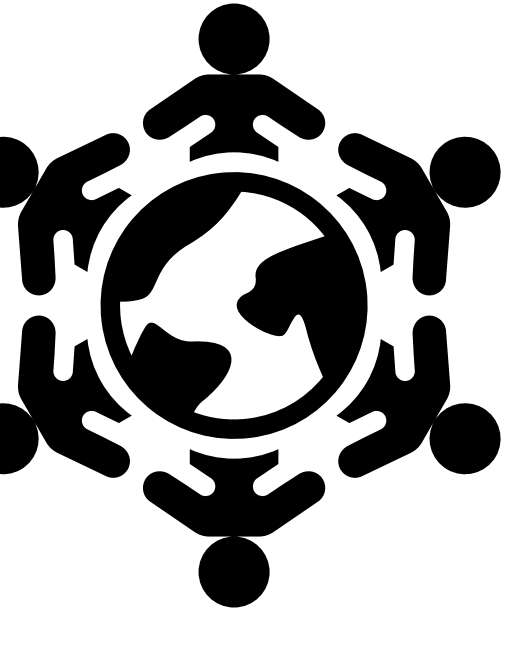
Greater participation of vulnerable young people in
community life 

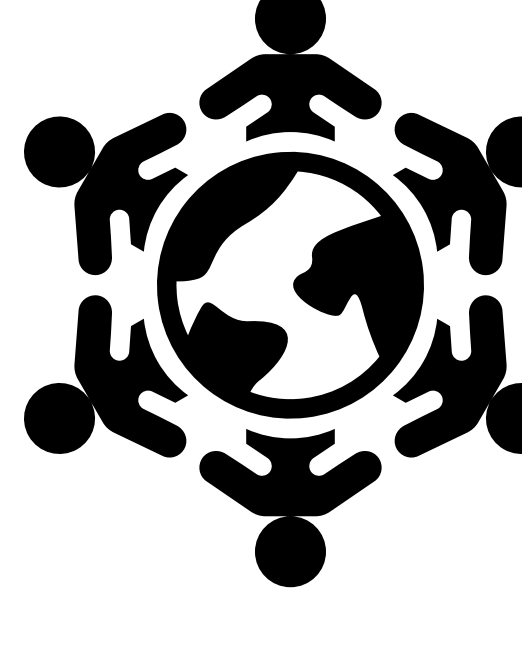
Stronger dialogue between cultures, generations and
different groups living in the neighbourhoods 

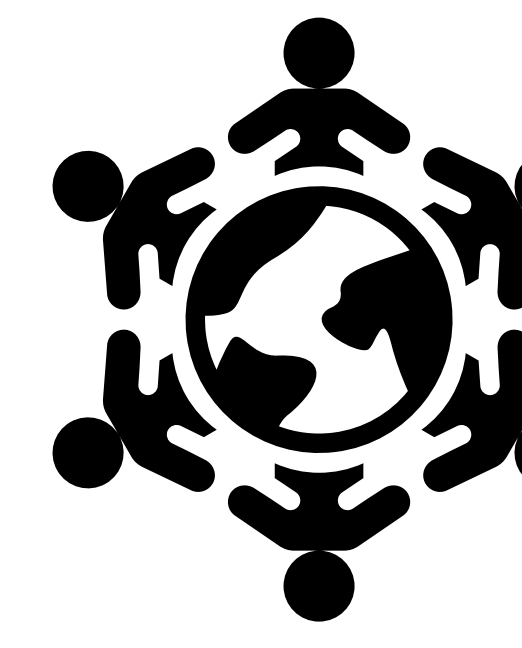
A permanent, inclusive Podcast Hub offering
continued opportunities for learning and
participation 



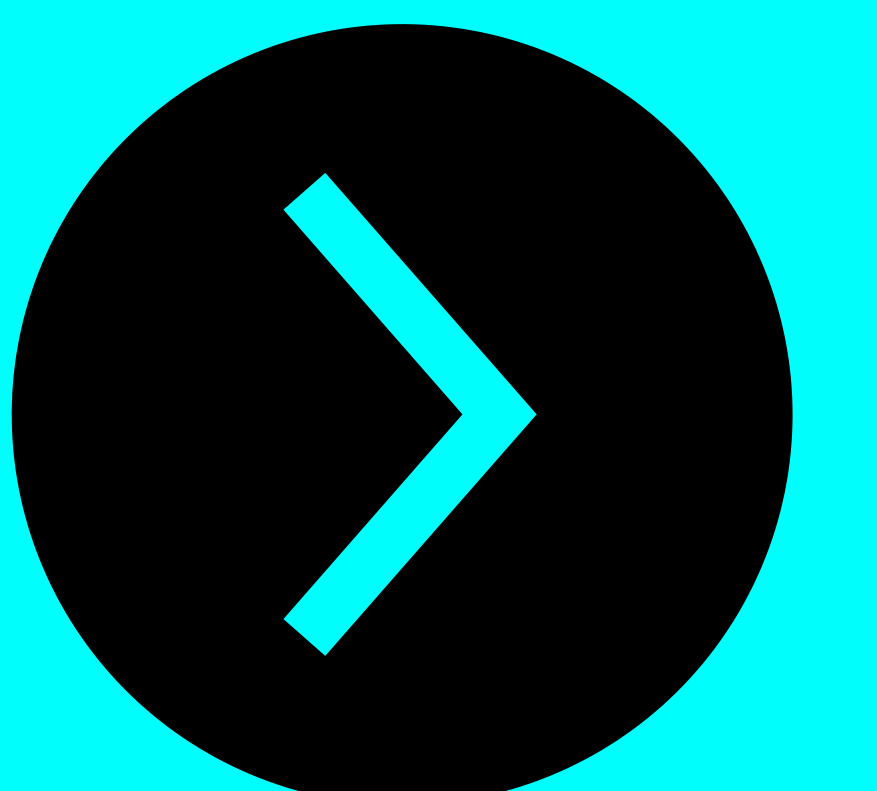
Impact so far

>20 podcasts, videos and digital stories created by participants 

Positive local stories that challenge stereotypes about multicultural neighbourhoods 

Culture and creativity used to support social inclusion and positive neighbourhood regeneration 

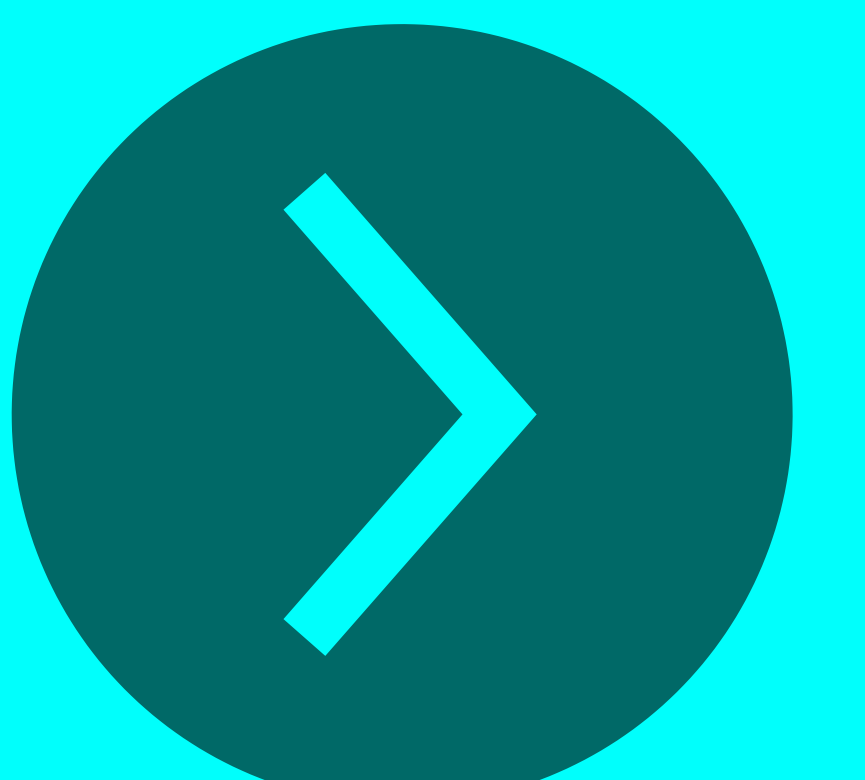
Cultural





What you can replicate

- Create spaces where people affected by a challenge can shape both the narrative and the response.
- Connect skills development with public outputs that give participants visibility and purpose.
- Use familiar and accessible creative formats to lower barriers to participation.
- Turn temporary project activities into lasting spaces where participation can continue.



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**If this case sparked an idea,
don't let it stay on this slide.**

**Adapt it, remix it, and bring social
innovation to life where you are.**

Follow Seed2Scale for more
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