



PR2 – INTERACTIVE AND NETWORKING TOOL STATE OF THE ART & BEST PRACTICES IN ITALY



Developed By:





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1. Introduction

In Italy, legislation provided for five types of private organisations operating without purposes for solidarity causes: Non-governmental organisations (NGO) - L. 49/1987, Voluntary organisations - L. 266/1991, Social cooperatives - L. 381/1991, Ex-banking foundations - L. 461/1998, Social promotion associations - L. 383/2000. Subsequently, in order to implement Law 106/2016, Legislative Decree No. 117 of 3 July 2017 was issued. With this decree, the entire Third Sector Code is focused on the figure of third sector entities (Enti del Terzo Settore - ETS). Law 106/2016 defines the Third Sector as the set of private entities established with civic, solidarity and socially useful purposes that, on a non-profit basis, promote and carry out activities in the general interest, through forms of voluntary and gratuitous action or mutuality or the production and exchange of goods and services, in line with the purposes set out in their statutes or deeds of incorporation.

Therefore, Third Sector Entities (ETS) are non-commercial or commercial organisations, established as associations, committees, foundations or enterprises which, pursuing civic, solidarity and socially useful purposes, are characterised by the exclusive or principal performance of one or more activities of general interest and by the absence of profit-making purposes. They are regulated by the Third Sector Code, which also defines the list of activities of general interest, the carrying out of different activities and the procedures for registration in the Single National Register of the Third Sector (RUNTS).

A Third Sector Organisation can obtain a specific qualification: Voluntary Organisation; Social Promotion Association; Social Enterprise; Philanthropic Body. All Third Sector organisations are prohibited from distributing profits, except Social Enterprises, which have very strict constraints.

Public bodies (and the bodies controlled by them), private bodies with economic purposes (trade or professional associations), trade unions, political parties and commercial companies not recognised as Social Enterprises cannot be recognised as Third Sector entities.

Religious Bodies, on the other hand, may obtain recognition if they carry out at least one of the activities of general interest defined by law; recognition may also be limited to a part of the Body if there is a clear organisational division of functions (Italianoprofit).

2. Barriers and Supports for Foundations

The Covid-19 pandemic brought to light some of the problems that the third sector has to face, such as the emergence of poverty in many contexts, poor digitalisation, ambiguity towards public bodies, the structural lack of operational tools and generational turnover, and the ability to network both between organisations themselves and with other actors in the territory, especially public ones (Psaroudakis, 2021). Moreover, in Italy, the 2017 Code of the Third Sector was followed by a number of implementing decrees, with respect to which the pandemic has slowed down and complicated the completion of the procedures required by the reform, both for RUNTS registration and for the other qualifying elements of the law. To date, therefore, the legislation is not entirely clear and this creates some uncertainty in the sector (Banca Etica, 2022).

Among the problems encountered are the decline in the active participation of citizens and especially young people. However, other sources report that youth continue to give freely of their time and skills. However, they often do so outside the traditional organised forms, on an individual basis, by founding new associations or joining organised realities that offer them space and opportunities, operating in more

innovative, sometimes marginal, niches of solidarity-based activities. Indeed, the attractiveness of Third Sector entities (ETS) for young people seems to be diminishing. (Tomasin, 2022).

Considering that 10 per cent of Third Sector organisations are professionalised, in terms of skills related to management, marketing, etc., while the remaining 90 per cent are based on voluntary practices, the problem of participation and turnover is an issue to be taken into account. Another aspect to be considered for the coming years is the fundraising capacity. Although the data show that overall, even in times of crisis, ETSs have not encountered particular problems in raising financial resources and have proved to be more resilient than many companies, it has to be said that the pandemic has also had major impacts on the fundraising capacity of organisations: many have had to suspend fundraising campaigns with impacts on the sums they have managed to raise (Banca Etica).

At the same time, for some segments, this outlook may worsen in the coming years due mainly to three interconnected phenomena: (i) the reduction of public expenditure, which constitutes a significant share of revenue for many organisations; (ii) the need to grow in size in order to become more efficient and able to respond to increasingly pressing and complex needs, especially in the wake of the COVID-19 pandemic; and (iii) investments in technology that will probably be necessary to remain competitive even in traditional labour-intensive sectors such as social services. Given these trends, access to finance is likely to become more important for Italian non-profit organisations and may require both the strengthening of existing financial mechanisms and the search for new ones (Bodini et. al, 2021).

Italians who made at least one donation to an association rose to 55% in 2022, up from 35% in 2021 and 21% in 2020. Italians donated more than EUR 1.1 billion more in the year of the pandemic than in 2019. The value of individual donations by Italians in 2020 is estimated at EUR 6.787 billion, 19% more than the year before (De Carli, 2023). Thus, the main source of fundraising for non-profit organisations is citizens, followed by organisations, which provide around 873 million euro - of which 200 million from foundations and 673 million from other organisations. An interesting phenomenon to note is the strong increase in digitalisation, which influences the shape of donations. However, the lack of a managerial culture of fundraising in non-profit organisations can negatively interfere with the structural and economic development of fundraising. In conclusion, non-profit organisations in Italy have to counter the risk of a dependency on the public sector and therefore develop skills and creativity in identifying and using different sources of funding (Manes, Salvatori, 2020).

This creativity and communication skills must also be used to increasingly involve the population not only to donate, but also to actively participate. In addition, it is necessary to overcome fragmentation, especially if one wants to produce an employment impact adequate to the need that emerges from reality (Manes, Salvatori, 2020).

3. Good Practices

GOOD PRACTICE 1	
Name of the Good Practice	House for peace
Name of the Provider	City of Peace for Children Foundation of Basilicata
Short Description	<p>Climate change will be one of the primary causes of migration in coming years, which is why the Foundation has adopted the objectives of the UN's 2030 Agenda for Sustainable Development which recognized the positive impact of migration for inclusive growth and sustainable development, not only for countries of origin and transit, but also for the countries of destination.</p> <p>In this perspective the Foundation implemented the "House for Peace project" that was donated by the architect Mario Cucinella, one of the most relevant architect in Europe.</p> <p>The eco-sustainable building was built in Scanzano Ionico thanks to a fundraising initiative promoted in 2015 by actress and human rights activist Sharon Stone together with the President of the Foundation Betty Williams, with resources from two entrepreneurs Pasquale Natuzzi and Nicola Benedetto.</p> <p>The house, formed with 3 apartments located in an agriculture area, has a value of around 400.000 euros and was donated to the municipality of Scanzano Ionico that loaned for free use to the Foundation to implement hosting of refugees.</p> <p>For this the "House of Peace" is an unique cooperation model that involve Public sector, Private sector and ONGs that can be replicated in other contexts.</p> <p>The house was opened, after the pandemic period, in 2021 and host 3 families of refugees from humanitarian corridors involving the local parish.</p>
Level (Regional, Local, National)	regional
Tools/Resources/ Services	https://www.youtube.com/watch?v=yUxoCsZ2dDY
Link/ Website	www.cityofpeace.it -

GOOD PRACTICE 2	
Name of the Good Practice	Bioplastic production using Beer Spent Grain
Name of the Provider	Fondazione MeSSInA
Short Description	The Foundation is leading a project which is supporting two social economy enterprises (a workers-buyout brewery and a job inclusion cooperative) in launching a biopolymer factory using the by-products of the brewery industry (Beer Spent Grain), which is presently considered a waste. The new factory will be located in a village affected by depopulation and lack of economic opportunities, and all profits will be reinvested to implement sustainable development projects in the local community. The project is therefore implementing a circular and social economy approach, developing a sustainable business model that could be replicated in other sites producing the same kind of byproduct.
Level (Regional, Local, National)	Local, with replication potential at EU level
Tools/Resources/ Services	The initiative is co-funded by the Foundation, the National Recovery and Resilience Plan, the EU Commission through the LIFE Programme
Link/ Website	https://fdcmessina.org/life-restart/?l lang=en

GOOD PRACTICE 3	
Name of the Good Practice	Capacity
Name of the Provider	Fondazione MeSSInA
Short Description	Urban regeneration programme targeting the Fondo Saccà slum, built after the 1908 earthquake. Part of the slum was dismantled and the 200 families (600 people) living in the area were moved to proper houses in the city, through a participatory process allowing them to choose their house. On the space previously occupied by the slum, a green building with 6 housing units, to house disadvantaged people and community services, as well as a public park, were created. The area is now a technological pilot site for the development of Solidarity-based Energy Communities, testing hybrid energy storage systems and an algorithm for energy redistribution, developed together with the National Research Council, which takes into account the levels of fragility of the people involved in the community, so as to tackle energy poverty and inequality
Level (Regional, Local, National)	Local, with replication potential at EU level
Tools/Resources/ Services	The initiative is co-funded by the Foundation
Link/ Website	https://fdcmessina.org/2022/10/04/la-fondazione-di-comunita-di-messina-vince-per-la-valutazione-di-capacity-il-premio-impatto-del-salone-della-csr-e-dellinnovazione-sociale-di-milano/

GOOD PRACTICE 4	
Name of the Good Practice	The sartorial tradition as an opportunity for social recovery
Name of the Provider	Enrico Isaia and Maria Pepillo Onlus
Short Description	<p>The Enrico Isaia and Maria Pepillo Onlus Foundation is an example of how sometimes the values that have always inspired the daily activity of any subject (in this case a family business) become the object of an active testimony for which the subject question makes a choice and undertakes to put these values into practice and to spread them to other subjects moved by the same objectives</p> <p>The Isaia Foundation has carried out various projects centered on the enhancement of Neapolitan tailoring, the last of which involved about forty students from a school in Casalnuovo (Giancarlo Siani) who carried out research on Neapolitan tailoring as a cultural heritage of the area, resulting in an event with over one hundred visitors organized on 15 and 16 October 2022 in collaboration with the Municipality of Casalnuovo (which made the spaces of Palazzo Lancellotti available), the Isaia company (which brought part of its team of craftsmen and artisans to Palazzo Lancellotti), and the Italian Environment Fund – FAI (which included the event in the context of the 2022 FAI Autumn Days). The event received the written commendation of the FAI Regional President and was praised by the local delegate as a unique example of a hybrid between the use of a historic building, a visit to the exhibition created by the partner school of the project, 4 of 8 and the possibility of having a tailoring experience by attending live the magic of the ancient sartorial tradition thanks to the artisans of the Isaia company Furthermore, through the Neapolitan language course, organized by the Isaia Foundation in collaboration with the I Lazzari association of Naples, over a thousand attendances were reached between 2019 and 2022 starting from three meetings at the Capodimonte Museum Auditorium and then through twenty-five meetings divided into six levels organized for the most part in Casalnuovo,</p>

	except for the two modules of 2020 and 2021 (online due to Covid restrictions)
Level (Regional, Local, National)	Local, with replication potential at national and EU level
Tools/Resources/ Services	The initiative is co-funded by the Foundation
Link/ Website	https://www.fondazioneisaia.org/

GOOD PRACTICE 5

Name of the Good Practice	"Una Speranza – a Hope"
Name of the Provider	Fondazione della Comunità Salernitana
Short Description	<p>The experience of "Una Speranza – a Hope" Center in Sala Consilina (Salerno) promoted by Una Speranza ONLUS association with the support of the Fondazione della Comunità Salernitana ONLUS shows how it is possible to start innovative and fruitful projects for the "during and after us" and it has peculiar characteristics such as the interaction between a family association and a community foundation.</p> <p>The history of the Una Speranza association began in 1997 on the initiative of the father of a young man with disabilities who, together with other families, decided to create an association that managed socialization activities and reflected on the problems of "during and after us". Una Speranza Center realizes the objectives of families: protecting the rights of people with disabilities, guaranteeing social inclusion, enhancing skills and building a residential welcome that maintains the family dimension.</p> <p>Since the first years of the Association's life, funds have been raised for the construction of the Centre, but it was only in 2010 that the project took off, thanks to the partnership with the Fondazione della Comunità Salernitana. The structure was inaugurated on 17 December 2016 and consists of four floors, two of which are dedicated to residential accommodation and two to activities for both young people with and without disabilities. To date, the daytime part is in operation and the residential part will also be in operation shortly.</p> <p>The partnership with the Community Foundation on the one hand guarantees the duration of the structure in the long term, on the other it opens up to the involvement of the territory, which donates economic resources, professional skills, material assets and working hours. This is thanks to the characteristics of the community foundation such as the ability to collect and value donations and to manage funds and assets. A special fund</p>

	has also been set up at the Foundation, intended first for the construction of the Center and then for supporting the activities that will be carried out.
Level (Regional, Local, National)	Local
Tools/Resources/ Services	The project was also financed by CON IL SUD Foundation, Cariplo Foundation, Banco di Napoli.
Link/ Website	https://www.youtube.com/watch?v=C5d3mH8m0_4 https://www.youtube.com/watch?v=Q00ErkmN-6A

4. Conclusion

In conclusion, in Italy, the Third Sector plays a fundamental role in the economy and in the social and cultural impact it can create. From a legal point of view, the reform of the Third Sector has brought some improvements, but the situation is still not entirely clear and more needs to be done on this aspect.

The challenges facing the sector are many, but in particular, it will have to find new ways of communicating in order to involve people more on several levels, both as active subjects, i.e. volunteers, and as donors. In fact, the contribution of volunteers has a huge impact on the capacity of the sector and the money raised through fundraising activities is essential to drive activities forward.

In this short report we have reported some virtuous examples of ETSs that, also thanks to storytelling, manage to communicate their values and thus raise funds. A note of clarification: the cases reported are all from large organisations, therefore with many resources, both economic and human, but storytelling and fundraising are tools that even smaller ETSs with fewer resources can use.

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