

SECOND CHANCE AT A GLANCE

Second Chance, is a philanthropic and business project run on the field with the final aims of:

- 1) Helping all people that have some disadvantages in their lives which hinder them from living the lives that all human beings deserve (i.e. homeless, people that have lost their work after the pandemic, people that do not have a specific role in society, emarginated and borderline people and so on). So it like a rehab program for them with the objective of enhancing them in having their Second Chance.

- 2) Supporting companies, which are not properly sustainable or do not apply the CSR and fair-trade principles with consequences on their image, revenues and on the overall humanity tout court (being companies with their activities determinant in emissions control, values deliveries and so on, beyond directly responsible for the working conditions of their employees and the health of the clients that consume their products), in:
 - understanding and internalizing the true value of CSR, far from a greenwashing approach
 - rehabbing their image
 - increasing their brand equity with direct consequences on their sales
 - developing unprecedented marketing

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This project aims at reaching these objectives with a mix of qualitative and quantitative methodologies with an empirical approach.

1)Qualitative and Experimental Studies: FOCUSED ON HUMAN EMPOWERMENT

Thanks to ethnography, in-depth interviews, focus groups, direct and indirect experiments this work aims at investigating:

- which are the consequences of the collaboration of unsustainable companies and homeless over company DNA and image;
- which are the consequences of the collaboration over the lives of homeless and their reintegration in society;

2)Quantitative Studies: FOCUSED ON ECONOMIC INCENTIVES

- which are the consequences of the philanthropic organic line (a % of its sales will be devolved for charity to homeless) inserted by the company with charitable aims by unsustainable companies over that company DNA, brand equity and sales;
- which are the consequences of the economic incentive given by companies through the means of the devolution of % of the earnings coming from organic brand extension to them, over the lives of homeless and their reintegration in society;

3)Comparison: ECONOMIC INCENTIVES VS HUMAN EMPOWERMENT

Then, by comparing the two studies and their respective results, it aims at understanding if for the rehab of homeless and of companies is more effective the ECONOMIC INCENTIVE (the % over the sales of organic products devolved to them, used in the quantitative model) or the HUMAN INCENTIVE (the collaboration between them and managers investigated in the qualitative), which is the right mix for both and understanding why one fits more companies than homeless and vice versa.

Only thanks to this methodological mix is possible not only demonstrating some insights but also understanding the deep meaning of the results, also from the point of view of the protagonists.

Second Chance thanks to the triangulation of qualitative studies and quantitative outcomes concludes that:

- 1) Collaboration with companies works for homeless;
- 2) collaboration with homeless works for companies;
- 3) so, for both homeless and companies human empowerment is a valuable rehab method to provide both with their second chance;
- 4) the human incentive is more effective over homeless than the economic one;
- 5) the economic incentive is useful for companies to improve their sales in the short-term;
- 6) the economic incentive and the human incentive are both fundamental for companies for reaching all their CSR results and maintaining the results in the long-term;
- 7) in effect, human empowerment has positive effects on companies DNA thanks to the true understanding and interiorizing principles of the CSR;
- 9) the insertion of an organic fair-trade line with philanthropic aims has positive effects over brand image thanks to the role of perception with direct consequences on brand equity and sales of the parent brand.

The concepts of “The Less”, the “ Retroactive Effect” are well explained across the thesis and in specific sections (2.2 and 3.3.3). Homeless and The Less are used as quite

indifferently throughout all the work, because this thesis, after the pandemic aims at helping more indigent people than only homeless. So homeless is the main protagonist taken as an extreme symbol of other deprivation conditions. Also CSR and sustainability are at times used as interchangeable because both are fundamental in this work and the life of a company tout court and for a specific storytelling choice. Well acknowledging the difference between these concepts, if a company lacks CSR cannot be sustainable and vice versa, so they are used together in this work as they are both functional in the same way for this project. Considering that, across all the material, some explanations may seem to lack, or may be misunderstood it have been written these two explanatory pages.

Second Chance is a peculiar and unprecedented project that provides readers with fresh insights and practical solutions to improve the state of the art, if taken for what it is, in its peculiarity. The same managerial implications and real improvements on the lives of the protagonists would have not been possible without a risk margin and some innovation in the methodologies. Is crucial then, understanding the huge potentialities of keep on studying this subject in this way, which is in line with the ambitions of the objectives. Thanks to its peculiarities and vision, it really provides the subjects with a Second Chance. Follows that, it is important to read it from the perspective of these major goals.

All the revolutions start from a little detachment from the tradition, but are those that open new views up and provide humanity with new tools to improve life, which is the primary scope of research.