

ACTIONAID 2.0

Following the climate survey response, internal reflections on the role of Secretary General, the outputs of our PRRPs and the recommendations coming from an external review of our campaigning capacity, ActionAid Italy is now ready to enter a **new phase** starting from the 1st of January 2009, the year of our 20th anniversary. Building on the idea of togetherness we aim at involving all our stakeholders in a personalized path of critical engagement within ActionAid proposals, the **supporter journey**. What we want to do is to recruit and retain different stakeholders offering them a variety of possibilities to be involved in our activities, according to their preferences and means. In order to make this possible we need to reload a **modernized, more comprehensive and progressive operating model** for the organisation, providing better focus and integration between fundraising efforts and campaigning activities. This change in our way of working will be sustained through a structural reorganization, as well as additional resources. A comprehensive Campaigns Department is being put together from existing units of the Communications, Policy and Marketing departments. This Department will manage all the mobilization activities of the organisation (from research to new media), ensuring a constant link with Fundraising. Besides, the areas of strategic design of advocacy work, its quality control and high level representation will be strengthened through the creation of a new position in the Directorate. For further info, please contact Gaia Melloni, Project Manager for the roll out (gaia.melloni@actionaid.org).

NEW FUNDRAISING DIRECTOR



Patrice Simmonet is our new Fundraising Director. Patrice was in charge of the individual Direct Marketing activities of the Italian national Committee for UNICEF. Previously, always for UNICEF, he followed fundraising projects on retail channels and Corporate Direct Marketing and launched the first e-greeting website. Before, he worked on official funding for ICCROM – the International Centre for the Study of the Preservation and Restoration of Cultural Property by UNESCO – and in Africa as a sales officer for a media company. In his own words: “I am very happy to join the ActionAid family! My first weeks here confirmed my positive perceptions of the organisation at first sight: a young and motivated team that is not afraid of speaking its mind” and, on a more personal point: “I am French (nobody’s perfect...), I love travelling, swimming, ancient Japanese prints and driving my motorbike in Sicily. Looking forward to meeting you all!”. You can contact him at the following address: patrice.simmonet@actionaid.org.



HUMANITARIAN AID

Humanitarian crises have dramatically grown in number and complexity in the last 15 years. Funds destined to humanitarian assistance rose from 2 billion US dollars in 1990 to 14 billions in 2006. To promote a debate on the humanitarian funding, AGIRE – the Italian Agency for Emergency Response

co-funded by ActionAid – organised the seminar “**The value of Humanitarian Aid**”. The meeting addressed the issues of resources, social responsibility and official funding mechanisms. Representatives of NGOs, corporate sector and institutions were invited to participate in the debate. The seminar was accompanied by the photo exhibition “**Wave to Reaction**” documenting the AGIRE intervention in Bangladesh after the cyclone Sidr affected the country. For further info please contact Patricia Bozzetti, Programmes and Reporting Officer (patricia.bozzetti@actionaid.org).

INTERNAL GOVERNANCE

The **Italian Board** met in Rome on the 19th of September to discuss the preview of the draft budget for 2009. A mid-term reflection on the advancement of the national strategy three years after the adoption and on the main challenges for the future was also started. The Board approved the appointment of three new members (two of which are women) while other six people will be contacted by the next Board meeting in November. Following the organisational restructuring the composition of the Board Committees will also be revised consistently with the AA 2.0 organisational model. Updates on the international governance development were provided in preparation of the next IB meeting when the approval of the new structure is to be finalised. If approved, the first meeting of the new General Assembly could take place in Italy as the country where the first MoU was signed. Finally, the trustees were invited to join ActionAid’s immersion programme choosing among the latest field visits proposal. For further info please contact Annalisa Napoleoni, Governance and Public Affairs Officer (annalisa.napoleoni@actionaid.org).



VERATOUR

Last summer our Face to Face Fundraising Unit launched a partnership with the tour operator Veratour to support an ActionAid education project in Tanzania. The project is aimed at building two hostels for 160 secondary school girls with high risk background in the Micheweni district in Pemba and in the coastal region of Bagamoyo, where the illiteracy rate is particularly high due to early marriages and lack of teachers and structures. Starting from this initiative, for which Veratour has donated 60.000 euro, the tour operator chose to promote ActionAid child sponsorship among their customers distributing our leaflets in their holiday villages. From the 27th of September to the 9th of October, our colleagues from the Face to Face Unit together with representatives from Veratour are visiting the Bagamoyo and Pemba DAs where the project is being implemented. For further info, please contact Letizia Rossi, Face to Face Officer (letizia.rossi@actionaid.org).

ACTIVISTS ON THE FIELD

From the 19th to the 30th of September a group of activists accompanied by the colleagues of the Campaign and Activism Unit visited some of our food projects in **Nepal**. Once there they could meet local activists engaged in awareness raising and mobilization around the issues of the HungerFREE campaign. The visit comes after those of the past two years in Kenya and Tanzania, both aimed at fostering North-South connections between young activists under the Global Youth Network initiative that ActionAid Nepal and Italy are pioneering together with other 8 countries within the organisation. The team visited some of the longest partners of ActionAid Nepal working on food security and land rights and interacted in particular with activists and social mobilizers from the Kamaiya communities. When back to Kathmandu the team also had the chance to meet young Nepali activists from youth movements engaged in the fight against poverty. The meeting offered the occasion to start a dialogue between our Italian and Nepali activists in sight of a partnership between our two countries on joint campaign initiative. The visit was not only aimed at strengthening the understanding and motivation of our activists, but at contacting Nepali spokespeople to be involved in our mobilizations around the World Food Day 2008, as representatives of the southern side of our movement. Case studies, photos, footage and other useful communication materials were collected to be used to promote the HungerFREE campaign and as training resources. For further resources please contact Paolo Chiovino, Campaign and Activism Officer (paolo.chiovino@actionaid.org).



Goodbye to...

Roberta Capella – Head of Marketing and Fundraising

Welcome to...

Patrice Simmonet – Head of Marketing and Fundraising

Ilenia Di Bella – Customer Care Officer

Cinzia Penati – HR Officer

NEWS FROM ITALY

EXPO 2015

From the UN building in New York the Italian Ministry of Foreign Affairs and the Mayor of Milan launched the first network of cities born to implement the MDGs starting from the Expo project. The project will also be on the agenda of the next G8. Milan is already working on more than 450 projects with 150 countries through new forms of NGO international cooperation and solidarity. The focus is now on the International Food Festival to be held in Milan on the 16th of October.

CUTS TO ODA

The Millennium Campaign organised a roundtable in Rome to discuss the cuts made by the Ministry of Economy to the Italian ODA in July with representatives of the Government and MPs: for the first time in 30 years our country will only devote the symbolic amount of 0.1% ODA/GNP.

PROSTITUTION

The Italian Council of Ministers approved the bill proposal by the Ministry of Equal Opportunities that forbids prostitution in public places. Several associations – included Save the Children – denounced how this measure will only cause further hidden exploitation and prevent social workers from assisting these women.

PRODI

The former Premier, Romano Prodi, was appointed as Chair of the UN Peacekeeping Commission in Africa. In a press release ActionAid congratulated him, wishing the common political line the international community is trying to establish to address the African crises will also lead to a renewed commitment in the fight against poverty.