

G8 SUMMIT



In sight of the G8 summit, the representatives of the Italian GCAP met the **Italian Sherpa**, Gianpiero Massolo, to discuss the Italian commitment in Toyako. The meeting started with Massolo's reporting on the latest on the negotiating process. The actual opening remark was a reference to our press release criticizing the cuts in the MOFA grant budget tabled by the government. The Sherpa expressed his concerns and called for a "single front" with NGOs to preserve and enhance funds for aid. Coming to the

Summit, AA Italy was present with Luca De Fraia (Head of Policy), Eleonora Tantaro and Chiara Palombella (Press Officers) at the international media centre, while Paola Giuliani (Head of Campaigns and Activism) was attending the alternative summit in Sapporo. Italy closed the first day with a statement by Berlusconi promising one billion euros from our country: we immediately asked for more clarity on a position that, if confirmed, could rebalance the cuts to the MOFA grant budget recently made. However, both the document "Development and Africa" and the "Leaders' Declaration on Global Food Security" were disappointing, as well as the document on the world economy, all marked by a lack of adequate solutions to the global challenges in agenda. Daily updates and comments were provided on our dedicated blog set up for the occasion and extensive coverage was received on national media. Right after the summit the Italian GCAP met the Sherpa Massolo for feedback and initial discussions on the themes to work on in sight of the **2009 Italian summit**. For further info please contact Luca De Fraia (luca.defraia@actionaid.org).

TRUE DEVELOPMENT THROUGH HEALTH

On the 15th of July ActionAid, together with AIDOS and CESTAS, launched the 2008 report of the True Development Through Health campaign, funded by the European Commission to raise awareness on the health related MDGs. The report – **Policies that make the difference** – denounces how every year 1 million women (one every 30 seconds, twice as much as estimated till now) die due to complications in pregnancy or delivery. 350 million couples don't have access to modern contraceptives and key information, whereas 14 million adolescents have children between 15 and 19 years of age and 340 people are affected by sexually transmitted infections, HIV included. Building on these figures, the report asks for policies and funds in support of health and sexual and reproductive rights, in order to improve women's condition by 2015. For further info, please contact Paola Giuliani, Head of Activism and Campaigns (paola.giuliani@actionaid.org).

ITALIAWAVE LOVE FESTIVAL



As every summer, ActionAid participated to the **ItaliaWave Love Festival**, the main independent rock festival in Italy, with more than 180 events form concerts and dj sets to workshops and shows. ActionAid has followed the ItaliaWave regional selections for emerging rock bands all over Italy, promoting the HungerFREE campaign amongst the youth. The campaign – officially supported by the Festival – was also joined by important Italian artists that personally invited people to sign up in a video produced for the occasion. In Livorno, our activists and staff, together with the Student's Union, promoted the Activista initiative and the campaing contents at our stand, while the video was running on the maxi screens beside the main stage and the emerging rock bands were performing on the Psycho stage sponsored by ActionAid. A dedicated round-table was organised and attended by more than 700 hundred people. The video and the pictures of our new Activistas in the HungerFREE templates are available on the HungerFREE photogallery on www.hungerfree.it. For further info, please contact Paolo Chiovino, Activism Officer (paolo.chiovino@actionaid.it).



LE ALTRE OLIMPIADI

On the occasion of the incoming Olympic Games, we launched **The other Olympics**, a project meant to give voice to that part of Chinese population that won't be on the spotlight: women, children and minorities that won't take any advantage from the rising world's attention on their country. Between February and March some of our Communications staff joined AA China colleagues in the Guanxi province to run a workshop on cartoon-making in the Jinlong primary school. The initiative was aimed at providing the school with skills and equipment to carry on the project on their own and at producing some communications materials to be promoted in Italy. The cartoons made and a 30sec ad are available on our website www.actionaid.it/pages/altre_olimpiadi.jsp. The ad is also available on YouTube and on the website of one of the main Italian sports newspaper, as well as broadcasted in the underground stations. A documentary describing the initiative and the context we're working in was also produced. For any further info please contact Arianna Banfi, Communications Officer (arianna.banfi@actionaid.org).



UPDATES FROM MARKETING AND FUNDRAISING

Italy is part of the international group who's testing the new supporters communications from CPs. According to the **Invigorating Child Sponsorship 2** requirements, the number of reports will be reduced. The current "community updates" will be replaced with a newsletter with info from communities and supporters, while a progress report will take the place of the "annual report", focusing more on the impact of our work rather than on the single activities done. The piloting is also underway in UK, India, Bangladesh, South Africa and Brazil and this first set of communications will be sent in September.

In June, we also tested a new reporting format with our supporters: a **video** produced by the sponsorship colleagues from **AA South Africa** was used to replace the traditional community update that goes to supporters. The DVD was accompanied by a cover letter introducing this pilot project and asking for feedback. Our supporters response was pretty good, with 10% of the recipients replying back (all appreciating the initiative). A further phone survey is being carried out by our Customer Care to get a broader feedback. The format, besides being very cost-effective, proved also very versatile, being also used for an advertisement on the main Italian TV public channel and possibly on our website, as well. Since the South African programme is still in its start up phase, a second "progress video" will be made in 5 five years to show the impact of our work compared to the initial situation documented.

Our Corporate Fundraising unit has started a partnership with the car rental company AVIS for the "**On the right track**" project. The initiative is aimed at financing the rehabilitation of 3000 street children and the training of 500 youth in the Ciudade de Deus shanty town, with a contribution of 100.000 euros from the company. The two year partnership has just started with a sensitization contest among AVIS staff and retailers: the winners will become AA ambassadors and could visit our project there. In the second year, we will be engaged towards the general public proposing a solidarity car rental.

As for our **payroll giving programme UNORA**, a survey confirmed the possibility of starting a pilot project with some big companies. Legal papers are almost finalised, as well as the dedicated website and press campaign. Consultations to start the piloting are underway.

Our **Major Donors** programme is also developing, with some 10 meetings, a more in depth DB enquiry and two field visits, respectively to Pakistan and Bangladesh, already planned.

Welcome to...

Lorenzo Pioltini – Customer Care Assistant

Giusy Delfino – Admin Officer

Alessandra Pellegatta – Admin Officer

NEWS FROM ITALY

ITALIAN COOPERATION TO DEVELOPMENT

The Italian cooperation system is dangerously threatened by the current cut to the MOFA grant budget and the risk of vanishing within three years is more and more concrete, with only 393 millions euros available in 2011. The Italian government decisions were also strongly criticized by DATA, the research society chaired by Bono.

OLYMPIC GAMES

A "Guide for an informed athlete" will be delivered to the Italian delegation attending the incoming Olympics by Amnesty International. Beside tourist, social and cultural information, the guide highlights the several violations of human rights taking place in China.

ENERGY CONSUMPTION

The 8th edition of the World Oil and Gas Review published by ENI (the Italian National Hydrocarbon Company) underlines how the price crisis is due to huge imbalances in energy consumptions, which leads those who consume less to pay a great cost for the energy they import.

VIOLENCE AGAINST ROMA

The Europe Council Commissioner for Human Rights, Thomas Hammarberg, expressed his concerns for the violence episodes occurring in Italy against the Roma minorities, left without any protection by the police accused of raids in their camps. The Italian Ministry of the Interior, Roberto Maroni, replied outraged that this has never happened.

OCSE

An OCSE delegation is visiting Italy from the 23rd to the 25th of July, to meet the majors of Milan, Rome, Bologna and Naples and check the situation of the Roma and Sinti communities in these cities.