

Virtual Link

ActionAid 2.0

As announced last September, in the year of our 20th anniversary we're about to complete the roll-out phase of the ActionAid 2.0 project, that is our **new operating model** based on the idea of **togetherness** towards our stakeholders and within the organisation. Togetherness can effectively be translated, on one hand, in better defined, progressive and comprehensive supporter journeys and, on the other, in a better integration among functions. On the organisational side, this shift was supported by an **internal restructuring** (basically putting together a comprehensive Campaigning Department from existing units of Comms, Policy and Marketing departments) and by an **integrated planning** for external mass communications based on the following 5 paths for 2009:

- thematic path (with two priority themes identified: HungerFREE and women's rights);
- geographic path (with two preferred CPs identified: India and Etiopia);
- national path (with actions focused on specific Italian regions);
- organisational path (paying attention to key internal processes: preparation of the first AA General Assembly and of our 20th anniversary celebrations, planning process, social marketing review);
- milestones (12 key events to engage on with campaigning and/or fundraising initiatives).

These common paths should help us in channelling our efforts to raise our visibility and improve our effectiveness and capacity to get people to join our fight against poverty, as donors, as activists or just as citizens willing to be informed. Harmonization of our activities and external communications both to supporters and to the general public is therefore a key step. Work on these paths will be reviewed by our SMT on a regular basis, while an assessment of the roll-out project – which will be over by next month – is also scheduled. For further info, please contact the roll-out project manager and HR Officer, Gaia Melloni (gaia.melloni@actionaid.org). The new Italy structure can be downloaded from the Italy homepage on the Hive: <http://hive.actionaid.org/italy>.

Corporate Fundraising

In 2008 the rental company **Avis** had started a **partnership** with ActionAid supporting youth and children from **Cidade de Deus** – Brazil mainly through educational and cultural activities. The initiative was combined to a contest promoted amongst Avis staff to improve the quality of their work and raise funds in favour of ActionAid's project. This led to a first donation of 50.000 euros and to the draw of four "ActionAid ambassadors" among those who performed better. The winners had the chance to go and visit ActionAid's project in Rio de Janeiro from the 17th to the 25th of January: *"It was really inspiring to see the involvement of the Avis delegates and their interest towards our work, our partners and the people we work with. Avis and ActionAid share the same values and this was clear during the field visit, also on the emotional side"*, comments Emanuela Croce, Corporate and Major Donors Coordinator, who accompanied the Avis delegates in their visit. Avis is giving great importance to the collaboration with ActionAid and the follow up of the initiative is being communicated all staff through their house organ. The next phase will involve Avis sales force and customers, who will be given the chance to support Cidade de Deus project through their rentals. For further info, please contact Laura Masala, Corporate Fundraising Officer (laura.masala@actionaid.org).

Migration to Exchange Server

ActionAid Italy is gradually migrating to the Exchange Server based in UK, starting with the e-mail accounts of the staff. At the same time we're substituting our primary server with a new one set up on the global Active Directory, aligning ourselves with the international intranet. Once the migration phase will be over, we will proceed with the migration of the personal profiles and shared areas from the old server to the new one. Please be aware that we will receive only those e-mails sent to our name.surname@actionaid.org addresses.

AGIRE

AGIRE – the Italian Agency for Emergency Response formally enlarged its network and now gathers 12 of the most credited NGOs in Italy: **ActionAid, AMREF, CESVI, CISP, COOPI, COSV, GVC, Intersos, Save the Children, Terre des Hommes, VIS e WWF**. For further info please visit the agency's website www.agire.it.



Italian aid effectiveness

On the 21st of January an **annual agreement** was signed among the MoFA Directorate General of Development Cooperation (DGCS), the Italian NGO association and the Italian Coordination of International Networks (CINI) we're part of. The agreement is aimed at establishing an organic collaboration between civil society and the government in order to improve the effectiveness of the Italian development aid. The Italian Cooperation is thus seeking to align with the international standards set in 2003 in the Rome Declaration, in 2005 in the Paris Declaration and in the final document of the Accra Forum held in September. According to the agreement, a qualified practitioner appointed by these NGOs will work in the DGCS coordinating a **Civil Society Task Force**, gathering representatives of the subscribers and of the broader civil society, whose goal is to draft a **national plan** on the effectiveness of Italian aid. For further info please contact Egizia Petroccione, CINI spokesperson and ActionAid Official Funding & Partnership Officer (egizia.petroccione@actionaid.org).

Italy Coalition of the Global Campaign for Education

On December, 11th, the **Italian Coalition of the Global Campaign for Education** was officially launched in Rome under the lead of Save the Children. The initiative was kick-started in April, 2008 by Save the Children, ActionAid, Mani Tese, Oxfam-Ucodep and FLC CGIL (the left trade union for the knowledge sector), in sight of the Italian presidency of the 2009 G8 and of the consequent co-chairing of the Education for All – Fast Track Initiative. In the 2008 GCE *"Global School Report: No Excuses!"*, Italy got two bad fails for primary education funding and commitment in favour of the FTI's goals. The Italian ODA levels and the aid quality for education are equally insufficient. Italy placed 19th in the donors' list, with a 26 score out of 100. Currently the Coalition works through one spokesperson – Elena Avenati – and meetings of all the members, but a revision of the governance structure is needed in sight of the enlargement to eight organisations willing to join it. For further info on ActionAid engagement within the Italian Coalition, please contact our Policy Officer, Iacopo Viciani (iacopo.viciani@actionaid.org).

Welcome to...

- **Giuliana Adami**, Head of our Web and Interactive Media Unit
- **Marco Quattrini**, Head of our IT Unit

Goodbye to...

- **Letizia Rossi**, Corporate and Major Donors Coordinator

NEWS FROM ITALY

FINANCIAL CRISIS

Intervening in the World Economic Forum the Italian Ministry of Economy, Tremonti, announced Italy is working with OCSE to fight tax havens. To overcome the current financial crisis, a new supranational regulation system is needed. Italy will get to the G8 with three proposals: legal standards for the international financial system, UE bonds and the destination of part of the VAT to development projects in the South.

WOMEN IN CIVIL SOCIETY ORGANISATIONS

According to the findings of a Civicus research, in Italy the issue of women leadership is not just a problem in politics but also in cooperation and in private and voluntary associations. Despite the fact women represent the 50.8% of all those engaged in this sector, only in 3 organisations out of 10 they work in senior positions. In the organisations that are part of the Third Sector Forum (as ActionAid is), just the 21% of the leadership roles are assigned to women.

AGRICULTURE G8

From the 18th to the 20th of April, Italy will host the first agriculture G8 in history. The summit will try to outline a shared response to the current food crisis, recognizing the key role of producers and downsize waste, a social and financial cost no longer sustainable for the planet. Of course, this summit is one of the milestones ActionAid Italy will take action on.

G8 PRESIDENCY

Climate change and biodiversity are the two environmental tables on which Italy will focus its Presidency. First in the ministerial meeting of April in Sicily and then in the Major Economies Meeting on Energy Security and Climate Change during the summer summit.

GAZA EMERGENCY

2 millions euros of immediate aid were formally given to the Palestinian Authority – but materially to humanitarian organisations, UN agencies and Red Cross – by the Italian Ministry of Foreign Affairs. The Italian G8 Presidency will put Berlusconi's proposal for a Middle-East Marshall plan on the table of negotiations.

FAO

Italy will increase 2009 funding to FAO. The Italian Cooperation has just given 10 million euros for agricultural and rural development against food insecurity. In 2008 Italy was of the major donors of the UN agency with voluntary extra-budget donations for about 60 million euros.

