

LE MAT Social Entrepreneurs Hosting Quality Tourism



**A SOCIAL BRAND and the SOCIAL FRANCHISOR for SOCIAL ENTREPRENEURS in TOURISM**

LONDON, 18th October 2011

LE MAT European Social Entrepreneurs for inclusive community tourism

**LE MAT EUROPE**



LE MAT L'Accoglienza Turistica degli Imprenditori Sociali  
www.lemat.it

Who will be the next???

LE MAT L'Accoglienza Turistica degli Imprenditori Sociali  
www.lemat.it

www.lemat.se

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**Every Le Mat is special and unique but there is a shared Le Mat quality!**



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What is the essence of the Le Mat formula?

**Le Mat's general mission** is to promote and turn to the best account the cultural, social, vocational and occupational **value of persons** with a history of disability, mental illness or drug addiction, as well as all those who, for one reason or another, are the subject of discrimination and/or exclusion from the labour market.

**Le Mat's special people**

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What is the essence of the Le Mat formula?

**Le Mat special places** offer fine hospitality to travellers who are spending a few days away from their settings for a variety of reasons. Our guests are received in a place that provides comfort and is accessible, not too expensive and located in a position from which it is easy for them to get around, appreciate the local culture and reach nearby workplaces. **Le Mat special places** provide quality services and the social enterprise culture. All the workers fully participate in the running of their enterprise.

**Special places - special people**

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**Branding and Franchising**  
Step by step by step by step by step by step.....

LONDON - THE 18TH OCTOBER 2011

**A kit with many tools to personalize the franchising process for every new Le Mat**

- 1) Collecting the entrepreneurial story/stories and the inclusion processes
- 2) Self evaluation
- 3) The architectural project and the collective planning of the future
- 4) The entrepreneurial, managerial and professional training processes
- 5) The exchange visits between franchisees
- 6) Marketing and selling - learning by doing
- 7) Our website 2.0
- 8) The blog
- 9) The video clip

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**All Actors**

The co-operators  
The producers  
The hoteliers  
The travellers  
The social entrepreneurs

Their uniqueness  
Their projects  
Their ideas  
Their fragility

Come on stage...

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**THE LE MAT TRAVELLER**

A very important person

Accessible Experience

GASTBOK LE MAT

Diario dei Viaggi

LE MAT

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**IN ITALY**

**LE MAT** Social Entrepreneurs Hosting Quality Tourism

**WHO ARE THE OWNERS OF THE BRAND? Who is the franchisor?**

12 Workers-owned cooperatives + the Association of Le Mat Travellers, businesses with collective ownership in many different Italian Regions set up **the CONSORTIUM LE MAT** in order to develop self-determination, self-management, social promotion, the active participation of users and clients... a **BRAND for SOCIAL ENTREPRENEURS**

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**IN ITALY**

**LE MAT** Social Entrepreneurs Hosting Quality Tourism

**WHO ARE THE FRANCHISEES?**

**14** Hotels, B&B, other accomodations, small, local, socially responsible touristic systems and other special places in many different Italian Regions asked to become a **Le Mat special place** and are **acquiring the brand**

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**LE MAT's SPECIAL PLACES in ITALY**

Il Posto delle Fragole

Hotel Gran Can

Rifugio Casanova

SPAGLIA TANGRAM

LONDON, 18th October 2011

*Sometimes it happens that frailty is more interesting than strength.*

*Sometimes it happens that the centre of an enterprise are the experiences and the know how of the so called excluded people.*

*When this happens there are wonderful stories to tell to a curious traveller and we really like to tell our stories....*

