



**FIT FOR THE
FUTURE**

Case Study - PizzAut

WP 2

Activity 1 (Cases)

Developed by Upwell | November, 2025



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Case Card

Name/ title of case study Organization/institution name:	PizzAut Social Enterprise
Location:	Headquarters: Monza (Lombardy, Italy) Restaurants: Monza and Cassina de' Pecchi (Milan, Italy) Mobile initiative: "PizzAutoBus" food trucks across Italy
Size and scale of organization:	Approx. 60+ staff (including autistic and neurotypical employees); scaling plan to employ up to 500 autistic individuals by 2034
Industry/Sector:	Hospitality – Restaurants, Catering, Social Enterprise
Contact info (for follow up, if available):	
Additional details:	
Sources of information/References:	PizzAut official website and communications Media coverage in Il Sole 24 Ore, Corriere della Sera, Avvenire Public statements and interviews with founder Nico Acampora Business press and NGO reporting on the "PizzAutoBus" project



Case Data/Content

The bias illustrated in this case:	Disability bias – specifically prejudices against autistic and neurodivergent individuals in the workplace.
Context and specifics of the bias present:	Autistic individuals often face assumptions of being less capable, adaptable, or productive. These stereotypes translate into systemic underemployment, limited access to professional roles, and exclusion from mainstream work environments.
Why this case matters:	PizzAut is a pioneering Italian social enterprise that directly challenges these biases by employing young people with autism in restaurants and food trucks. It not only creates dignified jobs but also overturns stereotypes through public visibility, structured workplace adaptations, and national awareness campaigns. The initiative demonstrates measurable internal organizational change, scalability, and replicability across sectors.
Action Plan - methods and strategies used to address the bias:	<p>PizzAut tackles workplace bias not only by training and employing autistic individuals but also by directly engaging non-autistic colleagues, managers, and the general public in the process of inclusion. In its restaurants and food trucks, autistic and neurotypical staff work side by side in integrated shifts, with task allocation designed to highlight complementary strengths rather than segregating roles. This mixed-team approach demonstrates that autistic workers can contribute equally to service quality, productivity, and customer interaction.</p> <p>To support this cultural shift, PizzAut invests in training and coaching for non-autistic employees, equipping them with communication strategies, sensory awareness, and tools for inclusive teamwork. Managers and supervisors receive structured guidance to implement adaptive practices (e.g. visual scheduling, sensory-friendly workflows) as part of regular operations, ensuring inclusion is systemic rather than exceptional.</p> <p>Beyond the workplace, PizzAut runs public awareness campaigns, school activities, and media collaborations that challenge stereotypes and foster empathy, encouraging the broader community to rethink autism not as a limitation but as a professional asset. This dual strategy — empowering autistic employees while transforming the attitudes and practices of non-autistic peers — makes PizzAut a replicable model of organizational change.</p>





Measurable outcomes and impact:	<p>Quantitative: from a single pilot to two restaurants and a scaling plan for ~100 food trucks by 2034, targeting the creation of 500 jobs for autistic individuals. Each unit (restaurant/truck) employs 4–6 autistic workers; over 100 young people have already been involved in training and employment activities.</p> <p>Qualitative: shift in societal perception from autism as “dependency” to autism as “professional competence”; autistic workers employed in visible, customer-facing roles; inclusive workplace design tools (visual supports, structured coaching) validated and replicable; broad media coverage fostering a national dialogue on neurodiversity in employment (PizzAut is often portrayed as a virtuous example of training/inclusive employment in the Italian national TV)</p>
Key lessons learned:	<p>Inclusive employment models can meet professional performance standards in competitive markets.</p> <p>Dignified, visible roles (front-of-house, customer service) are essential for shifting stereotypes.</p> <p>Replicable workplace adaptations (visual supports, structured shift management) create both social and professional impact.</p> <p>Awareness-raising and organizational change must advance together for systemic transformation.</p>
Other info/notes:	



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