



Innovation > Telecommunications > Points-based supermarket tackles unemployment in Italy

## POINTS-BASED SUPERMARKET TACKLES UNEMPLOYMENT IN ITALY



**TELECOMMUNICATIONS** 

The Portobello supermarket prices its items with points, offered to families through the Social Services of Modena to tackle unemployment and poverty in an area struck by the credit crisis.

## UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just £39 per month\*

## **Exclusive member benefits:**

- Access to over 13,000 innovations
- Monthly horizon scanning reports
  - Exclusive feature articles

## **BECOME A MEMBER**

Already a member? Sign in here