



**VOLUNTEERING
AS HERITAGE
OF HUMANITY**

THE APPEAL

Volunteering is an intrinsic energy within our society. Sergio Mattarella, President of the Republic of Italy said, "volunteering is a heritage generated by the community. It impacts on the quality of our lives and, primarily on the lives of people in need, or who encounter barriers in exercising their rights".

Without volunteering, it would not have been possible to cope with the emergencies caused by the COVID19 pandemic.

Volunteering and active citizenship are key to making our social fabric and our democracies more resilient and able to respond to new social demands. They help us bring a change in the priorities of our civic space. Our democracies need awareness raising campaigns that include the benefits of the principle of the common good.

Volunteers are engaged in many areas - from social assistance to civil protection, from culture to leisure time, from conservation of the artistic heritage to sport, from scientific research to cooperation. They offer their time and competences to the community, free of charge and for the common good. **This is a precious heritage to preserve and share. Today more than ever, this recognition is an urgent necessity.**

FOR THIS REASON WE ADDRESS
UNESCO WITH THIS APPEAL FOR THE
CANDIDACY OF VOLUNTEERING AS AN
INTANGIBLE ASSET OF HUMANITY AT
TRANSNATIONAL LEVEL.

Why launch a **transnational campaign** to recognise volunteering as an (intangible) heritage of humanity?

by Riccardo Bonacina

The COVID19 pandemic made it evident that volunteering is genuinely beneficial, and this is exactly the right time to state that volunteering is a common good. It is a heritage within all our communities and for all of us. We need to recognise and value it. We should be confident when saying this. In a time where cities and towns were empty and we were physically distant, volunteers ensured the threads of a friendly and helpful relationship.

Before the pandemic, it was common to think that service was an activity carried out outside the working environment, in our free time through volunteering.

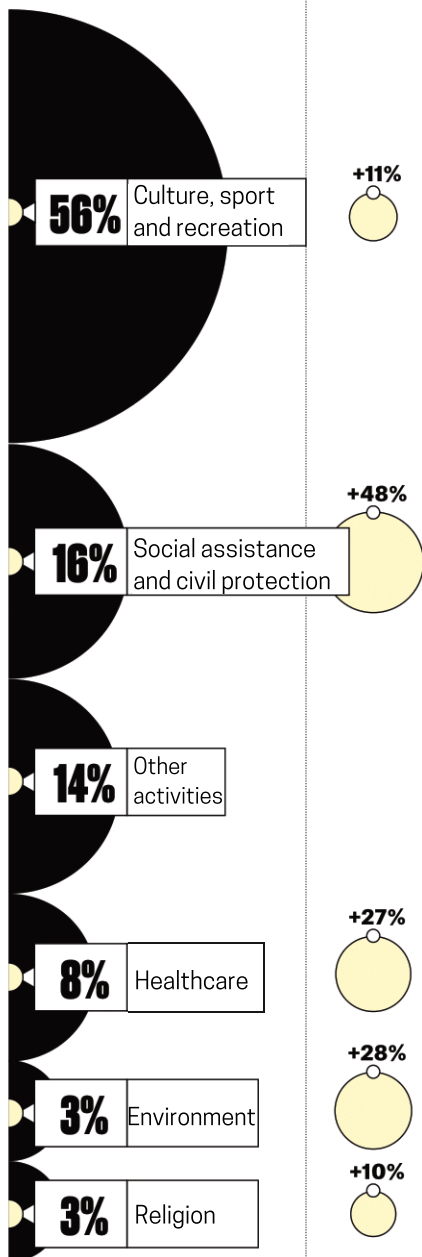
Today we become more aware of the fact that even our working time, our professional activity, in a supermarket, in a school, in an hospital, or while helping elderly people, are also part of essential services contributing to the well-being of people.

WE REALIZED THAT CARING FOR
OURSELVES IS CARING FOR
OTHERS, AND CARING FOR OTHERS
IS CARING FOR OURSELVES.

VOLUNTEERING IN NUMBERS

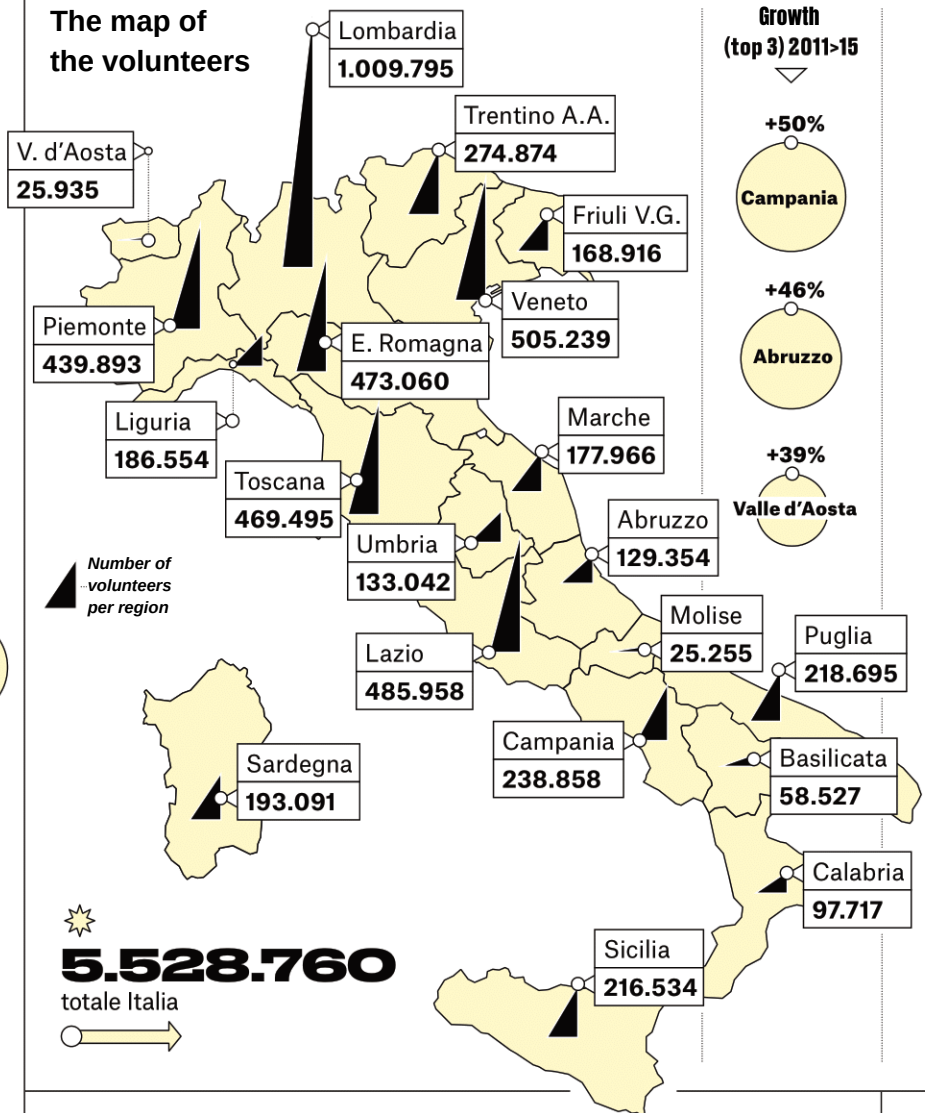
▼ Questions & Answers

What activities do they engage in?

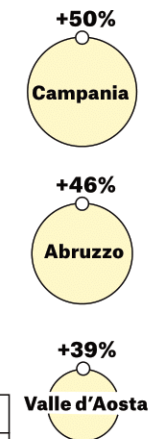


Growth 2011-15

The map of the volunteers



Growth (top 3) 2011-15



What is the identikit of an immigrant volunteer?

- Surveys show that
- 52% of immigrant volunteers is female
 - Average age is **between 20 and 35**
 - They have been living in Italy for an average of **15 years**, 4% was born in Italy
 - 42% has the Italian citizenship
 - **6 out of 10** is working
 - **8 out of 10** has a medium-high level of education

FONTE: ISTAT, CSVNET E FONDAZIONE VOLONTARIATO E PARTECIPAZIONE, EUROSTAT

How many non-profit organisations employ volunteers?

267K

+9,9% compared to 2011

What is the social participation rate in Italy?

Number of over 16 involved in formal volunteering

▷ **40,3%** Netherlands

▷ **38,7%** Denmark

▷ **35,5%** Sweden

▷ **19,3%** Average in the EU

▷ **12%** Italy

Italy ranks **17th out of 28** in Europe. However, it drops to the **22nd** place if informal volunteering is considered, with a percentage of **11,4 %** citizens compared with the European average of **22,2 %**



How many volunteers are in the world?

1Bln

Estimate of volunteers active in the UN Volunteers program

Volunteering centres in Italy

42

Volunteers involved in the services of volunteering centres

49.500

Non-profit organisations using the services of volunteering centres

100mila

Volunteers directly employed by volunteering centres

How many volunteers in Italy?

5,529 Mln

+16,2%

compared to 2011

What is the average of volunteers per organisation?

21

20 in 2011

6,63 Mln

Undertake activities for free to benefit others (wider meaning of the word 'volunteering')

THE CAMPAIGN

The campaign “Volunteering Heritage of Humanity” promotes the appeal - already endorsed by more than one hundred Italian signatures - for the transnational candidacy of volunteering as an intangible asset of humanity to be recognised by UNESCO.

We believe that an **institutional recognition** constitutes a symbolic and political boost, to **commit countries in valuing volunteering**.

Supporting volunteering and active citizenship is key to creating enabling environments for social cohesion and social equity. This way we can give substance to the essential principles of common good and general interest.

VOLUNTEERING CAN AND MUST HAVE A
POLITICAL AND CIVIC DUTY. TO DO THIS,
SOCIETY NEEDS TO RECOGNISE AND
SUPPORT THIS COMMITMENT WHICH IS
CURRENTLY TAKING NEW FORMS.

THE SUPPORTERS' COMMITTEE

Emanuele ALECCI – President Padova capitale europea del volontariato | **Riccardo BONACINA** – Founder Vita Magazine | **Giuliano AMATO** – Vice-President Corte Costituzionale | **Gherardo COLOMBO** – President Garzanti Libri | **Marco TARQUINIO** – Director Avvenire | **Luciano FONTANA** – Director Corriere della Sera | **Andrea CARANDINI** – President FAI | **Salvatore VECA** – Comitato Garanti del FAI | **Paolo IABICHINO** – Founder Osservatorio Civic Brands, Ipsos Italia **Ferruccio DE BORTOLI** – Journalist, President VIDAS | **Massimo CACCIARI** – Philosopher, Editor **Fabrizio PREGLIASCO** – President ANPAS | **Cristina DE LUCA** – Vice-President Fondazione Italia Sociale | **Antonino LA SPINA** – National President UNPLI | **Paola CAPOLEVA** – President CSV Lazio | **Francesco ROCCA** – President Croce Rossa Italiana | **Giuseppe LUMIA** – Luciano Tavazza Association | **Edoardo CAPRINO** – Journalist | **Maurizio CARRARA** – Honorary President Fondazione Cesvi Onlus | **Stefano ARDUINI** – Director Vita Magazine | **Niccolò GENNARO** – Director CSV Padova and Rovigo

INITIATIVES/1

THE WEBSITE AND THE COLLECTION OF SIGNATURES

Proposal of a Call to action for all those who will come across the campaign. Creation of a petition for the candidacy of volunteering as intangible heritage of Humanity and collection of signatures through a platform hosted at the website Patrimoniovolontariato.it (TBD). This website will include materials aimed at promoting the value of volunteering as an expression of civil friendship and democratic propeller.

VOLUNTEERING DAYS - REGIONAL LEVEL

Organisation of a one-and-a-half-day event in collaboration with regional institutions willing to support the campaign for UNESCO recognition. Representatives from the Volunteering sector meet institutions, and discuss topics such as shared administration and co-planning.

THE VOLUNTEER CARAVAN | Tour across the cities

In addition to being online, the campaign will reach the main Italian cities:

The Tour - A national tour, in collaboration with municipalities and local volunteering centres (CSVs) will be organised to gather in public spaces the driving force of volunteering. Conferences, seminars, exhibitions will also be organised to promote new proposals on the civil and political commitment of volunteering.

The caravan - will be a travelling tool across cities, providing space for in-depth analysis and therefore supporting the volunteering national network.

Dossier - The activities and discussions in the Italian public squares will help in collating the picture of Italian volunteering and present its future development.

INITIATIVES/2

THE PROMOTIONAL BOOK

The campaign needs background materials to justify its importance and to make this initiative even more attractive. The Book VITA #07/08 (July - August 2021) with its infographics, the speeches and the first 200 signatures of well-known personalities from the cultural field and civil society which will be printed in 100,000 copies and used as a dissemination tool focused on volunteering.

THEMATIC – DOSSIERS

A series of thematic dossiers will be published. These publications will promote volunteering culture and support the candidacy of volunteering as an intangible asset of UNESCO.

RESEARCH ON THE ADDED VALUE OF VOLUNTEERING

Research will be done on how to measure civic friendship, the beneficial element within relationships, and trust paths that volunteering can generate.

(Stefano Zamagni, Luigino Bruni, Paolo Rossi, Antonio Fici, Pietro Del Soldà, Monica Colombo, Francesco Occhetta, Massimo Santinello, Terri Mannarini, Elena Marta, Ugo Morelli)

CONFERENCE

Conference: October 2021- **Thirty years after the Italian Law on Volunteering**, the new challenges of Italian volunteering - followed by a conference in Autumn 2022 to convene representatives from volunteering and public institutions to present and finalize the UNESCO dossier as well as to reflect on its political role.

COMMUNICATION

SOCIAL CAMPAIGN

Creating social media accounts and using short videos from testimonials.

PRESS CAMPAIGN

With messages from Italian volunteering

VITA MAGAZINE

Use of the logo (powered by) in a section of the VITA magazine - 'Volunteering with high community impact' - and in the focused articles dedicated to the valorisation of volunteering experiences.

VITA.IT

Production of video interviews and branded content published in the stories section at vita.it. Content will be about exemplary experiences of volunteering with high community impact.

PODCAST

A series of ten episodes: volunteering as heritage of Humanity - referring to the civic engagement awards presented by President Sergio Mattarella.

THE NATIONAL CAMPAIGN
VOLUNTEERING AS HERITAGE OF HUMANITY
IS AN INITIATIVE BY



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