

3) Successful crowdfunding campaigns in social entrepreneurship

<b>General Information:</b>	
<b>1. Name of the practice</b>	<b>B-Switch - Inclusive Streetwear</b>
<b>2. Organization and country</b>	School Raising IT
<b>3. Description of the campaign</b>	<p>B-Switch is a streetwear fashion line, created by 30 teenagers from Bologna, Italy.</p> <p>The project encourages youth to use the potential of fashion starting from the enhancement of urban cultures and subcultures.</p> <p>The <a href="#">CF campaign</a> aims to fund and launch an event by creating a portfolio so that participants can enhance their education and future jobs.</p> <p>Goal 2,000 euros Total funding 2,741 euros (137%) 75 bakers</p> <p>B-Switch was born within the <a href="#">Freeware Academy</a>, a project that is part of the Bologna Municipal School District. Another partner is Ksenija Savicevic, creator of <a href="#">Etik Wear</a>, a fashion line based on the principles of environmental sustainability and respect for people's work.</p> <p>The engagement of the district started from a dense network developed by the project main partner. Several bakers are local merchants and project partners.</p>

<b>4. Lessons learned</b>	The crowdfunding activity implemented and strengthened the skills of the trainees; gave them a strong and positive feedback.
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