



COOPERATIVA

LAZZARELLE

LAZZARELLE NON SI NASCE, SI DIVENTA.



WE ARE

A SOCIAL COOPERATIVE

SUPPORTING

SOCIAL & PROFESSIONAL

REINTEGRATION

OF WOMEN

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The Lazzarelle Social Cooperative is a women-led enterprise founded in 2010 that produces artisan coffee within the Pozzuoli women's prison, employing the incarcerated women. Its goal is to promote inclusion and reinsertion through work that highlights the skills and potential of individuals from economically marginalized and socially vulnerable backgrounds.



MULTIPLIER EFFECT

Over the years, we have found that increasing visibility and purchase opportunities for prison-made products ensures higher internal productivity within the prison, which in turn involves a greater number of incarcerated individuals. Promoting and raising awareness of prison economy products generates a broad social impact, educating the public on often overlooked issues.

All of this generates a virtuous economy (business to business)



THE CONTEXT IN WHICH WE OPERATE

The high unemployment rates in Southern Italy highlight the challenges women face in accessing the labor market. This difficulty increases for women who have experienced incarceration—not because they are typically part of organized crime, but often because they come from marginalized and impoverished backgrounds.

In the specific case of the Pozzuoli women's prison, fewer than 5% of incarcerated women are involved in serious or violent crimes. However, once they are released, incarceration becomes a secondary stigma for the most vulnerable women, who often do not even attempt to seek employment. Yet many of these women possess skills and knowledge that can be leveraged and systematized, particularly in the areas of food production, preparation, and service, where most have gained experience through family traditions.

From here, we can begin to rebuild a connection between these women and the outside community, gradually guiding them from incarceration to freedom.

L A Z Z A R E L L E

METHODOLOGY

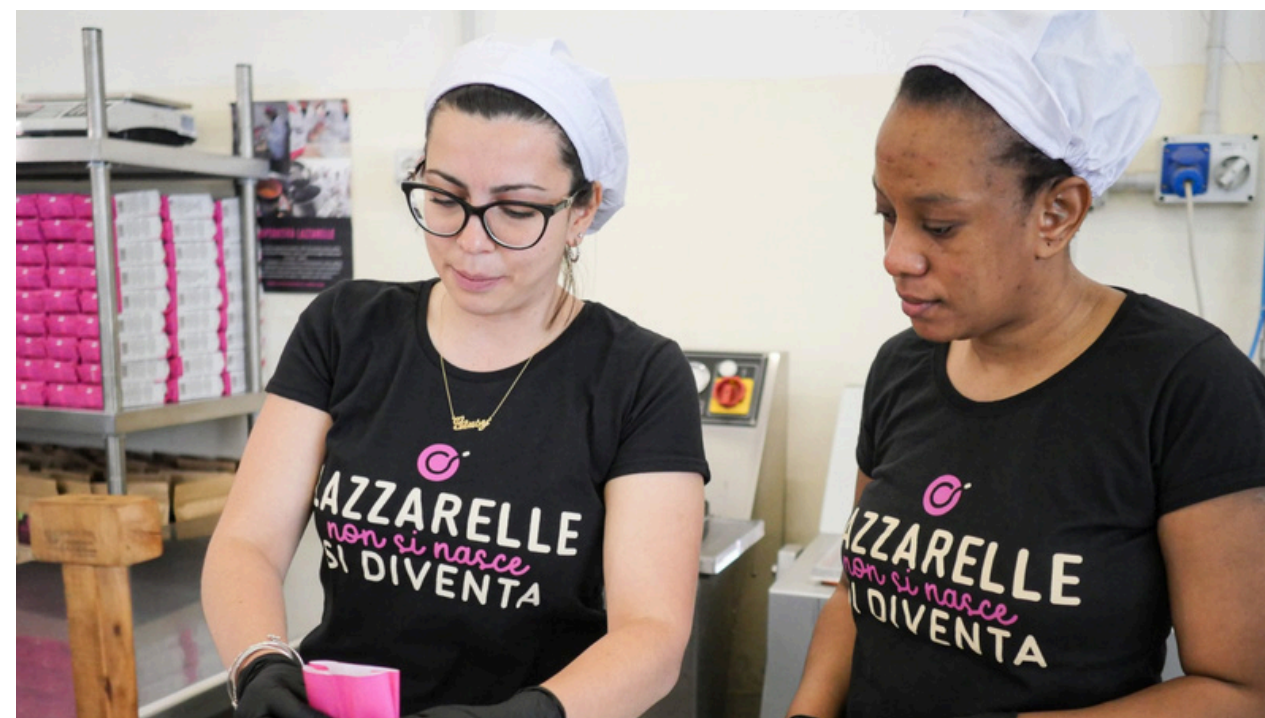
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By interviewing women in Pozzuoli, we found out that all of them had an urgent need to work in order to pay for their maintenance expenses in prison, but also to take care of their families outside. Many of the women we have encountered, highlighted their economic dependence on other and explained how this was linked to their crimes.

Our *Methodology* to enhance social and professional reinsertion of women detainees follows several steps:

- **Identifications and selection.** In this phase, it is the educative area of the prison to individuate potential beneficiaries based on their juridical position
- **Job orientation:** all women are interviewed by our social operators, their needs and skills are assessed and their path with us starts from here
- **Training:** all women receive training relatively to what it might be their future path with us. Based on their attitudes, preferences and previous skills, women develop further skills either in class or directly on the job (in the case of the coffee roastery)
- **Regular employment:** women who have gone through job orientation and training, proceed their paths by starting a job contract with the cooperative. **Most of the times this is their first instance of having a regular contract in a job market.** At the end of the sentence, this experience will serve as a reference for future employments.





Our Activities

In 2010 we founded the first **coffee roastery** in a female prison in Italy. based in prison, but financially and administratively independent from the prison institution

In 2020 we opened a **Bistrot Lazzarelle** in the center of Naples. Women can manage the bistrot, seeling the coffee produced in prison and restoring their relationship with the public and with themselves. This space works as a bridge between the prison society and the civil society, promoting social reintegration as a matter of community and favoruing awareness and participation.

In 2024, we created a Chocolate Lab and a Social Cleaning, thus expanding opportunities for women working with us.

Our agreements

The main agreement to realise our activities was created with the **female Prison of Pozzuoli**: this allowed us to have access to prison, to base our productive activity in it and to collaborate with the penitentiary administration and staff to provide more opportunities to women in prison

In 2024, we obtained an agreement with the **Office of penal external execution (UIEPE)** in order to insert women who have left prison and are now in charge of social service

Moreover, we collaborate with **universities** for our caterings and with **for-profit businesses** in the field of tourism for our sales and services.

L A Z Z A R E L L E

COFFEE ROASTERY

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We produce an artisan coffee blend of Arabica quality, following the ancient Neapolitan tradition.

DOUBLE FAIRTRADE:

Our coffee beans are produced by the Shadhilly cooperative, which brings together small producers from the Global South, adhering to parameters of social and environmental sustainability. No additives are used at any stage, from harvest to processing, respecting the natural preparation times of the traditional Neapolitan artisanal approach. Our coffee packaging is made from aluminum-free plastic, making it recyclable with other plastics. In 2017, we expanded our production line to include teas and herbal infusions.

Currently, we **produce and distribute** approximately **50,000 coffee packages** per year, with production capacity scalable up to **100,000 packages** without any changes to our facility.



BENEFICIARIES

Incarcerated women who can access external work through legal benefits. Determined and skilled individuals striving to rebuild and become protagonists of their own lives.

MORE THAN 80 WOMEN HAVE BEEN EMPLOYED BY THE COOPERATIVE IN 14 YEARS. AT THE MOMENT WE EMPLOY 8 WOMEN DETAINED IN OUR ACTIVITIES.

TO DATE, **90%** OF THE WOMEN EMPLOYED BY THE COOPERATIVE HAVE NOT RETURNED TO CRIMINAL ACTIVITIES.



COFFEE

Ground coffee and whole bean blend: **classic**. 50% Arabica, 50% Robusta.



PODS

Coffee in **compostable** pods



TEAS

Organic herbal teas sourced from local **KMO** projects.

We actively collaborate with Italian organizations in the prison economy that operate in different production sectors and have complementary activities to ours.

These include print shops, tailoring workshops, as well as farms and cooperatives that produce food: bread, coffee, cookies, preserves, and honey.

L A Z Z A R E L L E

BISTROT

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In 2020, the Lazzarelle Cooperative opened a Bistrot in the Galleria Principe di Napoli, also employing incarcerated women from the Pozzuoli prison.

With a healthy focus, the bistrot offers a range of foods, beverages, and dishes made using products from the prison economy and organic ingredients from the Campanian culinary tradition.



The goal is to provide training, professional growth, and relationship-building opportunities for incarcerated women, initiating a path of social reintegration through work.

The implementation of activities involves setting up a professional kitchen to be used both for enhancing catering and coffee break services (already the core business of the Cooperative) and for on-the-job training through courses such as Latte Art, Coffee Design, and Kitchen Assistant.



L A Z Z A R E L L E
CHOCOLATE LAB



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In 2023, the Lazzarelle Chocolate Factory was launched to create new training and professional pathways and increase employment opportunities for women, integrating them with the already established activities of the cooperative.

The initiative aims to provide skills and abilities necessary to achieve full economic and social autonomy. We produce artisanal chocolate to promote and market a product from the prison economy that combines solidarity, quality excellence, and innovation, finding a place in specific markets



L A Z Z A R E L L E
SOCIAL CLEANING

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The Lazzarelle Facility Management service was established through collaboration with Wonderful Italy and CleanSicily, as part of the "Cambio Piano" project funded by Cassa Ammende.

A training and professional development program aimed at transferring skills for managing cleaning services within hospitality facilities. In a context where innovation and social responsibility intertwine, an initiative arises that aims to fundamentally change the professional cleaning sector, redefining the facility management industry and rewriting the narrative of second chances.





The goal is to transform and enhance environments with care and efficiency, providing employed women with the tools to reintegrate into society with dignity. Many women exiting the criminal justice system struggle to find stable employment. By offering professional training programs, support, and stable employment, we promote **inclusion** and **economic independence**.



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FUTURE

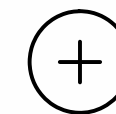
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INCREASE OF COFFEE PRODUCTION AND SALES

- Increase in production from the roasting facility
- Structuring of the distribution network and marketing
- Sustainability certifications
- Increase in the number of women employed in the cooperative's activities



DIVERSIFICATION OF POST- INCARCERATION REINTEGRATION PROJECTS

- Lazzarelle Mobile Bistrot
- Implementation of Facility Management Services
- Activation of a Social Laundry to empower social cleaning by collaborating with other private entities and increasing the pool of incarcerated women
- Opening of new bistros
- Opening of a shelter for women (incarcerated/ex-incarcerated) who are victims of economic and psychological domestic violence

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SALES NETWORK

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OUR SALES NETWORK



- **60 Solidarity Purchasing Groups** in: Abruzzo, Campania, Emilia Romagna, Friuli Venezia Giulia, Lazio, Lombardy, Piedmont, San Marino, Sicily, Tuscany, Trentino Alto Adige/Sudtirol, Aosta Valley, Veneto.
- **80 sales points in Italy** in: Campania, Emilia Romagna, Friuli Venezia Giulia, Lazio, Liguria, Lombardy, Piedmont, Sardinia, Sicily, Tuscany, Umbria, Veneto.
- **6 shops in Europe** in: Brussels, Berlin, Valencia, Netherlands. 15 bars, restaurants, and hotels serving Lazzarelle coffee.
- **E-commerce** available on the website caffelazzarelle.org or on FB and IG.



MARKETPLACE

- sensaterra.com
- gioosto.com
- storeitaly.org
- fugadisapori.it
- putecadigitale.it
- giustizia.it
- geneticamentediverso.it
- myfreedhome.it
- culturacontrocammorra.eu



FAIRS WE PARTICIPATE IN

- Fa La cosa Giusta (Milano/Trento/Umbria)
- Salon de alimentacion (Bruxelles)
- Festival economia carceraria (Roma)

 Galleria Principe, Via Vincenzo Bellini, Napoli NA

 **+39 328 093 7749** | **+ 39 0813591152**

 **info@caffelazzarelle.org**  **lazzarelle.org**