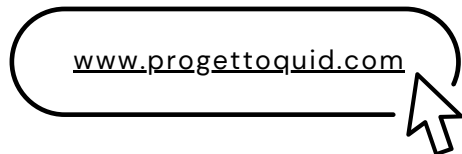


QUID



Overview	
Country	Italy
Type of organization	Social Enterprise Non profit
Number of employees	150+
Type of practice	Best
Level of investment	Hish
Activity type	Processing waste
Key words	Recycling / Reusing



Summary

Quid's relevance to the craft sector is significant on multiple levels:

Preservation of Artisan Skills: By collaborating with small local tailoring workshops and inclusive manufacturers, Quid supports the continuity of traditional craft techniques that might otherwise disappear in the face of industrial mass production.

Innovation in Ethical Production: Quid integrates craftsmanship with ethical employment practices, especially by engaging marginalized women, including those in correctional facilities. This shows that artisanal quality and social impact can go hand-in-hand.

Sustainable Craft Supply Chains: Through its network of sustainable micro-suppliers and its Innesti district, Quid demonstrates how craft-based production can scale responsibly, promoting circular economy principles (e.g., reusing luxury textile surplus).

Replicable Model for Socially-Driven Craft Enterprises: Quid offers a replicable blueprint that other craft-based businesses can follow to integrate inclusive hiring, sustainable practices, and distributed production networks. In essence, Quid reinvents the craft sector by proving that artisanal quality can thrive within modern, inclusive, and environmentally responsible business models.



Background and origin

Quid was founded in Verona from an idea by Anna Fiscale and Ludovico Mantoan. It began by producing in collaboration with small local tailoring workshops that provided inclusive employment opportunities for women. In-house production facilities were established, along with a partnership with the women's section of the Montorio Correctional Facility. The first production site was opened in Avesa, employing 17 female workers.

The first Quid Store opened in Verona. Initial partnerships based on ethical and sustainable supply chains began, structured under the legal framework of Article 14. The first collections were distributed through Verona pop-up stores and multi-brand retailers. Quid received the UN Momentum for Change Award as a Lighthouse Activity for its commitment to engaging women in climate change mitigation efforts.

Quid exceeded 100 employees and acquired a second location. A new facility was opened in Via della Consortia, hosting warehouse and production operations. LIBERAMENTE, the internal employee welfare program, was launched. SHEWILL, the first inclusive leadership program co-designed by employees, was also introduced. The COVID-19 pandemic forced Quid to rethink its business model. In under three weeks, Quid successfully pivoted its production to reusable and washable personal protective face masks. In October, the company received the Green Pass certification.

Following the ethically driven production district initiated during the pandemic, Quid expanded its network of sustainable supply chains, collaborating with inclusive tailoring and manufacturing organizations. The sustainable supply chain district was formalized under the name Innesti. A secondary warehouse was added to enhance the recovery and reuse of surplus textiles provided by luxury brands. The number of corporate partners involved in collaborative projects grew, surpassing 100.

Relevance to the craft sector

- **Preservation of Artisan Skills:** By collaborating with small local tailoring workshops and inclusive manufacturers, Quid supports the continuity of traditional craft techniques that might otherwise disappear in the face of industrial mass production.
- **Innovation in Ethical Production:** Quid integrates craftsmanship with ethical employment practices, especially by engaging marginalized women, including those in correctional facilities. This shows that artisanal quality and social impact can go hand-in-hand.
- **Sustainable Craft Supply Chains:** Through its network of sustainable micro-suppliers and its Innesti district, Quid demonstrates how craft-based production can scale responsibly, promoting circular economy principles (e.g., reusing luxury textile surplus).

Target groups

The primary target group includes women from socially vulnerable backgrounds, such as survivors of violence, former inmates, and individuals with a history of addiction or marginalization. These women are offered training and employment opportunities within the QUID fashion production chain. This group is characterized by limited access to the labor market, low income, and a need for empowerment, social inclusion, and long-term stability.

The secondary target group consists of ethical consumers, primarily women aged 25–45, who are conscious of sustainability, social justice, and transparency in fashion. They are typically urban, well-educated, and value quality products with a positive social and environmental impact. These customers are drawn to QUID's mission and the unique story behind each garment.



Source: Foto di Designecologist:
<https://www.pexels.com/it-it/foto/cuscino-da-tiro-bianco-verde-e-marrone-1248586/>

Material focus - type of waste material involved

High-quality textile surplus and deadstock fabrics sourced from:

- Major fashion and luxury brands
- Textile manufacturers

Types of Waste Materials:

- End-of-roll fabrics
- Overproduction batches
- Off-season or excess inventory materials
- Misprinted or slightly defective (but usable) textiles

Sustainability Objective:

- Reduce textile waste by upcycling surplus materials into new fashion collections
- Promote a circular economy model within the fashion and craft sectors

Quid transforms these waste materials into limited-edition garments and accessories, maintaining both environmental responsibility and artisanal quality.



Stakeholders involved

The key implementers of project Quid are:

- Progetto Quid cooperative team
- Local and international fashion and textile companies (over 24 suppliers)
- Partner organizations such as Calzedonia, NaturaSi, L'Oréal
- Social sector organizations supporting vulnerable groups

Source: Foto di Ksenia Chernaya:
<https://www.pexels.com/it-it/foto/17496499/>

Professionals involved and their roles

Founders and Executive Leadership

- Anna Fiscale (Founder & Former President) and Ludovico Mantoan (Co-founder), Visionaries behind Quid's social and business mission

Social Workers and Inclusion Specialists

- Assess candidates from vulnerable backgrounds
- Design tailored integration pathways
- Provide ongoing support, mentorship, and conflict mediation

HR and Welfare Coordinators

- Manage inclusive hiring processes
- Oversee internal welfare programs like LIBERA-MENTE and leadership development initiatives like SHEWILL

Tailors, Dressmakers, and Production Staff

- Many from the target groups themselves
- Responsible for crafting garments using upcycled materials
- Work in internal labs or inclusive partner workshops

Designers and Product Developers

- Create fashion collections based on available surplus textiles
- Combine creativity with constraints posed by limited, variable material stocks

Training and Capacity-Building Experts

- Provide on-the-job training in tailoring and production
- Offer upskilling programs in leadership, digital literacy, and language for workers

Connection of the practice with the project-identified needs

Knowledge of Waste Materials

Knowledge of Waste Materials: Progetto Quid specializes in recovering and transforming textile waste—specifically production leftovers and excess fabrics from prestigious Italian brands—into new fashion items. This demonstrates deep expertise in handling and repurposing textile materials, akin to understanding waste material properties and processing techniques in recycling

Green Entrepreneurial Skills

Green Entrepreneurial Skills: Quid's business model exemplifies green entrepreneurship by combining ethical fashion with circular economy principles. It operates scalable systems by partnering with over fifty companies to source materials sustainably and employs vulnerable people, ensuring social and regulatory compliance while creating value-added products from waste textiles

Creativity and Innovative Solutions

The company innovates by designing unique, limited-edition collections from diverse fabric remnants, turning what would be waste into fashionable, ethical clothing and accessories. This creative upcycling aligns with the need for innovative applications and aesthetic integration in sustainable fashion



Source: Foto di Isabelle Taylor:
<https://www.pexels.com/it-it/foto/close-up-di-grigio-cavo-tessuto-a-maglia-1421253/>



Source: Foto di Ksenia Chernaya:
<https://www.pexels.com/it-it/foto/primo-piano-di-maglion-i-colorati-15170519/>

Methodological approach to implement the practice

Process description - step by step instructions for implementing the practice

- Sourcing surplus and end-of-series fabrics from Italian and European fashion companies
- Designing and producing limited-edition clothing and accessories collections
- Recruiting, training, and employing people from disadvantaged backgrounds
- Developing partnerships with for-profit and non-profit organizations

The social enterprise was founded by five schoolmates thanks to 15,000 euros provided by the San Zeno Foundation, which decided to support them after hearing about the dream they wanted to bring to life.

In its first year of operation, the enterprise employed two collaborators and recorded a turnover of €90,000. As of 2019, the organization operates from a dedicated facility comprising two proprietary warehouses, employs 120 staff members, and has achieved an annual turnover exceeding €3.5 million. The Quid brand is distributed through five proprietary retail outlets, over one hundred third-party retailers across Italy, and an e-commerce platform

Related Resources that have been developed

Surplus Textile Inventory

- Core Resource: High-quality deadstock and surplus fabrics donated by luxury and mainstream fashion brands.
- These materials form the raw input for all Quid collections and are selected, catalogued, and stored in dedicated warehouses.
- Supports circularity by reducing textile waste and environmental footprint.

2. Inclusive Production Facilities: Quid developed its own ethical production hubs, including: an in-house tailoring lab, collaborations with small local artisan workshops, partnerships with the women's section of Montorio prison
These facilities enable flexible, small-batch production and inclusive employment.

3. Training and Integration Frameworks

Social onboarding programs tailored to workers from vulnerable backgrounds, including: Language and soft skills training, Technical training in tailoring and quality control, Mentorship and peer support systems
Internal programs like LIBERA-MENTE (employee welfare) and SHEWILL (inclusive leadership development) are structured resources for long-term integration.

4. Digital and Operational Infrastructure

ERP and inventory systems to manage variable inputs (fabrics) and outputs (products).
E-commerce platform for direct-to-consumer sales
CRM tools to support ethical storytelling, customer engagement, and impact reporting

5. Ethical Supply Chain Network (Innesti)

Development of a distributed manufacturing network under the name Innesti ("grafts"), this network includes over 100 small-scale ethical producers across Italy supported by traceability standards and regular quality/sustainability audits

6. Communication & Impact Measurement Tools

Use of sustainability reporting templates and frameworks aligned with ESG principles

Resources developed for:

- Tracking social impact (number of workers trained/integrated)
- Tracking environmental impact (tons of fabric upcycled)
- Producing reports for funders, partners, and the public

End product

Ethically produced fashion collections made from upcycled surplus textiles, including garments and accessories. These products are: Limited-edition, due to the variability of surplus fabrics; designed and produced by women from vulnerable or marginalized backgrounds; sold under the "Progetto Quid" or "QUID" brand Distributed through:

- Quid's own retail stores (Quid Stores)
- Multibrand boutiques across Italy
- An e-commerce platform
- Collaborative capsule collections with major fashion and lifestyle brands

Sources of funding for this intervention

Revenue reinvestment from sales



Source: Foto di Pixabay:
<https://www.pexels.com/it-it/foto/forbice-d-oro-e-d-argento-461035/>

Innovation, novel methods or technologies used

Novel Methods and Approaches:

- Textile Upcycling at Scale: Quid transforms high-quality surplus fabrics from luxury and fashion brands into limited-edition fashion collections. This model is both environmentally and economically innovative, reducing textile waste while controlling raw material costs.
- Inclusive Employment Model: Integrates marginalized women into the workforce via tailor-made training, supported working conditions, and in-house welfare programs (e.g., LIBERA-MENTE, SHEWILL), blending social inclusion with fashion production.
- Decentralized Ethical Production Network (Innesti): Instead of centralizing manufacturing, Quid builds a distributed network of micro-suppliers—small tailoring labs and social cooperatives—creating a flexible and inclusive value chain.
- Agile, Mission-Driven Design: Designers adapt collections to the limitations of surplus material availability, forcing a high level of creativity and sustainability in product development.

Obstacles and challenges faced

- These observations are based on desk research and analysis of publicly available information about Progetto Quid; they do not derive from direct contact or interviews with the company.
- Supply Chain Inconsistency: Working with surplus materials means constant variability, requiring adaptive planning and design processes.
- Social Integration Barriers: Onboarding workers from vulnerable groups required deep investment in social services, coaching, and a culture of patience and inclusion. Scalability of Artisanal Production: Maintaining quality and ethics while growing production posed a major challenge.
- COVID-19 Crisis: Forced a rapid pivot in operations, leading to the successful (but sudden) switch to mask production under pressure.

Steps further and plans for the future

- Strengthening the Innesti Network: Consolidating the sustainable and inclusive production district to improve resilience, traceability, and impact.
- Scaling Collaborations with Fashion Brands: Deepening partnerships with luxury and mainstream labels to expand textile recovery and co-branded projects.
- Internationalization: Exploring potential for replication or partnership in other countries with similar social and environmental challenges.
- Digital Growth: Expanding the e-commerce platform to reach broader markets and optimize logistics.
- R&D in Circular Fashion: Investing in innovation around textile reuse, recycling, and data-driven production planning.

These considerations are based on desk research and analysis of publicly available information about Progetto Quid; they do not derive from direct contact or interviews with the company.

Key impacts - environmental, economic & social

The Quid brand is characterized by its extraordinary social impact. From the beginning the Cooperative decided to create an inclusive business model, offering employment opportunities to people otherwise excluded from the labor market such as immigrant women and women victims of trafficking, former drug addicts, disabled people, unemployed people over 50, former prisoners. The Cooperative has also established a collaboration with the tailor's workshop of the city jail, to offer a future perspective of work and social reintegration to prisoners, women and men



Source: Foto di Anna Doschechko:
<https://www.pexels.com/it-it/foto/tavolo-tessuto-attrezzatura-natura-morta-6205047/>

Qualities	
Effectiveness: How well does the practice achieve its goals?	<p>Input Reuse: Quid minimizes raw material costs by working exclusively with donated surplus fabrics—maximizing value from otherwise discarded inputs.</p> <p>Lean Production Model: By producing in small runs based on material availability, Quid avoids overproduction and stockpiling, typical inefficiencies in the fashion industry.</p>
Efficiency: Does the practice minimize resources while maximizing outputs?	<p>Reduces textile waste and carbon footprint through upcycling and short supply chains.</p> <p>Encourages circular economy practices within the fashion sector.</p> <p>Social Equity: Provides employment to individuals with limited access to the labor market. Integrates welfare, mental health, and career development into the employment structure.</p> <p>Long-Term Viability: Strong partnerships with global brands secure material sources and market exposure. Adaptive design and flexible sourcing make the business resilient to market shifts and disruptions (e.g., COVID-19 pivot to mask production).</p>
Sustainability: Does the practice contribute to environmental protection, social equality and long-term viability?	<p>The Quid Project approach can be reproduced in other contexts. It shows that it is possible in the fashion world to create high quality products, which are part of fashion trends and meet the demand of consumers, following the principles of circular economy, respecting the environment and enhancing the opportunities and skills of people otherwise excluded from the labor market</p>
Transferability: Are the methods transferable in different contexts?	<p>Quid's methodologies (social onboarding, upcycling design, distributed manufacturing) are well-documented through reports, awards (e.g., UN Momentum for Change), and academic studies.</p> <p>The model has clear modular components—such as material sourcing, training frameworks, and local partnerships—that can be adapted in other regions or sectors.</p>

Required Competences for the best practice implementation

Activities-to-competences mapping

Associated competences	
Knowledge	<ul style="list-style-type: none"> • Circular Economy (CE) principles • Material science • Industry waste streams Design for circularity • Fabric constraints • Fashion trends • Labor rights
Skills	<ul style="list-style-type: none"> • Design for circularity • Fabric constraints • Fashion trends Garment patterning • Prototyping • Creative problem-solving
Attitudes	<ul style="list-style-type: none"> • Sustainability commitment • Resourcefulness Flexibility- • Value-driven creativity • Patience • Empathy • Inclusion mindset

Lessons learned

- Collaboration is Key: Building partnerships across the textile value chain-collection, sorting, processing, and resale-enables efficient material flow and higher-quality recycled outputs
- Textile recycling significantly reduces the environmental footprint compared to producing virgin fibers, saving water, energy, and reducing landfill waste
- Market Development: Creating demand for recycled products and educating consumers and stakeholders about the benefits of circularity supports long-term sustainability
- Continuous Improvement: Ongoing evaluation, investment, and adaptation are necessary to overcome technical, operational, and market challenges in textile recycling

References / links

- Website: www.progettoquid.com
- Email: info@progettoquid.com



Source: Foto di Jacob Moseholt:
<https://www.pexels.com/it-it/foto/strumenti-da-cucito-colorati-su-sfondo-blu-31070328/>