

Sale della Terra: a Network for Sustainable and Socially Responsible Economy

The Sale della Terra Consortium was founded by a network of social and agricultural cooperatives dedicated to regenerating work and community life. The consortium's mission is to promote social cohesion and sustainable development through new forms of work regeneration, focusing particularly on vulnerable individuals, including people with disabilities, migrants, the elderly, at-risk minors, and those in rehabilitation or alternative detention programs.

Social responsibility and inclusion are at the heart of the consortium's activities. Through the creation of local enterprises and the management of social farms, restaurants, and bakeries, Sale della Terra includes individuals in social reintegration and professional training. Every structure, such as Alimenta Bistrot and the Russo bakery, serves not only as a workplace but also as a hub for social interaction and community inclusion.

Since its founding in 2016, the consortium has expanded to nine Italian regions and now involves around 400 collaborators, many of whom are engaged in social and professional reintegration. In addition, Sale della Terra is the promoter of the Network of Small Welcoming Municipalities, a project aimed at regenerating small Italian towns at risk of depopulation, where sustainable hospitality becomes a tool for territorial development.

Alimenta Bistrot: a Restaurant that tells stories and celebrates Culture

Opened in 2019 in Benevento, Alimenta Bistrot is a place where good food meets social inclusion. Its mission is twofold: to create job opportunities for vulnerable people and to tell the stories and origins of the individuals working in the kitchen and front of house. The concept is inspired by the Alimentary Institutes established by Emperor Trajan in ancient Rome, symbols of care and sharing.

In 2024, Alimenta Bistrot opened at Villa Rosa Capri, a historic 19th-century villa transformed into a cultural hub. Here, the culinary offerings blend local traditions with global cuisines, making it a vibrant meeting point for both residents and visitors, promoting responsible tourism and sustainable local development.

Villa Rosa Capri: a meeting Place for the local Community

During the Winter months, Villa Rosa Capri serves as an important gathering place for local youth, particularly those who may not have many places to go. For many young people in the community, it provides a safe and welcoming space, offering both social opportunities and a sense of belonging. By visiting Villa Rosa, guests not only enjoy a unique cultural and culinary experience but also contribute to supporting this essential initiative for the local community. This is a meaningful way of giving back and helping to sustain the area's social fabric during the quieter winter months.

The Social Bar: empowering through Training and Opportunity

In November 2024, the Social Bar project was launched at Alimenta in Lecce, a café run by 12 individuals with physical and cognitive disabilities. The initiative provides training and empowerment opportunities, helping participants develop practical skills in bar management, hospitality, and customer service. By offering these individuals a platform for professional growth, the Social Bar embodies the consortium's commitment to empowering vulnerable communities and integrating them into the workforce, fostering greater social inclusion and economic independence.