

# 2019 REPORT





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Fondazione Cariparma has decided to comply with its transparency obligations not only with its Mission Report (which was prepared and published, in accordance with the applicable legislation, as part of the Management Report to the 2019 Financial Statements and is available, for any further information, in its website [www.fondazionecrp.it](http://www.fondazionecrp.it)), but to go further, preparing also another document - this Report - which is closely linked to the Mission Report and yet self-standing and

focused on wider social reporting and, especially, more exhaustive dialogue with its stakeholders

Therefore, the specific purpose of this Report - which has been designed to be less technical and more explanatory - is to provide information on the objectives that were pursued and the main projects that were actually performed in 2019; the Report closes with a section fully dedicated to monitoring.

ACRONYM

- **ONLUS** Italian acronym for Non-profit Organisation of social utility

➤ **APS** the acronym stands for Association for Social Promotion, an Italian form of nonprofit organization, which must have, amongst its aims, that of contributing to the general good and advancement of society
- **ODV** Italian acronym for Volunteer work organization

➤ **Unione Montana:** Association of Municipalities of the Highlands



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## FRANCO MAGNANI | Chairman of Fondazione Cariparma

Born in Voghera, after graduating from the Law School of the University of Parma, he started to work as a lawyer in 1964; he has been a member of the bar since 1972 and a member of the bar of the Italian Court of Cassation and high courts since 1980; in 1978, he became a member of the Council of the Bar of Parma, of which, in 1979, he became Secretary Councillor, until, after being re-elected, he resigned in 1993. He was appointed Honorary Deputy Magistrate at the Law Court and at the then Magistrate's Court of Parma, holding office for twelve years, during which he sat on many judicial panels, for criminal and civil law cases, and often heard

and decided cases as a Single Judge Court. He chaired the boards of examiners for the Bar examinations of the Emilia-Romagna Region, at the Bologna Appellate Court, in 1999 and 2000. From 2 August 2000 to 31 December 2015, he sat on the General Council of Fondazione Cariparma. In 2016, the Council of the Bar of Parma, of which he is a member, awarded him with the Toga d'oro prize. He was the Chairman, appointed and always confirmed in office, of the Casa di Padre Lino Onlus Foundation of Parma from its incorporation on 23 November 1997 to his resignation on 4 June 2000.

## LETTER FROM THE CHAIRMAN

I wrote this letter just few days after my appointment to office as the Chairman of Fondazione Cariparma: being fully aware of heavy responsibility my office entails, my grateful thoughts go to the General Council, which chose me to lead one of the most important entities in our area.

In introducing this Report I am directly taking over from the outgoing Chairman, who served for two terms, the maximum allowed, Professor Gino Gandolfi, whom I want to thank for having led the Foundation with unerring judgement and personal dedication, especially in

the prompt responses deployed in the current health emergency.

It is also very important for me to give my sincere gratitude to the members of the outgoing General Council, thanks to whom the Foundation has achieved important results and objectives over the years, and especially to those members that have reached the limit to their term of office, Alfredo Avanzini, Luca Barilla and Giuseppe Scaltriti: many thanks for their work, an example of dedication and professionalism.

I have always believed in the social cohesion action started in Italy by the foundations of banking origin, especially as regards welfare, healthcare, education and research: attention to sensitive issues of society has been, for many years now, informing the activity of Cariparma Foundation, with the most part of the annual funds allocated to initiatives and projects dedicated to vulnerable people and to young people, and used to strengthen the third sector and to keep medical equipment constantly up to the state of the art.

From its incorporation to December 2019, Fondazione Cariparma gave out Euro 490 million in grants, working, with subsidiary spirit, alongside Parma and its Province towards development and positive transformation: I wish all the best to the new General Council and to the Board of Directors, which I have the honour to chair, to the Board of Auditors, to the General Manager and to the entire organization for their work, with the hope that Fondazione Cariparma's activities for the Parma Community may continue and become more and more forward-looking and effective, relying on its ability to team up and cooperate with the community's institutions and players.



**GINO GANDOLFI** | Letter from the outgoing Chairman

With the approval of the 2019 Annual Report and Financial Statements, my term of office as the Chairman of Fondazione Cariparma has come to an end. In my short but intense experience, I could fully understand the core values of our Foundation. I am talking about that mission to support the Community and the social fabric, which, over the years, has been pursued thanks to convergent, independent and enlightened governance, which was certainly successful in achieving the Foundation's institutional purposes. Focusing on collective interest, the Foundation has always given priority to listening to people, subsidiarity and transparency, to promote economic and cultural development, making independence and cohesion its distinctive features. I am absolutely certain that our Foundation is an extraordinary lever for the good of our community, increasingly pivoting on its ability "to work as a system" together with many institutions and third-sector organizations, directly or promoting partnerships, innovation processes able to contribute to the economic, social and cultural growth of Parma and its Province.

At the end of my term of office, I don't want to mention one specific project, because, as I have said many times, each given contribution was certainly important; each contribution, from the smallest to the biggest, proved equally effective in giving rise to initiatives that are born of commitment, desire for improvement and attention to the Community. I believe that the Report can substantiate my assertions.

Thanks to the profitability of the financial investments made, the 2019 Financial Statements report a considerable surplus. The net surplus came to Euro 36.5 million, increasing by 40% vs. the previous year. Thanks to this performance, the Foundation could continue to strengthen its capital, which further increased coming to Euro 1.039 Bln, could allocate the necessary resources to be disbursed in 2020, consistently with the previous years, and, lastly, it could increase the



Disbursement Stabilization Provision by approximately Euro 5.7 million, which, thus, reached the considerable amount of Euro 70.5 million, giving evidence of the prudential approach the Foundation's bodies always follow.

I am confident that the entity I am handing over to the new Chairman is strong and forward-looking, as I am absolutely certain that the unquestionable moral and professional standing of Counsel Franco Magnani and of all the Council Members is going to ensure that the Foundation can successfully address all new challenges and achieve new ambitious goals.

I am certain of this, because I am handing over a Foundation that can rely on the unquestionable skills and sensitivity of the members of its Bodies, of the General Manager and of all its personnel. To all of them I give thanks for having contributed to my task as Chairman with their full cooperation, strong sense of responsibility and dedication, and wish them all the best.

A handwritten signature in blue ink, appearing to read 'Gino Gandolfi'.

WHO  
WE ARE



## FOUNDATIONS OF BANKING ORIGIN

Italian Foundations of Banking Origin are private and independent non-profit organizations, established in the early Nineties subsequent to the reform of the Italian banking system. To date, they are 86 and are different in terms of sizes and communities in which they operate. They perform their mission in different scopes, from culture to innovation, the environment, education and research. The Foundations' mission is to foster the cultural, social and economic development of their communities and of Italy as a whole. Since 2000, they have disbursed over 23 billion Euros through over 400 thousand initiatives and have invested considerable resources to pursue their mission goals as laid down by the law: social utility and promotion of economic development. The resources to carry out the Foundations' projects are drawn from the profits generated by investing their assets, which, in total, amount to approximately Euro 40 billion. The Foundations of banking origin perform their mission in their respective communities, promoting the so-called "community welfare", or supporting all those parties – Third Sector organizations, institutions, businesses and individuals – that engage in volunteer work to ensure the wellbeing of the members of their community, making the horizontal principle of subsidiarity laid down by the Italian Constitution a tangible reality. Together with their communities, the Foundations take care of vulnerabilities, fostering access to work by disabled people and their independence, assistance to non-self-sufficient elderly people (favouring the provision of support to their families and care at home), children protection, recovery of the social groups that are most exposed to marginalization and abuse, fight against addictions. In this community-based perspective, the Foundations foster the setting up of community foundations: institutions that are common in "Anglosphere" countries and respond to the community needs with resources given by a promoter Foundation and, partially, donated directly by individuals,

businesses and institutions.

The Foundations of banking origin are the main source of support for Volunteer organizations. Indeed, the Foundations of banking origin give annual contributions to the Italian Single National Fund (Fondo Unico Nazionale FUN), which provides resources to all the Italian Service Centers for Volunteering and participate in setting the general strategic directions which all Centers shall comply with, as well as in the governance of the Italian national Control Body (Onc Foundation - Organismo Nazionale di Controllo) and of the associated local Bodies.

The Italian Foundations of Banking Origin are collectively represented by the Italian Association of Foundations of banking origin and Savings Banks (Associazione di Fondazioni e di Casse di Risparmio - Acri), which promotes their strategies and supports their requests; Acri is an apolitical, non-profit and voluntary organization. Fondazione Cariparma is a member of Acri and proactively participates in the system initiatives responding to both emergency and strategic/institutional issues; the main projects and initiatives are reported below.

## VI EUROPEAN DAY OF FOUNDATIONS AND DONORS

Within Acri's permanent Work Group on Communication, consisting of the Communication Executives of its member Foundations, a team was set up and specifically tasked with the topic of the European Day of Foundations and Donors. It is celebration day that the Donors and Foundations Networks in Europe (Dafne) - of which Acri is a member - has organized since 2013, in order for its member organizations to promote initiatives aimed at increasing the public's awareness of the foundations' work as the general public is often not aware of their actions. Therefore, in 2019, the team prepared a communication project, which was designed to develop and extend over the years. With the advice of experts, a communication campaign was designed fit to be jointly implemented by all the Members on October 1, the European Day of Foundations and Donors. The campaign was designed to enhance the role of Foundations as entities able to engage and involve

other partners in the shared challenge pursuing the common good. The hashtag was #quantocambia (how big a difference does it make?), accompanied by the claim "community is action". How big a difference does it make doing something alone or together? How big a difference does it make using the right tools? How big a difference does it make removing the obstacles that prevent one's fulfilment as a person? The member Foundations believe that all this makes a difference, that creating virtuous communities generates values for the communities themselves, in schools, boroughs, hospitals and in the streets. The campaign was designed in order to be easily adopted by all. Each Foundation was asked to publish some contents on its own profiles in accordance with set methods and time schedules. The campaign was designed to attract new members of the public in the communities and to establish or strengthen relations with already involved members of the

The social media campaign deployed for the VI European Day of Foundations and Donors







public and it did achieve its objectives:

- 30 Foundations that are members of Acri and 20 members of Assifero worked together, for the first time ever, in a shared communication campaign;
- several other players in the Third Sector felt that the campaign “represented” also them and embraced and adopted the #quantocambia claim, spreading it to their own followers;
- on the social networks chosen for the campaign (Facebook, Twitter, Instagram), the campaign contents were viewed a total of 1.1 million times, by approximately 850 thousand single users;
- on October 1, the hashtag #quantocambia became one of the Italian trend topics, as one of the 30 most used hashtags in the Country.



## FUND FOR THE FIGHT AGAINST CHILD EDUCATIONAL POVERTY

Implemented thanks to an agreement between Acri and the Italian Government, in cooperation with the Italian National Third Sector Forum, the Fund for the fight against child educational poverty is one of the most important collection actions deployed by the Foundations of banking origin. It operates through calls for tenders, ensuring transparency and reporting, and aims at covering the entire Country and at progressively involving all age groups, from babies to teenagers (0-17 years).

The Foundations, with the backing of a specific tax credit, have allocated Euro 600 million over a six-year period (2016-2021).

The social enterprise “Con i Bambini” is in charge of the Fund operations for assigning the resources through calls for tenders and competitive procedures. Its strategic directions are set by a specific Steering Committee whose components represent, on an equal basis, the Foundations of banking origin, the Italian Government, the Third Sector organizations, the Italian National Institute for the Analysis of Public Policies (INAPP) and the Einaudi Institute for Economics and Finance (EIEF).

The approved projects, which were given a total contribution of approximately Euro 281 million, involve over 480 thousand children and teenagers, along with their families, who are in disadvantaged conditions, with the direct participation of about 6,600 organizations, Third Sector ones, schools, public administration bodies and private entities. Specifically, in October 2019, 83 projects were selected out of the 1,131 received proposals and of the 232 ones admitted to the executive design phase of the “A step forward” call for tenders, for a total amount of approximately Euro 71 million. The 83 selected projects (65 regional ones and 18 multi-regional ones) concern all Regions and cover almost 90% of Italian Provinces, with roughly 1,600 organizations involved in partnership, including schools, Third Sector entities, local authorities and private entities. The initiatives will involve approximately 80,000 children and 25,000 households.



Fondazione Cariparma contributes to the Fund for the fight against child educational poverty



## FUNDER 35

This initiative, which was conceived in 2012 by Acri's Committee for Cultural Heritage and Activities, supported and strengthened cultural enterprises of young people in acquiring management and production models fit to improve their positioning in the market, as well as their efficiency and affordability. From 2012 to 2017, through annual calls for tenders, 300 non-profit cultural enterprises of young people were selected and offered an opportunity to grow with a grant, monitoring and mentoring activities and a set of facilitation measures, including facilitated access to credit.

In the 2018-2020 period, a new phase of the project started, with the participation of 18 Foundations of banking origin and of *Fondazione con il Sud*, pursuing the goal of fostering the growth no longer of single organizations only, but of a whole community with good practices fit to address present and future challenges in a networking logic.

In 2019, the first activities were carried out for the community of organizations selected in previous calls for tenders. Specifically, a resi-

dential seminar was held in Naples, with about 100 attendees and lab.funder35.it, the new reserved portal, went live with over 120 enterprises registered, 35 experts involved and over 20 videos (webinars, tutorials, interviews).

## FOUNDATIONS FOR AFRICA BURKINA FASO

From 2014 to 2019, 28 Foundations of banking origin members of Acri promoted the initiative "Foundations for Africa Burkina Faso" with the objective of supporting the right to food of 60,000 people, for a total investment of Euro 6.3 million. The initiative was designed and performed by the Foundations in close cooperation with 6 organizations that operate in Italy and Africa (ACRA-CCS, CISV, LVIA, Mani Tese, Watinoma and Slow Food Foundation for Biodiversity), and involving the

Federation of Burkinabe Associations in Italy (FABI), 27 associations of Burkinabe migrants based throughout Italy and many local partners, as well as the Regional Governments of the Piedmont and Veneto Regions, the Provincial Government of Bolzano and the National Association of Italian Municipalities (ANCI). At the end of the project fifth and last year, as regards the right to food, 300 beekeepers were trained to increase and improve honey production in the Tapoa region and, in Diapaga, a honey-processing facility was built and equipped, where honey is also processed into drinks, soap and body-care products. In 40 villages, about 400 farmers started to grow soy on 435 hectares of land and 60 women set up two processing centers, which, at present, produce 191 tons of soy every year, ensuring a healthier and more balanced diet. In Mogtado, the 200 women that manage the Processing Center for parboiled rice (*riz étuvé*) now have modern equipment, management and trade skills and have access to credit: in three years, output increased by 75% and sales by 40%, with estimated revenue of Euro 87,000. Approximately one thousand farmers set up a Farmers' Association grouping 10 farming villages in Loubila to set up community vegetable gardens: thanks to new machinery and skills, they could increase their produce output by 60% and sales by 30%.

Furthermore, five micro-finance systems for agriculture were implemented, which are adequate and specific, in order to ensure that agricultural productions can be started and are sustainable; specifically, through the *warrantage*, or inventory credit system, which provides for farmers to store their harvests as collateral for loans and allows them to meet the expenses for income-generating units without having to sell their products immediately after harvest (when prices are considerably lower), Euro 116,000 were donated in favour of 1,495

producers, 869 of whom are women.

At the same time, the 27 associations of Burkinabe migrants participated in a program for strengthening skills and in 16 training sessions for 107 people; to put theory into practice, the associations carried out 22 cultural promotion projects in Italy and started 8 community vegetable gardens and organic farming undertaking.

## YOUNG INVESTIGATOR TRAINING PROGRAM

The Young Investigator Training Program is a project that started in 2014 at the initiative of the Acri's Committee for Scientific Research. The project is currently financed by 14 Foundations, including Fondazione Cariparma, and has the objective of fostering scientific research and international cooperation between Research Centres, promoting mobility schemes for young investigators of all nationalities to establish and strengthen relations with Italian research groups. The project call for tenders is addressed to universities, state and/or private research institutes and other research organizations, as long as they are not for profit and proactively engaged in scientific and technological research in general.

In the 2015-2018 period, through the call for tenders, Foundations of banking origin allocated a total amount of Euro 1.35 million, involving 32 entities, both Universities and Research Centers, based throughout Italy and over 300 investigators. Within the fourth call for tenders, 8 Entities submitted their proposals, 6 were given a contribution, for a total amount of Euro 319,000.

In March 2019, at the ACRI headquarters, the "Funder35" new three-year period was presented





## FONDAZIONE CON IL SUD

In 2006, Fondazione con il Sud was born of the partnership between the Foundations of banking origin and the Third Sector: its objective is promoting social infrastructuring in South Italy, that is to say social cohesion paths and good networking practices to foster the development of the Regions of South Italy. The Foundation supports interventions aimed at educating children and teenagers to legality and at fighting school abandonment, rewarding young talents and attracting “brains” to the South, at enhancing common assets, upgrading social and healthcare services, integrating migrants and, in general, at promoting community welfare. In the first 12 twelve years, over 1,100 initiatives were supported, including the creation of 6 South Italy Community Foundations, involving 6,000 various organizations and over 320,000 direct recipients (40% of whom students), with private resources given for a total of Euro 211 million.

In 2019, the following calls for tenders were published: the fourth call for tenders on “Confiscated Assets”, in cooperation with the Pepino Vismara Foundation, to make use of the confiscated assets of organized crime; the new “Volunteering Call for Tenders”, to promote the

setting up of local networks that have volunteering at their core and are able to deploy actions addressing social disadvantage, marginalization and isolation in inland areas of South Italy Regions; the “Libraries and Communities” call for tenders, in cooperation with the Italian Centre for Books and Reading and with the National Association of Italian Municipalities, to enhance the role of town libraries as meeting places, tools for social inclusion and cohesion, as well as urban regeneration; the “And I’m going to work” second call for tenders, aimed at social reintegration of offenders through work experiences while serving their time; the “Land of True Work”, an initiative to grow crops on a farm confiscated from organized crime, located in the municipality of Cancellò ed Arnone, which is now in a state of neglect, also through social and work integration of disadvantaged persons.

Under the renewed agreement between ACRI and the Volunteering sector of 16 November 2016, which Fondazione Cariparma subscribed to, Fondazione con il Sud receives an annual contribution determined based on the average mandatory allocations in favour of the Volunteering sector in the three previous years.

With the “When manna does not rain down” project, implemented in Castelbuono (PA), the old tradition of harvesting and processing manna could be recovered

## AGER

Ager - Agri-food and research - is a project whereby Foundations of banking origin cooperate to promote and support scientific research in the Italian agri-food sector.

Ager focuses research on Italian top quality productions, to improve processes and to develop cutting-edge technologies, with the purpose of strengthening the leading position of Italian agri-food products, while preserving the delicate balance between production yields and environmental sustainability of agricultural supply chains.

In the 2008-2015 period, Ager supported, with over Euro 27 million, 16 research projects in grain farming, fruit and vegetable farming, winery and animal farming. The results consisted in the acquisition of innovative knowledge giving new opportunities to develop production processes that can increase the Italian agri-food sector’s competitiveness.

In 2015, the second run of the Ager initiative started, with the participation of 10 Foundations, whereby 11 research projects were financed, with over Euro 7 million, in the fields of aquaculture, mountain agriculture, oil and olive farming, and dairy products, and will be completed in 2021.

Furthermore, in 2017, with an invitation to tender, Ager promoted and supported, with new financial resources, the transfer of the knowledge acquired by research entities to businesses and, more in general, to institutions and society; through the invitation to tender, 5 projects were financed, including “PROSUIT”, which innovated the supply chain of PDO ham thanks to equipment able to measure the quantity of salt absorbed by each ham and to determine the qualitative features of each ham, thus reducing losses of product incurred during maturation. The technology is the result to the “Advanced research in genomics and processing technologies for the Italian heavy pig production chain – He-piget” project, which was financed in the first run of the initiative.

A third run of the project has been scheduled for 2020 and will probably focus on the following priority topics: fight against pathogens, crops and climate changes, sustainable forestry management and knowledge transfer.

The results of the “ProSuit” research project were presented at the headquarters of SSICA in Parma





## FONDAZIONE CARIPARMA

Fondazione Cariparma believes that now more than ever, we must choose what future is to be imagined, to which its contributions and, indirectly, the related public and private investments with co-financing schemes, shall be directed. Indeed, as the other Foundations of banking origin do, Fondazione Cariparma operates also in a go-between “catalyzer” role, with special focus on innovation. Operating as a social innovator increases the Foundation’s “responsibility”, because it requires that problems be analyzed, tools and partners be identified and the results of the promoted projects be measured. In this regard, the Foundation - using the resources generated by investing its assets - supports numberless actions in every key area of the Parma Community, from healthcare to welfare, from the Third Sector to education, from art to research, while contributing over time to the betterment of Parma and its Province. The Foundation’s governance model provides for separate collective Bodies (steering, management, control) and each member of the governance system, from the General Council to the Board of Di-

rectors, to the Board of Auditors, shall meet strict fit and proper requirements According to the XXIV Annual Report of Acri, Fondazione Cariparma ranks 10th by assets among Foundations of banking origin and, since 1991, it has given grants for public interest initiatives amounting to Euro 490 million.

Specifically, Fondazione Cariparma believes that the sustainable development challenge is not limited to the environmental matter or to fighting climate change only: other objectives go from fighting hunger and poverty to education and research effectiveness, from access to adequate care to gender equality, from cultural experience availability to work opportunities and conditions. All these objectives pursue an “ideal” community, in which quality of life is taken care of without having the ecosystem and future generations bearing the cost. Conceived in this way, the sustainability topic is the common thread of all the Foundation’s actions, along with a focus on effective use of resources constantly ensuring fairness in terms of space, i.e. each community be given its fair share, and time, i.e. intergenerational fairness.

ASSETS AS AT  
31 DECEMBER 2019

**1,039**  
BILLION EUROS

DISTRIBUTED  
IN THE COMMUNITY  
1991-2019

**490**  
MILLION EUROS

 **FONDAZIONE  
CARIPARMA**



GOVERNANCE

Article 4 of Italian Legislative Decree No. 153/1999 lays down the principle of separation of functions and requires Foundations of banking origin to have a governance structure consisting of separate collective Bodies, one for each one of

the functions to be performed: steering, management and control. The composition of the collective bodies shall comply with some requirements, including representation of the interests of the Foundation's target community.

DESIGNATING ENTITIES  
(They designate the Members of the General Council)

Municipality of Parma (1), Provincial Government of Parma (1), Diocese of Parma (1), University of Parma (1), Chamber of Commerce, Industry, Craft Trade and Agriculture of Parma (1), Trade Associations (1), Municipality of Busseto (1), Volunteering Organizations (1), the outgoing General Council (2).

GENERAL COUNCIL (10)

It is the Foundation's steering body and consists of ten members, whose term of office is four years.

BOARD OF DIRECTORS (5)

It consists of the Foundation's Chairman, the Foundation's Deputy Chairman and of the number of Directors from a minimum of three to a maximum of five; the term of office of the BoD members is three years.

CHAIRMAN

He or she is the Chair of the General Council, which appoints him or her, and of the BoD and is vested with the legal representation of the Foundation in its relations with third parties and in court; the Chairman' term of office is four years.

BOARD OF AUDITORS (3)

It is the Foundation's control body and consists of a Chairman, two standing auditors and two alternate auditors, whose term of office is three years. The Board of Auditors is vested also with the *Organismo di Vigilanza* functions (the offence prevention body required by Italian Legislative Decree 231/2001)

GENERAL MANAGER

He or she is the head of the Foundation's operational structure and is responsible for implementing the resolutions of the General Council and of the BoD.

IN 2019  
THE MEETINGS HELD WERE:

8  
MEETINGS OF THE  
GENERAL COUNCIL  
(WITH ATTENDANCE  
PERCENTAGE OF 90%)

21  
MEETINGS OF THE  
BOARD OF DIRECTORS  
(WITH ATTENDANCE  
PERCENTAGE OF 95.2%)

6  
MEETINGS OF THE  
BOARD OF AUDITORS  
(WITH ATTENDANCE  
PERCENTAGE OF 100%)



In 2016 Palazzo Pallavicino was donated to Fondazione Cariparma by Marchioness Maria Gabriella Pallavicino






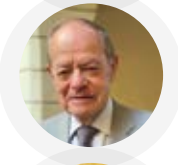
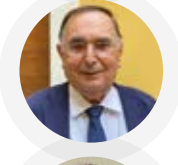
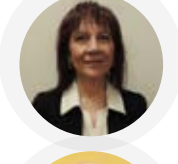
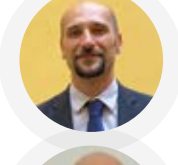
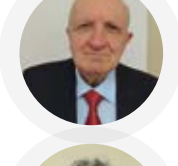
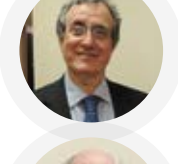
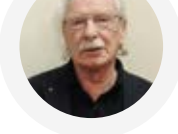
MEMBERS OF THE  
GENERAL COUNCIL

Until 26 June 2020

	Gino Gandolfi Chairman	University Professor	General Council	Term of office ended with the approval of the 2019 Annual Report and Financial Statements
	Alfredo Avanzini	Lawyer and University Professor	Parma Chamber of Commerce	Term of office ended with the approval of the 2019 Annual Report and Financial Statements
	Luca Barilla	Entrepreneur	Municipality of Parma	Term of office ended with the approval of the 2019 Annual Report and Financial Statements
	Margherita Maria Campanini	Teacher	Volunteering Organizations	Term of office ended with the approval of the 2019 Annual Report and Financial Statements
	Alessandro Chiesa	Junior Manager	Diocese of Parma	Term of office ended with the approval of the 2019 Annual Report and Financial Statements
	Lorella Franzoni	University Professor	University of Parma	Term of office ended with the approval of the 2019 Annual Report and Financial Statements
	Corrado Mingardi	Former Teacher	Municipality of Busseto	Term of office ended with the approval of the 2019 Annual Report and Financial Statements
	Enrico Montanari	MD Neurologist	Parma Provincial Government	Term of office ended with the approval of the 2019 Annual Report and Financial Statements
	Giuseppe Scaltriti	Entrepreneur	Trade Business Associations	Term of office ended with the approval of the 2019 Annual Report and Financial Statements
	Giacomo Rizzolatti	University Professor	General Council	Term of office ended with the approval of the 2019 Annual Report and Financial Statements




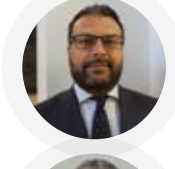
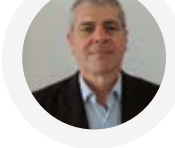
MEMBERS OF THE  
GENERAL COUNCIL

Since 26 June 2020

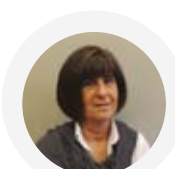


	Franco Magnani Chairman	Avvocato	Consiglio Generale	In office until the approval of the 2023 Annual Report and Financial Statements
	Margherita Maria Campanini	Teacher	Volunteering Organizations	In office until the approval of the 2023 Annual Report and Financial Statements
	Alessandro Chiesa	Junior Manager	Diocese of Parma	In office until the approval of the 2023 Annual Report and Financial Statements
	Alberto Chiesi	Entrepreneur	Parma Chamber of Commerce	In office until the approval of the 2023 Annual Report and Financial Statements
	Giampaolo Dallara	Entrepreneur	Trade Business Associations	In office until the approval of the 2023 Annual Report and Financial Statements
	Lorella Franzoni	University Professor	University of Parma	In office until the approval of the 2023 Annual Report and Financial Statements
	Giovanni Marani	Business Consultant	Municipality of Parma	In office until the approval of the 2023 Annual Report and Financial Statements
	Corrado Mingardi	Former Teacher	Municipality of Busseto	In office until the approval of the 2023 Annual Report and Financial Statements
	Enrico Montanari	MD Neurologist	Parma Provincial Government	In office until the approval of the 2023 Annual Report and Financial Statements
	Giacomo Rizzolatti	University Professor	General Council	In office until the approval of the 2023 Annual Report and Financial Statements



MEMBERS OF THE BOARD  
OF DIRECTORS

	Franco Magnani Chairman	Lawyer	General Council	In office until the approval of the 2023 Annual Report and Financial Statements
	Anna Mazzucchi Deputy Chairman	Neurologist	General Council	In office until the approval of the 2023 Annual Report and Financial Statements
	Maria Laura Bianchi	Chartered Accountant and Tax Advisor	General Council	In office until the approval of the 2023 Annual Report and Financial Statements
	Giovanni Fracasso	Bank Senior Manager	General Council	In office until the approval of the 2023 Annual Report and Financial Statements
	Daniele Pezzali	Architect	General Council	In office until the approval of the 2023 Annual Report and Financial Statements

MEMBERS OF THE BOARD  
OF AUDITORS

	Paola Ragionieri Chairman	Chartered Accountant and Tax Advisor	General Council	In office until the approval of the 2020 Annual Report and Financial Statements
	Andrea Gemmi	Chartered Accountant and Tax Advisor	General Council	In office until the approval of the 2020 Annual Report and Financial Statements
	Giovanni Massera	Chartered Accountant and Tax Advisor	General Council	In office until the approval of the 2020 Annual Report and Financial Statements





## THE OPERATIONAL STRUCTURE

### GENERAL MANAGER

The General Manager is the Chief of Staff and is responsible for functional and organizational coordination of the Foundation's activities; he or she oversees the Foundation regulatory activities and verifies the administrative compliance of its deeds. He or she also supports the activity of the Foundation's Bodies, participating in their meetings, implements their resolutions and carries out all tasks assigned to him or her by the Board of Directors or by the Chairman.

### CULTURAL ACTIVITIES OFFICE

It is responsible for the conservation, documentation, management and enhancement of the art collections and of the archival and book heritage of the Foundation. It coordinates the annual exhibition programs and manages the preparation of exhibitions and the organization of cultural side events.

### BUSSETO LIBRARY

The library is located in the historical Palazzo del Monte di Credito su Pegno di Busseto and has over 74,000 books. It is open to the public from Monday to Saturday (3:30 -6:00 pm) and the books can be consulted or borrowed.

### LEGAL AFFAIRS SECRETARIAT OFFICE

It provides legal advice to the Collective Bodies, to the General Manager and to the Structure. It sees to the drafting of agreements and contracts, as well as to compliance with all the requirements regarding the appointment of the members of the collective Bodies and of the representatives of the Foundation in other entities and companies.

### PRESS OFFICE

It proposes the Foundation's external and internal communication strategies and is responsible for their implementation. It organizes institutional events, prepares the communication materials and coordinates the preparation of the annual Report and the information contents of Foundation's website and social media.

### ADMINISTRATION DIVISION

It is responsible for proper management of the administrative procedures, for handling cash flows and payment of contributions, for calculating and paying taxes and for the preparation and filing of tax returns. It is also in charge of the administrative aspects of employees' salaries, of the payment of remunerations to the staff and to the members of the collective Bodies, of financial reporting and management control.

### INSTITUTIONAL ACTIONS DIVISION

It provides assistance to the collective Bodies on the contributions given by the Foundation, especially in processing and assessing applications for contributions and in monitoring and reporting financed projects. It manages the Foundation's own projects, throughout their implementation, and is in charge of relations with stakeholders and with the beneficiary entities.

### GENERAL SECRETARIAT DIVISION

It coordinates all crosswise general support functions for the Foundation's operations, and it provides support to the Chairman and to the General Manager in the performance of their respective institutional duties. The Division is also responsible for IT and other technological services, for property ordinary and extraordinary maintenance and for compliance with the applicable legislation on occupational safety.

As at 31 December 2019, the Foundation's operational structure consisted of 17 employees under permanent employment contracts and 1 employee under a temporary employment contract, of whom, in terms of gender representation, 6 women and 12 men.

The employees' contracts are governed by the Italian national collective bargaining agreement for the banking sector.

The Foundation's organizational model (given in the organizational chart to the left) comprises Organizational Divisions and Units in the General Manager's staff.

In 2019, the Foundation's employees attended training sessions and participated in meetings and workshops on various topics. As it does every year, the Foundation assessed its employees' training needs and planned the activities that are the most suitable to meet the structure's needs, also obtaining that part of its training courses be financed by the relevant trade association and professional funds. Furthermore, the Foundation's employees at-

tended the mandatory training sessions of occupational safety.

On this topic, also in 2019, the Foundation implemented all the measures provided for by the applicable legislation on workers' health and safety (Italian Legislative Decree no. 81/2008).

In compliance with the set dates, the Foundation's employees underwent medical examinations within the medical surveillance scheme and periodic meetings were held with the Head of the Prevention and Protection Service (PPSH). The Foundation also completed the annual update of the Risk Assessment Document (RAD).

In 2019, the Foundation's employees received the "solidarity opportunity" benefit, whereby each employee has the possibility to be excused from work - for five working days a year at the most - to do volunteer work. Giving such possibility, the Foundation intends to promote and foster its employees' involvement in volunteer work.

Fondazione Cariparma's operational structure - from the left: Silvio Chierici, Chiara Reggiani, Ilaria Conti, Andrea Passera, M. Teresa Lucchetti, Cristiano Dotti, Daniela Pelacci, Gian Luca Laurini, Donatella Aimi, Luigi Amore (General Manager), Francesca Magri, Fabrizio Bertolotti, Alessandro Mora, Alberto Mordonini, Giovanni Fontechiari, Gino Cimoli, Antonio Lunardini, Roberto Decò





# HOW WE OPERATE



THE EVOLUTION IN THE FOUNDATION’S ASSETS

The applicable legislation and the Supervisory Authority’s instructions and expectations provide for two standard methods to increase assets: the mandatory allocation to provision of 20% of the annual surplus from operations and the optional allocation - to another specific reserve - of another portion of the surplus from operations, for a per-

centage that is decided by the Foundation but that shall not be higher than 15%. As per the approved 2019 Annual Report and Financial Statements, Fondazione Cariparma’s assets came to Euro 1,038,718,793, increasing vs. the previous FY by Euro 13,776,682.

LIABILITIES	FY 2019	FY 2018	ASSET INCREASE
EQUITY	1,038,718,7931	1,024,942,111	13,776,682
Breakdown:			
Endowment fund	471,334,668	471,334,668	0
Reserve from donations and successions	25,426,110	25,416,110	+ 10,000
Transferee bank capital gain reserve	314,962,713	313,957,325	+ 1,005,388
Statutory reserve	149,562,060	142,269,892	+ 7,292,168
Integrity of assets reserve	77,433,242	71,964,116	+ 5,469,126
Surplus (deficit) carried forward	0	0	+ 0
Remaining surplus (deficit)	0	0	+ 0

SURPLUS FOR THE PERIOD

The surplus for the period is the difference between income (mainly consisting of financial income from invested assets) and expenses (consisting essentially of operating expenses, depreciation and amortization and taxes). The

table below reports the surplus development in the last two financial years, as well as its allocation to capital strengthening and institutional operations.

AGGREGATE	FY 2019	FY 2018
SURPLUS FOR THE PERIOD	36,460,839	26,004,917
AMOUNT ALLOCATED TO THE STATUTORY RESERVE	7,292,168	5,200,983
AMOUNTS ALLOCATED TO THE VOLUNTEER WORK FUND	972,289	693,464
AMOUNTS ALLOCATED TO THE FUNDS FOR INSTITUTIONAL OPERATIONS	22,727,256	16,209,732
of which:		
- to the disbursement stabilization provision	5,656,158	1,159,022
- to the funds for contributions to the relevant sectors	15,000,000	12,000,000
- to the funds for contributions to the other administrative sectors	2,000,000	3,000,000
- to other funds	71,098	50,710
AMOUNT ALLOCATED TO THE RESERVE FOR INTEGRITY OF ASSETS	5,469,126	3,900,738
REMAINING SURPLUS	0	0



CARIPARMA FOUNDATION: 2019 ACTIVITIES

In 2019, consistently with the 2017-2020 Strategic Plan, the Foundation's activities aimed at achieving some crosswise objectives: to perform a proactive action for innovation research, for measurement of the effectiveness of its interventions and for promoting coordination between the various players in order to foster the creation of social networks.

In 2019, for all its intervention sectors, Fondazione Cariparma resolved the disbursement of contributions amounting to Euro 18,021,597, for a total of 301 actions. In allocating resources, special attention was paid to protection of the most vulnerable groups, with 58.5% of the resources allocated to the "Personal Services" macro-area (accounting for 56.5% of its interventions).

To achieve its objectives, as laid down in its Articles of Association, the Foundation operates in accordance with three intervention approaches (which are implemented through calls for tenders or direct assignment), as provided for in the 2017-2020 Strategic Plan:

**a) Own projects:** specific initiatives that the Foundation designs and/or promotes, either on its own or in partnership with other entities, to

achieve specific objectives, regarding which it is deemed appropriate to oversee and/or participate in the design, also in order to propose innovative and experimental solutions.

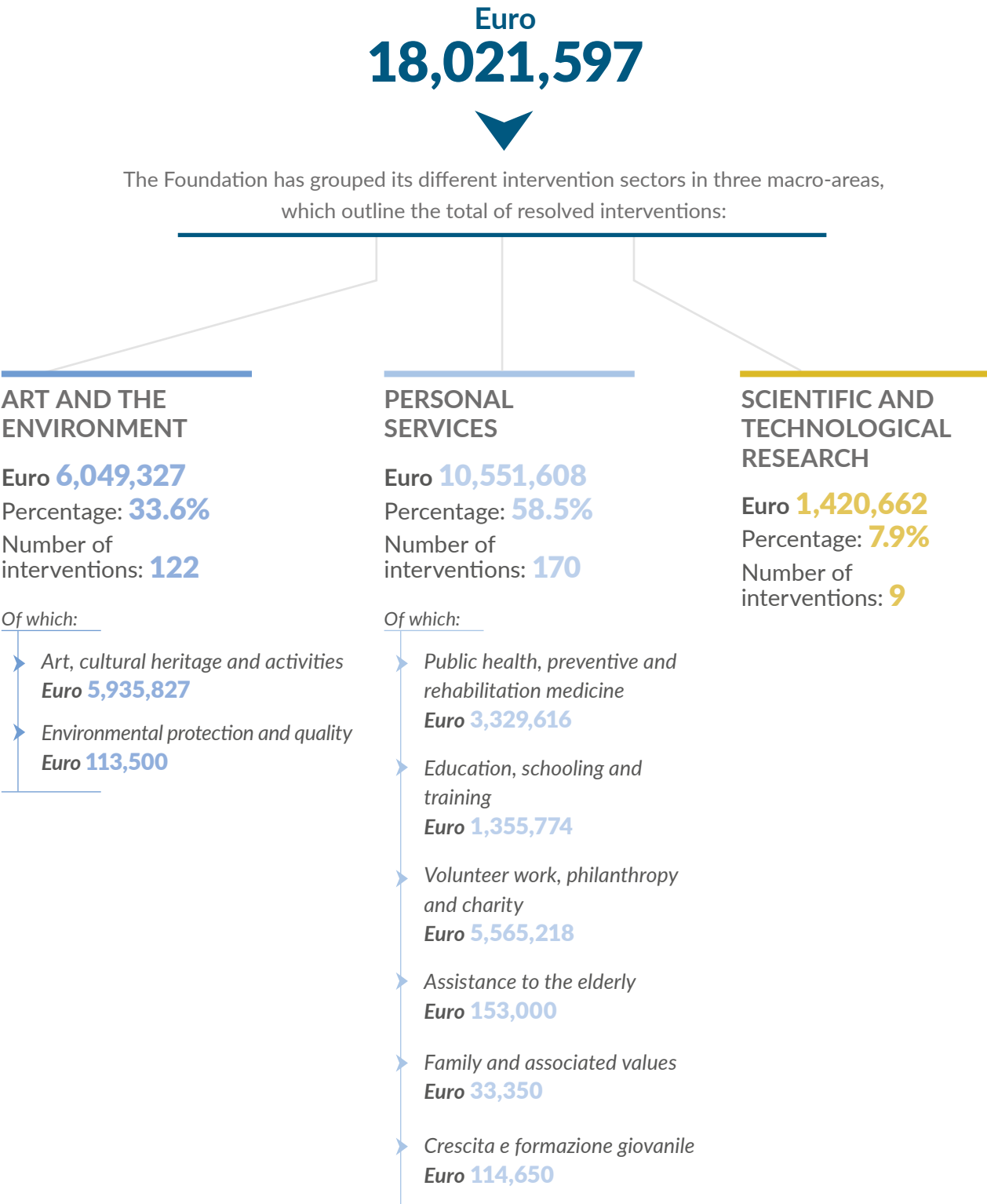
**b) Contributions to third parties:** in the two different scopes of "Support to projects" (contributions given upon applications for contributions submitted by potential beneficiaries, mostly through calls for tenders and regarding specific scopes of activity) and "Support to institutional activities" (method to support an entity's activities as a whole; specifically, these contributions are given to Entities and Organizations engaged in activities that are deemed of material social, scientific or cultural value and, thus, deserving support).

**c) System actions:** initiatives in which the Foundation sees an opportunity for shared intervention to given tangible proof of its commitment and its involvement on needs that are deemed priority ones or having high general relevance; most of the times they are the response given by the system of Foundations of banking origin to both emergency and strategic/institutional situations.

RESOLVED CONTRIBUTIONS BROKEN DOWN BY INTERVENTION METHOD AND DISBURSEMENT TOOL

INTERVENTION METHOD/ DISBURSEMENT TOOL	DIRECT ASSIGNATION		CALL FOR TENDERS		TOTAL	
	NO.	Euro	NO.	Euro	NO.	Euro
SYSTEM ACTIONS	2	60,000	4	2,017,233	6	2,077,233
OWN PROJECTS	15	1,271,569	-	-	15	1,271,569
CONTRIBUTIONS TO THIRD PARTIES	43	6,437,457	237	8,235,338	280	14,672,795
TOTAL	60	7,769,026	241	10,252,571	301	18,021,597

CONTRIBUTIONS RESOLVED IN THE PERIOD:  
BREAKDOWN BY ACTION MACRO-AREA



In short, the criteria to select projects include: the applicant's features, insight of the phenomenon being addressed, innovation, solution efficiency, ability to continue the action beyond the terms of the Foundation's support, mechanisms of monitoring and measurement.



In compliance with the Articles of Association, almost 90% of the resolved contributions was given to projects carried out in the Province of Parma; specifically, the table below shows that about 77% of resources was assigned to beneficiaries based in the social service-health-care district of Parma, where nearly half of the Province population lives. The resources assigned to projects outside the Province were mainly given within

“System actions”, i.e. promoted and implemented in cooperation with other Foundations of banking origin; specifically, they were structural interventions generating considerable economic impact, such as the support given to Fondazione con il Sud, the participation in the Fund for the fight against child educational poverty and the next stages in the “Foundations for Africa Burkina Faso” project.

BREAKDOWN OF THE RESOLVED CONTRIBUTIONS BY GEOGRAPHICAL AREA OF THE INTERVENTIONS

GEOGRAPHICAL AREA	PROJECTS		RESOLVED CONTRIBUTIONS	
	NO.	%	Euro	%
District of the Taro and Ceno Valleys	10	3.3%	143,915	0.8%
South-east District	25	8.3%	534,997	3.0%
Fidenza District	38	12.6%	1,404,516	7.8%
Parma District	222	73.8%	13,865,936	76.9%
Other areas - ITALY	5	1.7%	2,022,233	11.2%
Other areas - ABROAD	1	0.3%	50,000	0.3%
TOTAL	301	100.0%	18,021,597	100.0%

The table below shows the perfect balance between the resources assigned to public administration bodies and those assigned to private entities, with the latter including also the pro-

jects for which the Foundations directly bears the costs, with no intermediation by other beneficiaries.

BREAKDOWN OF THE RESOLVED CONTRIBUTIONS BY TYPE OF BENEFICIARY

TYPE OF BENEFICIARIES	INTERVENTIONS		RESOLVED AMOUNTS	
	NO.	%	Euro	%
PUBLIC ADMINISTRATION BODIES	105	34.9%	9,072,401	50.3%
Municipality of Parma	5	1.7%	2,929,200	16.2%
Other Municipalities in the Province	17	5.6%	636,025	3.5%
NHS-University Hospital of Parma	6	2.0%	1,705,000	9.5%
Local NHS Agency of Parma	3	1.0%	663,440	3.7%
University of Parma	24	8.0%	1,894,365	10.5%
Schools	46	15.3%	1,158,871	6.4%
Other public administration bodies	4	1.3%	85,500	0.5%
PRIVATE ENTITIES	182	60.4%	7,997,626	44.4%
Associations	119	39.5%	1,787,311	9.9%
Social cooperatives	8	2.7%	156,857	0.9%
Foundations with large membership of Public Administration Bodies	11	3.7%	1,459,400	8.1%
Other Foundations*	20	6.6%	2,646,733	14.7%
Religious Entities	20	6.6%	1,477,328	8.2%
Social enterprises	1	0.3%	249,197	1.4%
Other private entities	3	1.0%	220,800	1.2%
DIRECTLY IMPLEMENTED BY THE FOUNDATION	14	4.7%	951,569	5.3%
TOTAL	301	100.0%	18,021,597	100.0%

\*The "Other Foundations" item reports also the so-called "System actions", in which other Foundations of banking origin are involved

The contributions actually disbursed in 2019 amounted to over Euro 19 million (increasing by more than Euro 7 million vs. 2018), about 70% of which in payments of contributions resolved in previous years. The time gap between resolution and actual payment of the contribution results from the well-known fact that pay-

ment is generally made, upon submission of an appropriate documentation giving evidence of the expenses, upon completion of the project or, in case of interventions for the construction, renovation or restoration of buildings, in accordance with work progress.



CONTRIBUTIONS ACTUALLY DISBURSED IN THE 2019 PERIOD *(Values in Euro)*

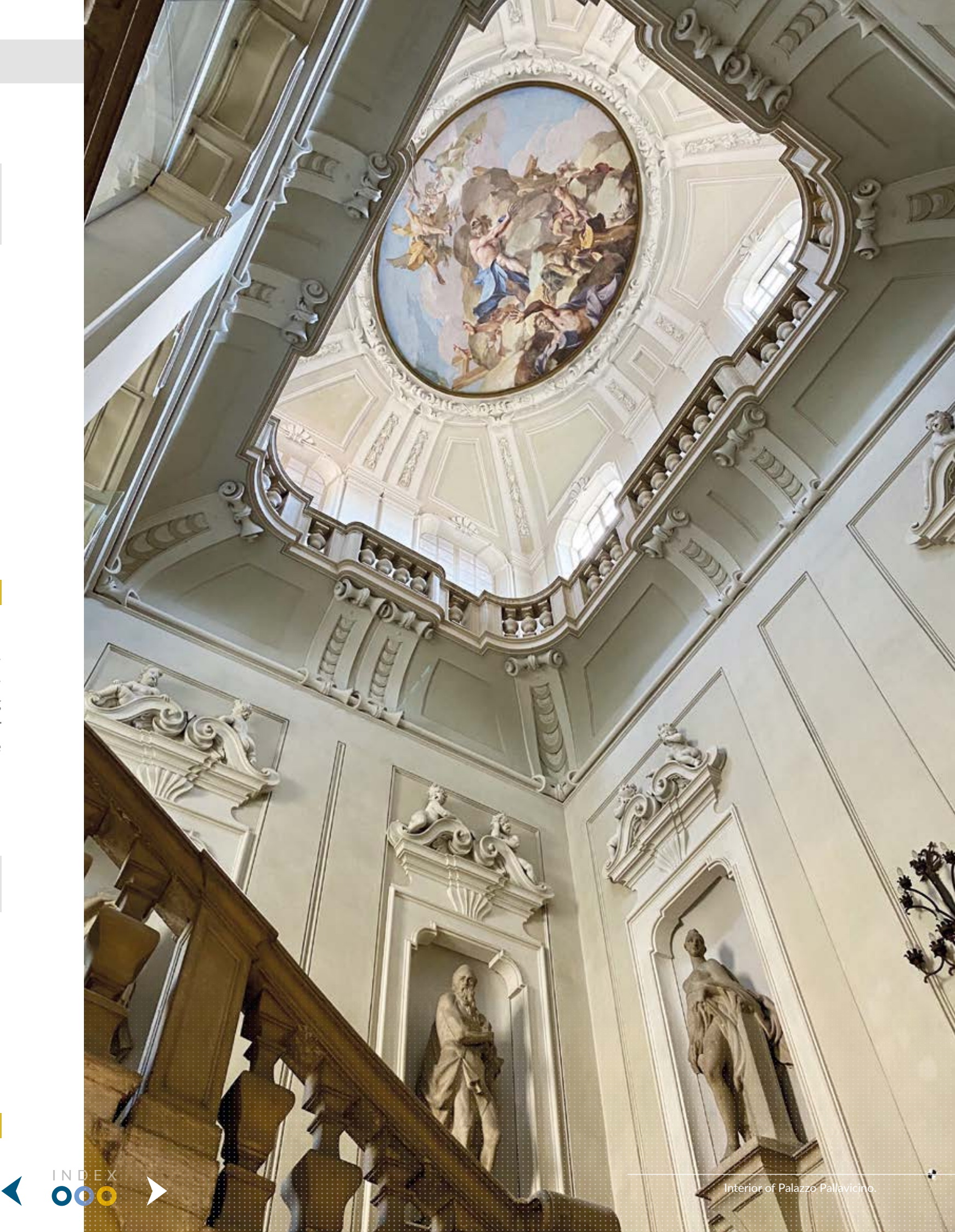
SECTOR	AMOUNTS DISBURSED ON RESOLUTIONS MADE IN THE YEAR 2019	AMOUNTS DISBURSED ON RESOLUTIONS MADE IN PREVIOUS YEARS	TOTAL BY SECTOR
Volunteer work, philanthropy and charity	1,898,742	5,114,519	7,013,261
Art, cultural heritage and activities	2,637,970	2,189,688	4,827,658
Public health, preventive and rehabilitation medicine	1,015,770	2,978,253	3,994,023
Education, schooling and training	3,500	2,031,510	2,035,010
Scientific and technological research	0	771,695	771,695
Young people growth and training	0	543,165	543,165
Assistance to the elderly	150,000	49,052	199,052
Environmental protection and quality	2,440	66,765	69,205
Family and associated values	0	34,500	34,500
TOTAL	5,708,422	13,779,146	19,487,569

The average amount of contributions resolved in 2019 was approximately Euro 60,000; further information on the sizes of the contributions given by the Foundation is shown in table 7: although approximately 80% of the contributions falls in the first two amount ranges,

over 80% of the resolved contributions consists of interventions each one of which entailed amounts of over Euro 50,000, thus giving evidence of the Foundation's preference for projects having enough resources to generate considerable impacts.

BREAKDOWN OF THE RESOLVED CONTRIBUTIONS BY INDIVIDUAL AMOUNT RANGE

AMOUNT RANGES (IN EURO)	INTERVENTIONS		RESOLVED AMOUNT	
	NO.	%	Euro	%
up to 5,000.00	102	33.9%	384,303	2.1%
From 5,000.01 to 50,000.00	145	48.2%	2,816,417	15.6%
From 50,000.01 to 250,000.00	38	12.6%	4,403,579	24.5%
From 250,000.01 to 1,000,000.00	15	5.0%	9,294,148	51.6%
Over 1,000,000.00	1	0.3%	1,123,151	6.2%
TOTAL	301	100.0%	18,021,597	100.0%



Interior of Palazzo Pallavicino.



# INSTITUTIONAL COMMUNICATION

In 2019, the new website of Fondazione Cariparma went live and had a total of nearly 118,000 views and over 17,000 users (about 80% new visitors), whereas its Facebook page came close to 2,000 followers; the newsletter also posted higher figures, with over 1,300 registrations and nearly 20,000 views. Since 1 September 2019, a press review service has been operational and, in the September-December four-month period alone, achieved a considerable increase in the number of relevant articles, with 250 ones from the press and 543 ones from the web. Furthermore, the Foundation continued its activities to support both its own

projects (ThinkBig, Parma Facciamo Squadra) and its own cultural initiatives (exhibitions and lectures held in the spring and autumn at Palazzo Bossi Bocchi) and the main initiatives that were the beneficiaries of its contributions (for example, the new Cancer Center and the recovery of the San Francesco building); the press office activity also comprised constant support to the members of the Foundation’s governing bodies in the numberless public events involving Fondazione Cariparma. The press office also organized important institutional events, such as “Si-amo Volontariato” and the Christmas Concert.

# SI-AMO VOLONTARIATO 2019

Wednesday, June 26 was a sustainability-themed day at Parco Nevicati in Collecchio, where the leading members of the Parma community and its Third Sector organizations came together. Many people looked forward to and attended the lecture by Stefano Caserini, a famous expert in air pollution, emission inventories and reduction in emissions discharged into the atmosphere. With a paper titled “Climate changes: from knowledge to action”, the professor of Climate Change Mitigation at Politecnico di Milano spoke of the global warming emergency and of man-caused cli-

mate changes, going into the feasible actions to address this hazard. Si-amo Volontariato was also an occasion for the all Third Sector players of Parma to meet, with a convivial event in the evening together with the guests and the members of Fondazione Cariparma’s governing bodies.



WEB SITE



FACEBOOK



NEWSLETTER



YOUTUBE

## IN 2019 FONDAZIONE CARIPARMA GAVE ITS PATRONAGE WITH NO FINANCIAL CONTRIBUTIONS TO THE FOLLOWING:



### MUNICIPALITY OF PARMA

“Giuseppe Moruzzi, a leading neuroscientist” (“Parma and science” program)

### CON-TATTO ASSOCIATION (TRAVERSETOLO)

Opening night of the “Ti porto io” documentary film

### S.O.I.E. SOCIAL PROMOTION ASSOCIATION ITALIA

“The challenges of mathematics for the future: school, research and employment”



Si-amo Volontariato 2019 brought together the Third Sector players of Parma





## CHRISTMAS CONCERT

The 2019 Season's greetings from Fondazione Cariparma to the Parma Community took again the form of the traditional Christmas Concert, which was held in the renowned Teatro Regio di Parma: the large audience had looked forward to hearing and warmly applauded the Orchestra Giovanile della Via Emilia (OGVE), an orchestra consisting of over sixty young members, some of whom are eighteen years, select-

ed from among the best talents in the Music Schools of Parma and Piacenza and of the Music Secondary Schools of Modena and Reggio Emilia. The OGVE was set up in 2018 in order to provide music students with the opportunity to have professional experiences in the most famous Theatres in the Emilia-Romagna Region: "Fondazione Cariparma – said its Chairman Gino Gandolfi – sees the Orchestra Gio-

vanile della Via Emilia as a top-quality teaching and cultural project: because of the high training purposes of this project, we have deemed it appropriate to entrust an orchestra of young talents with one of the most significant annual events of the Foundation, as we are certain that the extraordinary commitment of a young orchestra will be fully appreciated as an extraordinary wish for the upcoming Holidays."

The conductor was Maestro Michele Gamba, who is young but can already boast a rich career in the most important theatres in Italy and abroad, such as his début in 2016 at Teatro alla Scala with *I due Foscari*. The high-end program included Symphony No. 2 by Johannes Brahms and a contemporary page, *In Silva* by Marco Elia Righi, the piece that won the OGVE composer competition.



Fondazione Cariparma is the main donor of the new Cancer Center of Parma: the Center will be a highly-specialist hub within a network covering the entire area with Case della Salute (Health Houses) and the services for cancer patients. It will be housed in a 6-storey building and will comprise Radiotherapy, Medical Oncology with the blood sample collection and examination areas (the former outpatient clinic) and the in-patient area. A gross area of approximately 9,000 square meters in total, doubling the areas currently available to the single units. The Cancer Center will be at the "Maggiore" Hospital entrance of Via Volturno, next to the Medicine Tower, to which it will be connected through indoor pathways

## THE PROJECTS

# PERSONAL SERVICES

HOW **WE OPERATE**



## FIGHT AGAINST POVERTY

Fondazione Cariparma gives special attention to the initiatives for the recovery of surplus food: an action that, especially in the Parma territory, has developed important synergies in the fight against poverty.

An example is "Emporio", the solidarity store of Parma, an initiative especially intended for households and individuals experiencing financial difficulties, as well as for that new class of workers that, albeit employed, are below the poverty threshold. Emporio - which was set up in 2009 - has become over time one of the leading initiatives in the fight against poverty: by integrating and coordinating skills, resources, ideas and people, the promoter associations have developed a project that has all the features of a full-range integrated service, where, along with the supply of basic goods, made available through a supermarket, it provides the space and time for contact with/guidance given by public and private social services and for establishing interpersonal relationships.

The Emporio solidarity store experience led the way for similar initiatives in the Province of Parma: the Emporio Solidale Val Taro and Emporio Solidale Val Parma projects, which are also supported by Fondazione Cariparma.

In the fight against food waste, the "Parma does not waste" project is particularly important; it was set up under a memorandum of understanding signed by Fondazione Cariparma, Forum Solidarietà, Emporio Solidale, Caritas Parma, Consorzio di Solidarietà Sociale, the Provincial Government and the Municipality of Parma: this initiative contributes to strengthening the system for the recovery of food products that are close to their "best before date" and are to be disposed of, spreading it throughout the Province territory. An important feature of this solidarity platform is that it is a tool available to food companies (engaged in food manufacturing, processing and preservation) and to large retailers, as well as to small retailers, to small fruit and vegetable farmers,

canteens and catering services, and, in general, to all those that have to handle surplus food, products not up to market standards or close to their best-before date.

Lastly, every year Fondazione Cariparma supports the local Food Collection, whereby, involving large retailers' stores, Fondazione Banco

Alimentare supplements the collection of food products to be distributed to accredited charities. The Foundation also continued to support Caritas, the Diocese charities of Parma and Fidenza in their activities to the benefit of households, soup kitchens, shelters and for food distribution.

Volunteers engaged in the "Parma non spreca!" (Parma does not waste!) project



In June 2019, Chairman Gino Gandolfi participated in the celebrations for the thirtieth year of operation of the Banco Alimentare food bank in Italy; Fondazione Cariparma contributes to the Food Collection every year and, in 2003, supported the construction of the related Logistic Center in Fontevivo.



The "Emporio" solidarity store in Parma

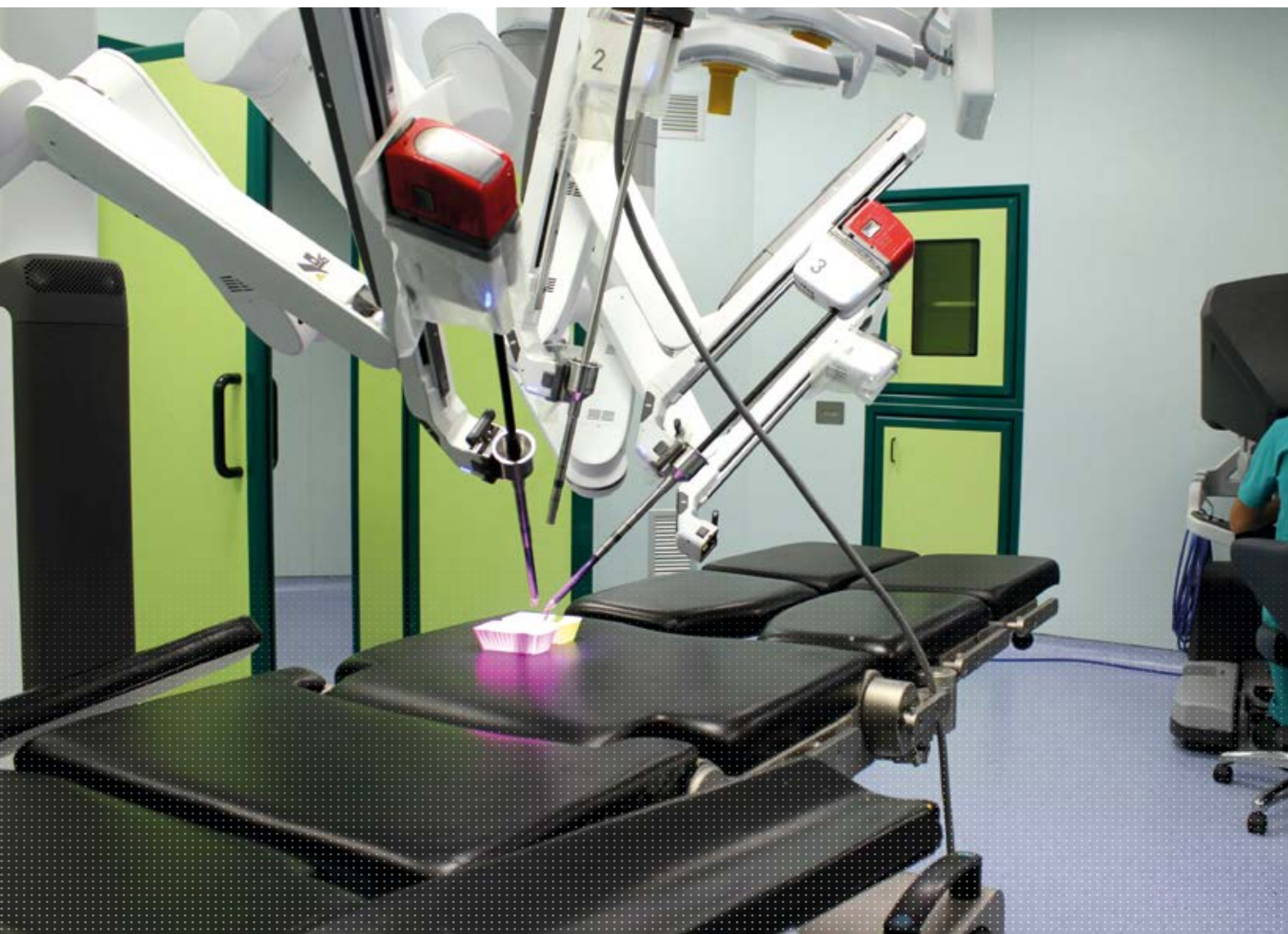


## A SURGICAL ROBOT FOR THE PARMA HOSPITAL

At the Parma Hospital, a surgical robot went live: this state-of-the-art technological innovation was added to the surgery equipment and amplifies the surgeon's visual and hand-on abilities during procedures. Limited incisions, reduced post-surgery pain and faster recovery of the ability to do daily activities are the main advantages given by the new tool. Fondazione Cariparma contributed to the purchase of this important piece of equipment with one million Euro. Robot-assisted surgery is the natural evolution of laparoscopic min-

imally invasive surgery, a technique that has long been used at the NHS-University Hospital of Parma, which, in this scope, has already gained its reputation as a leading reference and training center. Limited incisions, reduced post-surgery pain, faster recovery of the ability to do daily activities, excellent view and better access to difficult surgical sites. These are the main advantages provided by the surgical robot that started operations on 18 November 2019 with its first surgical procedure.

A surgical robot started operations at the Parma Hospital



Casa della Salute in Lagrimone

## LAGRISALUTE

In early August 2019, "Lagrisalute" was opened, the Casa della Salute (Health Home) in Lagrimone (Tizzano), a new facility providing social and healthcare services to the east Apennines area: it is the healthcare hub not only for the population of Tizzano, but also of the Municipalities of Monchio delle Corti, Palanzano and of the highlands of Neviano degli Arduini, for a total of about 8,000 people.

The new facility - which was set up also with the contribution given by Fondazione Cariparma - will house the general practitioner clinic, a nursing services room for chronic diseases, Emergency medical services 24 hours a day, in cooperation with the Italian Red Cross, the blood collection center, the Oral Anticoagulant Therapy (OAT) center, a

room for scheduled specialist examinations, the Community Pediatric Service, the NHS Booking and Scheduling Service point and the telecare and teleconsultation services. Furthermore, the healthcare professionals working at Lagrisalute will ensure proactive medicine services to vulnerable people: indeed the healthcare personnel will contact the patients to verify that therapies are correctly handled or any need for tests or diagnostic procedures.

Last but not least, some rooms in the facility are available to Volunteering Organizations and to Third Sector players: specifically, the new facility will house Avis, the blood donor association, with the accredited blood collection center for the entire east Apennine area.



The visits that Saint Lucy (who, in Parma, brings gifts to children during the night between December 12 and 13) and Santa Claus pay to young patients at the Parma Children's Hospital are some of the most looked-forward events, which Fondazione Cariparma contributes to donating the toys that will be delivered to the young patients



Speaking to children in an understandable way thanks to three information booklets prepared in 2019 by Giocamico, in cooperation with Parma Children's Hospital and with the contribution of Fondazione Cariparma

## HYPERARC

Thanks to a decisive contribution given by Fondazione Cariparma, Parma Hospital purchased a top-of-the-range software product to operate on tumours that cannot be treated with traditional surgery. It is called HyperArc and it can target benign and malignant intracranial tumours in a very accurate and precise manner, which is also more comfortable for patients: a

radiation beam operating as an invisible scalpel on surgical sites where the scalpel cannot arrive or would be too invasive. HyperArc - which the Maggiore Hospital of Parma is the first NHS hospital to be equipped with - has already been installed on the new linear accelerator of the Radiotherapy Unit.



HyperArc, the new software product, started operations at the Radiotherapy Unit of Parma Hospital





## PARMA FACCIAMO SQUADRA

Another year ended for Parma Facciamo Squadra (Parma, let's team up), with a sixth redesigned team initiative, which proved as successful as the previous ones. No longer organized teams only, but a crowd of ordinary people ready to offer time and work to support, all together, a big dream: to make the difficult path of those fighting cancer easier. The collected amount, as always multiplied by Barilla, Chiesi and Fondazione Cariparma, exceeded all expectations. It came to Euro 231,026 and will be used to humanize the treatment paths of the patients of the new Cancer Center at Parma Hospital and of the cancer outpatient clinic at Vaio Hospital. It is an extraordinary result, but not the only one achieved thanks to this campaign. For example, seeing the caring and beaming faces of so many people and a really contagious eagerness to participate was another big result. It was a wave of confidence that flooded the city and its province, showing a strong-willed and tough community ready to work hard and face the challenge together and with a smile. And a community that sticks together has nothing to fear.

### Solidarity anolino

It was the campaign core: a week of relay work during which heaps of *anolini* (Parma traditional filled pasta) were made and then sold out on the piazzas of Parma, Fidenza, Noceto and at 21 Conad stores in Parma and in its Province. The campaign figures are evidence in themselves: 1600 volunteers making *anolini*, 150 students involved, 7600 hours of volunteer work, 1200 kilos of flour along with 320 kilos of Parmigiano cheese and 12

thousand eggs. An exceptional amount of dough, 2700 kilos of *anolini*, i.e. 582,650 *anolini*, more than one for each inhabitant. All supplies, including the snacks for the volunteers, were donated by Conad Centro Nord, which did not hesitate a second to engage in this project once again. But it would not have been feasible without the skills of Parma Civil Protection agency: a superb team of untiring cooks that worked relentlessly to make dough for everyone.

This project was supported also by Bontal, Parma Quality Restaurants, Panificio Caf, La Serenissima Ristorazione, l'Arciconfraternita dell'anolino, the Italian Housewives Association and Consorzio di Solidarietà Sociale.

There were seven production sites, showing solidarity throughout the Parma territory. The crowds of volunteers ready to put their hands into the dough had the following premises available: in Parma, the premises of the Civil Protection Agency and of Enaip, an vocational training body, in Fidenza the premises of Pubblica Assistenza and of the Civil Protection Agency, the Social Center and the Community Hub in Sorbolo, "il Giardino" cooperative in Noceto, the Magnaghi hospitality school in Salsomaggiore and Circolo Arci in Tortiano. At those production sites, volunteers of all ages and skills, from experienced cooks to novices, took shifts day and night, in a production chain with no weakest link. All the sites oozed a friendly and light-hearted atmosphere that left a good taste in everyone's mouth and the will to engage again. The staff of Forum Solidarietà, now CVS Emilia, coordinated and took care of all stages, from the search

for volunteers to taking down the booth on piazza Garibaldi, from relations with suppliers to logistics.

### Who teamed up

On Friday January 31, in the Hospital meeting room, which was full to the brim, there were all those that contributed to this success. Everyone received a small plate, as a token expressing the gratitude of the community as a whole. Special thanks went to the long-standing partners in the initiative: Barilla, Chiesi and Fondazione Cariparma, and to the main sponsor Conad Centro Nord. Thanks went also to the Parma NHS Hospital, to the Parma NHS Local Agency, to the Municipalities of Parma, Fidenza and Noceto, to Gazzetta di Parma and to the Io parlo Parmigiano group. Thanks went also to the women's associations that, in January, organized the big Buraco tournament, which has already become a tradition, namely: Burraco Parma APS, the Parma section of the Italian Association of Women Medical Doctors, the Parma section of the Italian Association of Medical Doctors' Wives, FIDAPA Parma, FIDAS School for Europe, Fornello 1, Fornello 2, InnerWheel Parma, Lions Club Parma Maria Luigia, MOICA Parma, Soroptimist Parma, Zonta Club Parma. The city's gratitude was also expressed to those that supported the Campaign with independent initiatives, namely Circolo A.R.C.I. Aquila B. Longhi, Medaglie d'Oro Bormioli Rocco and the Oltretorrente Baseball and Softball Group.

### Use of funds

Verso Il Sereno, Intercral, LILT Parma, La Doppia Elica and ANDOS Fidenza are the cancer support organizations that, in agreement with the NHS-University Hospital, decided on the use of the collected funds. And who could make a bet-

ter decision? They want care rooms and paths to be as humanized as possible, proving once again their support to patients and their families.

The new Cancer Center will be donated an amount of approximately Euro 210,000, which will be used to buy furniture and equipment for the Cancer Outpatient Clinic: state-of-the-art infusion chairs; nursing carts; electrically adjustable beds for patients undergoing therapies for over four hours; side tables as multimedia stations, which are compatible with any chair or bed. Supplementing furniture with monitors and music allows those that must spend many long hours at hospital to have a better time, reading newspapers, watching a movie, surfing the web. All the furniture pieces will start being used immediately and then moved to the new facility.

Furthermore, the radiotherapy "bunker" will be completed. It will be attempted to give a more welcoming and colourful feel to a room that is necessarily shielded and without windows, thanks to a video projection system and in-room music, for a more serene impact given by the room, especially for children. This will be "The sky in a room", the name given to the project by the organizations involved.

The remaining money will be used to contribute, albeit to a very small extent, to the purchase of the third linear accelerator. A life-saving piece of equipment, which could reduce the number of patients on waiting lists for radiotherapy treatment. On the other hand, for the cancer outpatient clinic at Vaio Hospital, new and safer chairs equipped with an emergency cardiopulmonary resuscitation and electrically adjustable beds for long treatments will be purchased. The Andos Association of Fidenza will be in charge of the project. Out of the collected funds, Euro 1000 will be used to buy books and toys for the small patients of the Children Oncology Unit. They are the proceeds of an early production session carried out by a group of very young apprentice cooks, who joyfully thought of sick children. These young apprentice cooks, together with their parents, started production. The Munus Community Foundation will make sure that the funds are properly allocated.



## STRAIGHT TO THE HEART OF PARMA

Fondazione Cariparma supported the Assistenza Pubblica Parma NGO in implementing the early defibrillation project called “Dritto al cuore D-Parma” (straight to the heart of Parma), whereby 30 semi-automated external defibrillators will be installed in public places in the Municipality of Parma and 300 people will be trained to use these devices. This initiative is crucial because, waiting for first responders, also a bystander able to use an AED that is available nearby can save the life of a person with sudden cardiac arrest. Dritto al cuore D-Parma has the patronage of the Municipality of Parma and the support given by

Fondazione Assistenza Pubblica Parma, in cooperation with Anpas Emilia Romagna and the Local NHS Agency of Parma. The AEDs will be placed in areas with high traffic of people, such as parks, borough outdoor markets and hamlets. The criteria used to decide the location of the devices ensure that the potential cases can be covered in most effective way, choosing the public places where such cases are most likely to occur or areas where the first-responder system has an expected time of arrival that is too long to ensure a good percentage of success of resuscitation procedures.

In 2019, the “Dritto al cuore D-Parma” project started



The premises of “Spazio Akela”, a center for children and teenagers suffering from autism and intellectual disability

## SPAZIO AKELA

In the autumn of 2019, “Spazio Akela” was opened, a center in Parma for children and teenagers suffering from autism and intellectual disability. The promoter of the center, which was set up with the support given by Fondazione Cariparma, is Consorzio Solidarietà Sociale, within a partnership with the ANGSA association, and the Il Cortile, Insieme and Le Mani parlanti social cooperatives manage it.

“Spazio Akela” is intended for children and teenagers (from 2 to 18 years old) suffering from autism cognitive disability, and provides rehabilitation services (CABAS-based©), psychological support to their families, speech-language therapy, psychomotor learning and guide to adulthood with bespoke programs.



## PARMA WELFARE

This project was conceived within the “EsPR.it” participatory design workshops, which pursued the objective of contributing to building a community and generative welfare culture in the Province of Parma, i.e. a welfare approach able to attract and enhance private resources and to generate a new social entrepreneurship model, through a path whereby civil society participates, organizes itself, takes on responsibility and accountability and co-finances initiatives based on the shared value of solidarity and common good. “ParmaWelfare”, born of an agreement between the Municipality of Parma, the NHS-University Hospital, the NHS Local Agency of Parma, CSV Emilia, Consorzio Solidarietà Sociale, and the trade unions CISL and UIL, is intended especially for vulnerable people that do not have easy access to institutional help measures.

Through the Community Hubs, places where people are received and listened to free of charge, managed by volunteers, each person experiencing difficulties or solitude can rely on a proximity network able to guide, support and help him or her to grow, while making available his or her resources or skills to the community, with a circular system approach. Specifically, in 2019, two new Community Hubs were opened in Parma (one at Cittadella, which was opened in February and one at the Hospital, which started operations in November, concomitantly with the opening after renovation of Building 23 “Cittadella dell’Accoglienza”), in addition to the other eight Hubs already in operations in Parma (San Leonardo, Oltretorrente, Molinetto, Lubiana S. Lazzaro, Pablo, Montanara), Sorbolo and Mezzani. Overall, opening days were 631 for a total of 1,451 assisted people, most of whom had financial, employment or health problems, while the main interventions concerned home support, guide to services and training. About 100 volunteers were continuously engaged

in the various activities implemented at the Community Hubs.

In 2019 the “Non più soli” (no longer alone) project also started, in cooperation with Chiesi Farmaceutici, Pubblica Assistenza di Parma and Fondazione ASPHI, aimed at providing guidance, “relational assistance” and support for fundamental daily practices in order for “vulnerable” patients to go back and remain at home after being discharged from hospital (vulnerable patients being those with no family and friends networks, vulnerable and poorly independent but not qualifying for protected discharge institutional services). Just in the second half of the year 13 cases were handled. Lastly, in November 2019, in cooperation with the Municipality of Parma and ASP Ad Personam, “Villa Ester” was opened, a community facility which people can freely access, in which the first borough home in Parma will be tried, where municipal services and the activities of organizations and entities will develop together, in order to promote the wellbeing of the community and of people of different ages, responding to needs that are difficult to express and fostering mutual help. Inside Villa Ester a “Parma Welfare” point was opened.

## CASA DI PADRE LINO FOUNDATION

The Casa di Padre Lino Foundation was set up in 1997 at Fondazione Cariparma’s initiative, which provided it with its initial endowment consisting of the building that houses it and the furniture. It has been engaged in providing care and assistance to elderly people that are not self-dependent and reside in the Municipality of Parma since 1998 and, in 2011, it obtained the transitional

accreditation required by the Emilia Romagna regional government. Since 2016, the facility has held the final accreditation for 40 beds, 38 of which are reserved to residents from the Municipality of Parma and 2 accredited for temporary private stay or relief admission financed by the Regional Fund for people that are not self-dependent.

The facility admits people that, for health or family reasons, can no longer stay at home: generally, they are elderly people with material functional dependence associated with, alternatively to or jointly with, cognitive deterioration and health conditions, as well as elderly people that are alone with no family or with a family network that is not adequate to take care of them or elderly people that can rely on institutional help only.

The Casa di Padre Lino Foundation takes care of its guests not only providing them with health-

care, social and assistance services, but also making their stay pleasant in terms of personal interaction, attaching key importance to the relationships that can be established between the patients and between the patients and the personnel of the facility. In this regard, in the reporting year, interactions and exchanges with the borough and the local community continued, among which worth mentioning are the cooperation with the Pioneers of the Italian Red Cross, the Oltretorrente Time Bank, the Ognissanti Parish Church and Comunità di S. Egidio and the student of the Bertolucci Music High School. In 2019, a contribution was resolved to the benefit of the Casa di Padre Lino Foundation to support its institutional activities.







## NEW DAY CENTER OF TRAVERSETOLO

The new premises housing the Day Center for Elderly People and the Center for Social and Occupational Services for disabled people of Traversetolo were made with the support given by Fondazione Cariparma, which contributed to both the construction of the premises and furniture purchase.

The Day Center for elderly people can accommodate up to 16 people, whereas the Social Occupational Center for people with disabilities takes care of adults with serious disabilities or children with disabilities having completed compulsory school and training.

## INTERMEDIATE CARE CENTER OF MONCHIO

In March 2019, the new Intermediate Care Center was opened in Monchio delle Corti within the "Val Cedra" Senior Citizens' Home. An action aimed at ensuring, with beds reserved for the purpose, more adequate assistance provided to those individuals that, after

being discharged from hospital and before going home, still need medical attention. Within the project, 3 beds for non-hospital intermediate care were made available, along with another two nursing home beds.



## N.E.X.T PROJECT

N.E.X.T - New Experiment for Training is a project aimed at building training courses that can provide migrants with skills making their social inclusion easier. Starting from Italian language learning, N.E.X.T. has built a path aimed at helping humanitarian protection seekers to become fully integrated and active members of the Italian society and of the world of work.

The project was designed by Number1 Logistics Group and developed with the contributions given by Fondazione Cariparma, by Caritas Fidenza-Fondazione Giberti Onlus, Parma Diocese Caritas and Ciac Onlus. It is an initiative that attaches the widest possible meaning to "training", i.e. not only as the acquisition of work skills, but also as personal growth and social inclusion.

The N.E.X.T. Project provided for three training cycles, in cooperation with Ciac Onlus, which involved about a hundred teenagers in 240 hours of training spread over 28 weeks within each single training cycle.

## TAKE CARE OF ME - WORKSHOPS FOR FAMILIES

On the occasion of Universal Children's Day, in Parma the "Take care of me, Workshops for families" initiative was held, comprising several sessions and promoted by Francesca Rava N.P.H. Italia Foundation with the support given by Fondazione Cariparma. The workshops were part of the national Campaign aimed at increasing awareness about and at helping children in healthcare poverty called "In farmacia per i bambini" ('At the pharmacy for children') of Francesca Rava Foundation.

The workshops - six sessions for more than 90 families - were held at *Laboratorio Famiglia*, Cav and Emporio Solidale of Parma. The objective was to think and increase awareness about children's rights, especially regarding the fundamental right to health. The meetings also gave the opportunity to children to spend some creative and educational time with their families.

The presentation in Parma of the "Take care of me" initiative







The ceremony for the award of Business Social Quality Prize within the Promo Project



The new Social House complex in Parma  
(Sant'Eurosia borough, Parma)

## PROMO CSS PROJECT

The Promo project, carried out by Consorzio Solidarietà Sociale in partnership with Agenzia Emilia-Romagna Lavoro and Anmic of Parma, with the support given by Fondazione Cariparma, aimed at encouraging and motivating businesses and other stakeholders in the Community (public administration and private entities, for-profit and non-profit organizations) to increase their awareness of corporate social responsibility and to provide them with a set of tools fit to implement CSR.

Specifically, actions were started to promote tripartite agreements pursuant to Article 22 of Emilia Romagna Regional Law 17/2005, whereby businesses have the option to contract out work to social cooperatives for work integration. These cooperative hire people with complex disabilities to perform the contracted works.

The cooperation that started between Barilla spa and the Cigno Verde social cooperative for the supply of agricultural product resulted in 5 workers with disabilities being hired.

Furthermore, the seventh Business Social Quality Award event was held, aimed at rewarding businesses that proved strongly committed to

social responsibility, as they chose to go beyond compliance with their obligations under the law and to give training and occupational opportunities to people with disabilities or socially disadvantaged individuals.

59 businesses participated in the initiative and 4 prizes and 6 special mentions were awarded in the different sections:

- Beyond obligations - For-profit entities
- Beyond obligations - Nonprofit entities
- Good practices
- Work integration of disadvantaged and vulnerable people (Emilia Romagna Regional Law 14/2015)

## PARMA SOCIAL HOUSE

The Parma Social House Fund is the first Italian closed-end ethical real estate fund reserved to qualified investors, with the participation also of Fondo Investimenti per l'Abitare (FIA) managed by Cassa Depositi e Prestiti through its asset manager CDPI SGR. The project aims at increasing the number of social housing units available in favour of those categories (young couples, students, low-income workers, lawful migrants, single-parent households and households with elderly and disabled people) that do not qualify for council housing units, but that can hardly afford homes at market prices. The project was promoted by the Municipality of Parma and was carried out with the cooperation between building firms and housing cooperatives, which were selected through a public competitive procedure; it will result in about 725 new social housing units, for a total GUA of approximately 50,288 square meters, in five different parts of the city. The Fund's core purpose is to perform, through the cooperation with the nonprofit sector and the Public Administration, social housing actions, with social housing meaning a set of housing units to be assigned under full ownership title, lease with redemption option and

long-term lease, as well as services that contribute to solving the housing problems of families and individuals. The project aims at promoting life styles based on social and environmental sustainability and affordability for the community, through urban and architectural regeneration consistently with the city's development strategies; "Parma Social House" is intended to focus on both social networking, with common areas and on sustainability with the use of state-of-the-art technologies for energy saving, as all the housing units will be in B and A energy class, soundproofed and built with safe materials, equipped with photovoltaic and solar panels, radiant underfloor heating and cooling systems. The tool used to implement this action is a closed-end real estate fund reserved to qualified investors, with the participation also of a company held by the Municipality of Parma and Cassa Depositi e Prestiti (Italian State-owned bank) through a dedicated Asset Management Company, as well as of the Emilia-Romagna Regional Government, the insurer UNIPOL and other private investors (construction companies and housing cooperatives). The Foundation's commitment is for Euro 12 million. Despite being an investment in a closed-end real estate fund, the project was given a contribution by the Foundation, as it was financed, in accordance with Article 11, paragraph 6, of the "Italian National Social Housing Plan" approved with Italian Prime Minister Decree of 16 July 2009, with "income allocation", pursuant to Article 8 of Italian Legislative Decree 153/1999 (in other words, using funds that would otherwise have been allocated to contributions). At the end of 2019, 519 apartments had been finished, of which 255 to be sold and 264 to be let under long-term leases, while 206 apartments were still under construction. All finished apartments have already been sold or leased and handed over to the owners or tenants; only some garages and the 23 apartments under construction in the La Spezia Area have not yet been sold, as they have not yet been put on the market.



## THE LTO OF PARMA AND FORNOVO OPENED

*Fondazione Cariparma proved its commitment to school and to new generations by supporting the acquisition of skills and fostering closer and closer integration between school, businesses and the community. The LTOs (Laboratori Territoriali per l'Occupabilità) are projects aimed at enhancing employability in partnership between schools and players in the community: they are innovative spaces where students, and not only students, can acquire skills and actual insight on innovation with a hands-on approach, in order to improve, through specific paths, their employability.*

### LTO in Fornovo

In this regard, it is to be pointed out the support given to the creation of the *Laboratorio Territoriale per l'Occupabilità* (aimed at designing workshop teaching programs on new technologies), which was promoted by three high schools in the Province of Parma (the "Gadda" vocational school of Fornovo Taro, the "Berenini" vocational school of Fidenza), 14 Comprehensive Schools and School Districts, 10 Municipalities and the Parma Provincial Government, the University, the Parma Employers' Association and the Innovation Farm Consortium Company. In synergy with the local policies on employment and businesses, the LTOs are open places designed to be, by practising innovation (technological, social and individual) a meeting ground for schools, businesses and the community, in order to foster new projects in the community and fight school abandonment. In a community with many technologically advanced businesses (it is called the motor valley), the LTO of Fornovo - which was opened in September 2019 - intended to capitalize the plant technology equipment able to reproduce the most advanced manufacturing processes of the factory of the future. The contribution given by the Foundation to the project was used to renovate the premises housing the specific high-end workshop activities.

### Food Farm 4.0

With a total area of 3000 square meters, an estimated number of 500 students every year,

6 schools involved and 12 local businesses, associations and entities managing the facility together, through a consortium company limited by shares, Food Farm 4.0 was opened in October 2019. The first *Laboratorio Territoriale per l'Occupabilità* (LTO) in Italy for the agri-food sector started operations and was designed and structured as a fully-fledged business. Food Farm is the result of a joint projects that, since its design in 2015, has relied on the cooperation and commitment of the private and public sectors, the world of education, training and work,

The new premises of the LTO in Fornovo, built with the contribution of Fondazione Cariparma

with proactive involvement of associations, schools, private businesses and institutions to create an entity that was intended to be financially self-sufficient, and aimed at developing advanced teaching for young people's future, in synergy with businesses. Fondazione Cariparma supported the initiative paying for the renovation of the Food Farm 4.0 premises. Food Farm 4.0 is a network consisting of 6 schools in the community ("Magnaghi-Solari" Hospitality School of Salsomaggiore and Fidenza, "Berenini" Technical Vocational School of Fidenza, "Toschi" Art School and two 1st cycle schools, Comprehensive School of San Secondo and Comprehensive School of Sissa-Trecasali) with the "Galilei-Bocchialini" Agri-food School District, the project leader, and some important businesses based in the community. The facility has three pilot plants for agri-food processing (food preserves, dairy products and bakery products), a packaging line and a chemical analysis lab. Food Farm provides young people with the opportunity to develop skills and to gain insight on inno-

vation with a hands-on approach and provides businesses with the opportunity to acquire professional skills on the main typical agri-food products. The lines will use local raw material, in full respect for the Food Valley typical products: tomato passata, jams and fruit juice, short fermentation cheese, bakery products. These products will be marketed under the Bontà di Parma brand in accordance with blockchain requirements, ensuring transparency, traceability and food safety in order for the "product story" to be certain and certified from origin to shelf. It is a stronger and stronger necessity in all sectors, and especially in the agri-food industry, with a considerable input given by production digitalization (Industry 4.0), which ensures higher and higher monitoring, control and safety levels.. The students, with the guidance provided by their teachers, will be the makers of these processes: from farming to harvesting, to processing agricultural products into food, to quality control, including compliance with food safety and environmental sustainability protocols.

Food Farm 4.0, which was opened in October 2019, involves six Schools of the Province of Parma





# Think Big



## THINKBIG - IDEA CAMP

The future is of the young, of their ideas and their will to do things! With Idea Camp the ThinkBig initiative moved forward, which is the call for young ideas whereby Fondazione Cariparma and Libera Università dell'Educare (LUdE) chose to draw directly on people under 35 years of age and on their proposals to conceive change hypotheses for the future of their generation as well as for the future of Parma. The Idea Camp two-day event (Parma, 28 and 29 November 2019) comprised debates, meetings and training, along with the 15 ideas that were financed by ThinkBig: the young people that were selected within the call were present with themed corners to present the progress in their respective projects (apps, technological products and IT platforms, social innovation paths, events and festivals, workshops and training course) and, even more importantly, they had the chance of speaking to one another and to trigger crosswise skills.

The ThinkBig calls for ideas is part of the many initiatives supported in the last few years by Fondazione Cariparma, aimed at fostering young people's self-dependence, responsibility taking and will to be leading players in their community. The significant difference vs. the other financed initiatives lies in the action addressees, which are no longer education agencies, the third sectors or education professionals, but rather directly young people, organized in informal groups: this choice, shared and strengthened by the talks with the LUdE educators, was born of increasing awareness about the importance of adopting approaches that target more directly the public, especially when the public consists of people under 35 years of age, as well as of recent studies that have identified active involvement as the most mature and promising method to address the challenges of young people's participation in local development processes.

## What ThinkBig is

On 24 September 2018 the call went live, with an allocation of Euro 500 thousand to finance the selected projects. 70 proposals were received, 66 of which were deemed admissible, based on over 37 thousand votes expressed by the online community and assessed by a commission consisting of Anna Mazzucchi (Deputy Chairman of Fondazione Cariparma), Maria Laura Bianchi and Daniele Pezzali (members of the Board of Directors

of Fondazione Cariparma), Michele Gagliardo and Salvatore Rizzo (members of LUdE Board of Trainers). ThinkBig structured its financial support on two financing lines ("Realize your idea" and "From talents to skills"). 18 ideas were shortlisted to continue with the executive design, 17 projects were financed, 15 (after two drop out) projects currently handled by ThinkBig.



## EUROPEAN COLLEGE OF PARMA FOUNDATION

The European College of Parma Foundation, which was set up in 2004, is a postgraduate higher education institution that provides academic training for young European graduates in the field of European Union law, economics and politics. The College programs rely on teachers that are executives of EU and Italian Institutions, as well as University professors and experts in EU themes. The program for the Diploma in High European Studies, at its sixteenth run in the 2018/2019 academic year, is an interdisciplinary postgraduate program consisting of two phases over one academic year: the first phase includes two semesters of classes (from November to July) in Italian, English and French; in the second phase, the students that pass the related exams (in February and July) are admitted to a university Master program, under agreements in force with the University of Parma, the LUISS Guido Carli University of Rome and the Suor Orsola Benincasa University of Naples. Under specific agreements, the Foundation identifies and organizes training internships for its graduates at national public administration bodies and their representative delegations at the EU, organizations and businesses that operate internationally.

In the 2018/2019 academic year, the Diploma program had 21 students of 6 different nationalities, out of a total of 35 applications received. Furthermore, the European College of Parma Foundation offers specialist higher education programs in the field of European Union law, economics and politics to local government bodies (Regional, Provincial and Municipality governments, etc.), to the European Food Safety Authority (EFSA), which is based in Parma, as well as specialization courses in European Project Planning, specific seminars on EU programmes, workshops and training and information activities on EU themes.

Specifically, in 2019, following the renewal of the memorandum of understanding signed with the Scuola Superiore di Pubblica Amministrazione (the Italian higher education school for the public administration), the “Web Communication for

Public Administration” seminar was organized; at the Employers’ Association of Parma (UPI) the “Strategic Sectors of the European Union, Hard Science and Hard Science Technology” seminar was also organized.

Furthermore, two specific training courses were organized on preparation for the competitive procedures held by the European Personnel Selection Office (EPSO) and on investigating the financing opportunities made available by the European Union in its 2014-2020 plan, respectively.

In cooperation with the Economics and Business Sciences Department of the University of Parma, the “Workshop on the systemic crisis and the new economic governance models in Europe” was organized.

To its benefit, in 2019 Fondazione Cariparma resolved a contribution for the institutional activity implementation.



## LE VILLAGE BY CA PARMA

In 2019, Fondazione Cariparma became a partner of Le Village by CA Parma, a project that started in Paris in 2014 and today comprises 35 work places throughout France – they will soon be 40 – and abroad. Le Village by CA in Milan – the first one opened in Italy – has quickly become a reference point, accelerating the development of the startups and the innovation of the enterprises it interacts with. Relying on its strong international experience and on the excellent performance of the first Le Village in Italy, Crédit Agricole Italia has set up the one in Parma with the support of the most important local institutions and leading players in the community. An example is the partnership with Fondazione Cariparma and with the University of Parma, to be closer and closer to the community’s economic growth and to the develop-

ment of the businesses born at the Campus. “Acting to promote the community social cohesion is in Fondazione Cariparma’s DNA – said Chairman Gino Gandolfi during the initiative presentation – embracing solutions to be “players of change”, quoting Acri Chairman Francesco Profumo. The participation of Fondazione Cariparma in “Le Village” is based on the awareness that the community has great potential, in many cases not yet expressed, and, at “Le Village” acceleration and innovation will combine with local strengths: a significant project for Parma, and I thank Crédit Agricole Italia for this important investment. Lastly, crucially important is sharing this initiative with the University of Parma, a leading player in technological research and transfer.”

Le Village presentation at the Parma University Campus





## COOPERATING TO LEARN

Fondazione Cariparma supported the “Cooperating to learn” project, which aims at applying cooperative learning (CL) and direct teaching of social skills to the children of 12 primary schools in Parma (Sanvitale-Fra Salimbene, Albertelli-Newton, Edith Stein, Laura Sanvitale, Bocchi, Fratelli Bandiera, Ferrari, Micheli, Toscanini, Montebello, Parmigianino, Verdi) to improve their educational success by increasing their social skills, their personal wellbeing, their motivation and positive relationships within the class. The specific objects of the project were: improving the children’s performances in school, increasing their participation school activities (interest, curiosity, assertiveness, commitment),

promoting cooperation between children within their respective class groups by strengthening their social skills, incrementing positive relationships within classes, creating an unfavourable environment in the class for social marginalization and bullying.

The outcomes were presented at the “C. Gabbi” Auditorium in Parma during the “School can change” meeting, an event featuring many themes linked to the project, especially the “co-operative class” experience, where the teacher does not directly transmit knowledge but knowledge is built all together, in accordance with the cooperative model, through a process fed by curiosity and desire to discover.

## WELAB & WEMAP

In December 2019, the WeLab & WeMap project was reported, which is an environmental service learning action involving 35 schools based in Parma and in its Province. The project, which was implemented thanks to the contribution given by Fondazione Cariparma, was promoted by the “Attilio Bertolucci” high school as the leader of the network of schools, in cooperation with the University of Parma (Department of Chemical and Life Sciences and Environmental Sustainability) and Officine ON/OFF.

The WeLab & WeMap project - with a Service Learning approach- aimed at analyzing and monitoring the quality of the water of rivers

and streams in the Province of Parma, thus contributing to map the territory triggering the citizenship skills of each student and of the local community.

Each school was assigned an area to monitor: the collected data will be entered on a portal that was specifically created in cooperation with Officine ON/OFF, and will be shared and aggregated with those collected by other participating Schools and used to create theme maps.



Since 2015 Fondazione Cariparma has been a partner of Giocampus, an unparalleled project in Italy promoting the future of young generations through an educational process that combines motor and eating education.





## TALKING TEENS - STATUES CAN SPEAK!

In May 2019, the “Talking Teens – Statues can speak!” project went live, which was promoted by the Cultural Association ECHO Education Culture Human Oxygen with a contribution given by Fondazione Cariparma.

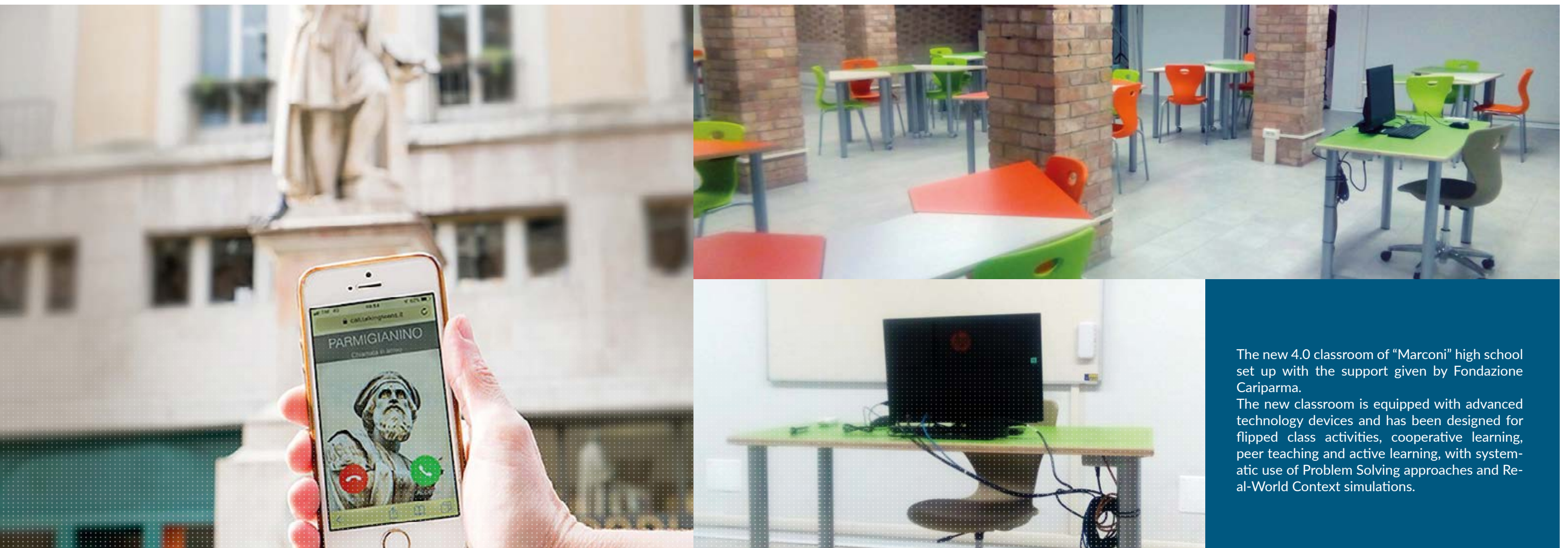
Talking Teens aimed at increasing appreciation for the most significant statues in Parma through an audio conversation with bystanders: thanks to the new technologies available, going near each one of the statues connected in the Talking Teens circuit everyone can receive a phone call of 2-3 minutes on his or her mobile, whereby the statue tells some-

thing of its story and of the history of the city, speaking through a voice actor or actress. Near each statue there is a sign with instructions - also for the visually impaired and for the blind (in Braille) - explaining how to connect and listen to the phone call. The phone call can be listened to in 3 different ways: dialling the phone number given on the sign, scanning the QR code given on the sign or downloading an APP. The phone call can be in Italian, in English and, for some statues, also in the dialect of Parma. Another option is receiving a videocall in the Italian sign language.

The project added value consists in the fact that it is a project for young people implemented by young people: over 300 students of 15 High Schools based in Parma and in its Province “adopted the statues” and, after closely studying them and after attending training sessions, prepared the information on the statue and on the person it represents, took photos and made videos, chose the quiz contents, augmented reality (AR) and the text of the phone call. Some students in the IT section of the “Da Vinci” vocational school made the crowdfunding video, the website and the

web call via the QR code, and these activities were then the topic of their graduation exam paper. Some students of various schools played the role of voice actors and actresses speaking for the statues of the Silenus and Egle statuary group, after taking a drama course organized especially for them and focusing on acting for the phone call. Over 25 teachers (of Italian language and literature, history of art, philosophy, history, geography, physics, Latin, English, sciences, law, plastic arts, IT) led the students, along with the ECHO team.

In May 2019, the Talking Teens – Statues can speak!” project went live



The new 4.0 classroom of “Marconi” high school set up with the support given by Fondazione Cariparma. The new classroom is equipped with advanced technology devices and has been designed for flipped class activities, cooperative learning, peer teaching and active learning, with systematic use of Problem Solving approaches and Real-World Context simulations.



## VOLUNTEER WORK

Subsequent to the entry into force of the Italian Third Sector Code (Italian Legislative Decree no. 117/2017) on financing of Centri di Servizio per il Volontariato (Service Centers for Volunteering Work Organizations), the Italian National Single Fund was set up, which is fed with the contributions given by Foundations of banking origin in accordance with the same methods to calculate the contribution amounts as applied in the past. In 2019, the contribution given by Fondazione Cariparma amounted to Euro 972,289.

## MUNUS FOUNDATION

MUNUS Onlus was incorporated on 26 October 2016, at the end of quite a long way that had started in 2013 with the setting up of the Promoter Committee by many entities and many resources of the Parma Community: the world of volunteer work and social cooperation, professional boards, the Dioceses of Parma and Fidenza, civic groups, entrepreneurs and citizens. The Munus Foundation is the operational, technical and advisory intermediary between parties that want to make donations to general interest projects and the nonprofit organizations that implement such projects, providing the two sets of parties with technical and operational support. MUNUS relies on the generosity of the public and proposes a new approach to philanthropy, whereby donating is a tangible way to help everyone realize his or her dreams, with Community Foundations giving a streamlined path. Specifically, the Munus Foundation promotes and manages financial endowments intended to be used to support social interest activities and acts as a tool and vehicle that facilitates and promotes donations, giving institutional warranties on the good use of the donations. It gives money grants, using cash from donations or testamentary bequests, to nonprofit organ-

In 2019, the Foundation disbursed a total amount, out of the relevant allocations made in the previous years, of Euro 693,464. The Code has also amended the previous regulations on the structures and operational processes of the Service Centers, defining their new layout, which is based on:

- A single National Control Body (ONC);
- Fourteen Local Control Bodies (OTC);
- A Single National Fund (FUN) to provide them with financial support.

izations for direct realization of socially useful projects.

At present, 32 different financial endowments are open and in operation, which collected over Euro 2.2 million and supported projects with approximately Euro 1.6 million.

Specifically, in 2019, MUNUS strengthened its operational structure and extended its range of operations hiring an employee under a temporary employment contract, and activating 5 new financial endowments, collecting donations for Euro 614,500 and supporting projects for Euro 243,300.

Especially the fund-raising campaign for the new Cancer Center managed by the Foundation, in cooperation with the NHS-University Hospital team responsible for this project under a specific partnership agreement, proved very significant and very successful. Furthermore, MUNUS continues to be the operational arm of the "Parma Facciamo Squadra" (Parma, let's team up) initiative.

Fondazione Cariparma supports the activity of MUNUS Onlus giving an annual contributions to cover the latter's operating costs and through operational/management support with the work of some of Fondazione Cariparma's employees.

## CSV EMILIA

In 2019, Forum Solidarietà completed the process to become CSV Emilia, a new Service Center for Volunteer Work Organizations resulting from the merger of the Service Centers of Parma, Reggio Emilia and Piacenza. These three centers, each one with its own long story and strong bonds with its community, became a single Center on 1 January 2020, which can rely of their respective strong points and experience while preserving their specificities.

The merger by absorption process started at the end of 2017 and was carried out thanks to the joint work done by the three governing councils of the organizations that used to manage the three Centers and by their respective general managers. The name has changes but the professionalism, commitment and closeness that its user organizations know have remained the same. The new Council consists of twelve representatives of the volunteer work organizations based in the three communities; then there is a control body

and three arbitrators. Its head is Elena Dondi, past president of Forum Solidarietà; with her there are two vice-presidents Laura Bocciarelli (past president of the Piacenza Center) and Umberto Bedogni (past president of Dar Voce, Reggio Emilia); the general manager is Arnaldo Conforti.

The merger is part of a plan for the reorganization of the entire Italian system of Service Centers for Volunteer Work Organizations, in accordance with the Italian Third Sector Code (Italian Legislative Decree 117/17), and with the instructions given by the Italian National Control Body (ONC). Essentially, the new geographical distribution, based on the ratio of structures to the number of inhabitants, has the purpose of making the Service Centers more efficient in performing the new task that the Third Sector reform has assigned to them: promoting and strengthening the presence and the role of volunteers in all Third Sector entities, rather than in volunteer work organizations only.







THE PROJECTS

# ART *and* THE ENVIRONMENT

In November 2019 two turrets of the Parma Baptistery were out back in their place, after restoration subsequent to the damage caused by the earthquake in 2017. Restoration works took several months, were performed by Fabbrica del Duomo and could be made also thanks to a decisive contribution given by Fondazione Cariparma.

HOW **WE OPERATE**



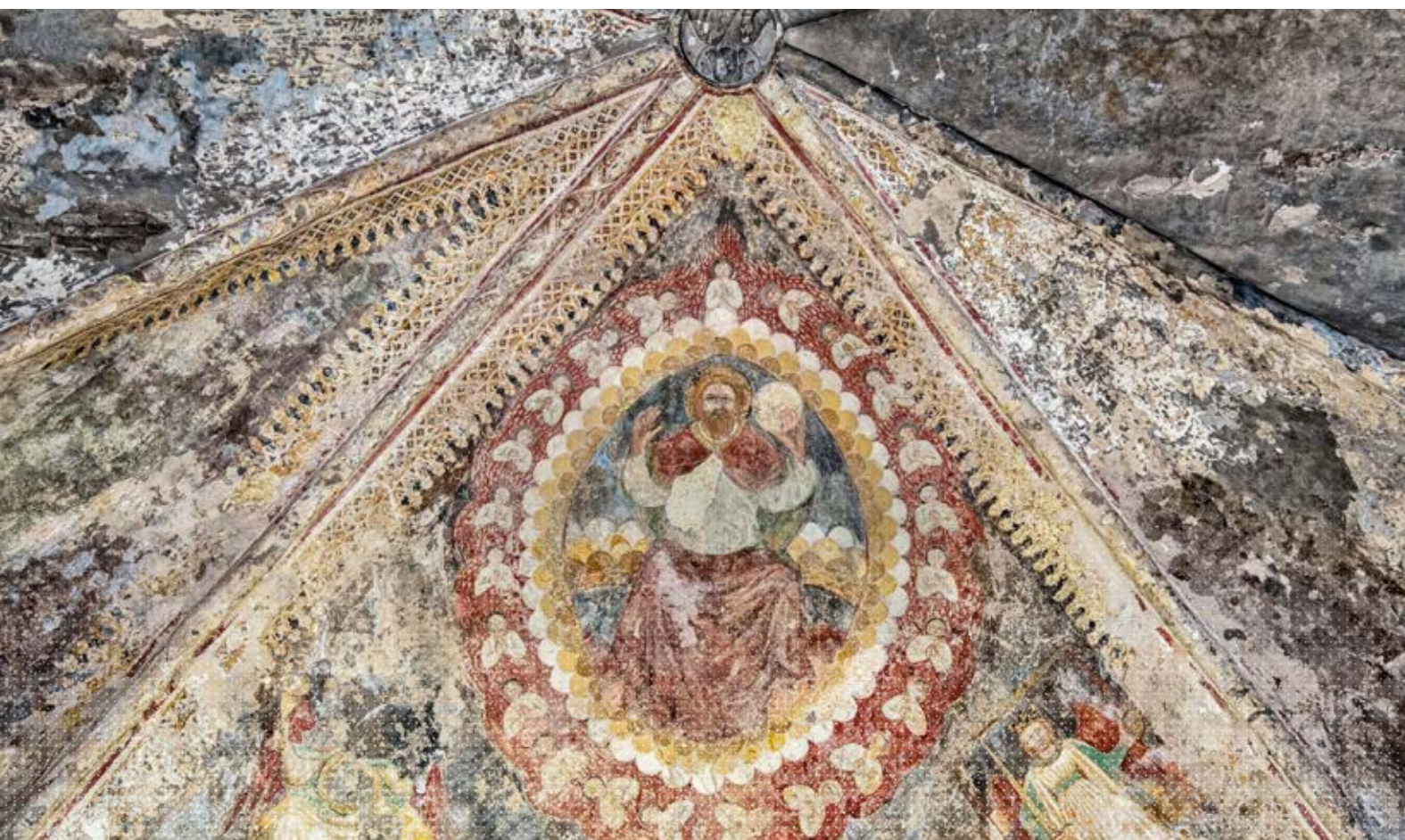
## RECOVERY OF THE SAN FRANCESCO DEL PRATO CHURCH

Equal in size to the Cathedral of Parma, the San Francesco del Prato church is about to become the star of true rebirth, thanks to accurate restoration works. A whole range of events, with the slogan “Let’s set San Francesco del Prato free”, has the objective of raising funds for the restoration and to uncover the long and fascinating story of that church. All the activities have been promoted and are coordinated by the “Committee for San Francesco del Prato”, which was set up in order to promote and support the restoration and reopening of the church for visits and worship, for music, academic and cultural events. And, last but not least, to return this wonderful church to the Order of Friars Mi-

nor Conventual, which built it 800 years ago. In February 2018, the church was given under a concession to the Diocese by the University of Parma. Then the Committee was set up and the original project, at the time financed by Fondazione Cariparma, could be completed and updated.

Works started on 3 September 2018 and are continuing as scheduled, focusing on structural consolidation and restoration of the precious façade.

Fundraising rolled out also thanks to Fondazione Cariparma, the Crédit Agricole Italia Banking Group, the Chiesi Family, Barilla, Faac and many other partners.





## PIEVE OASIS

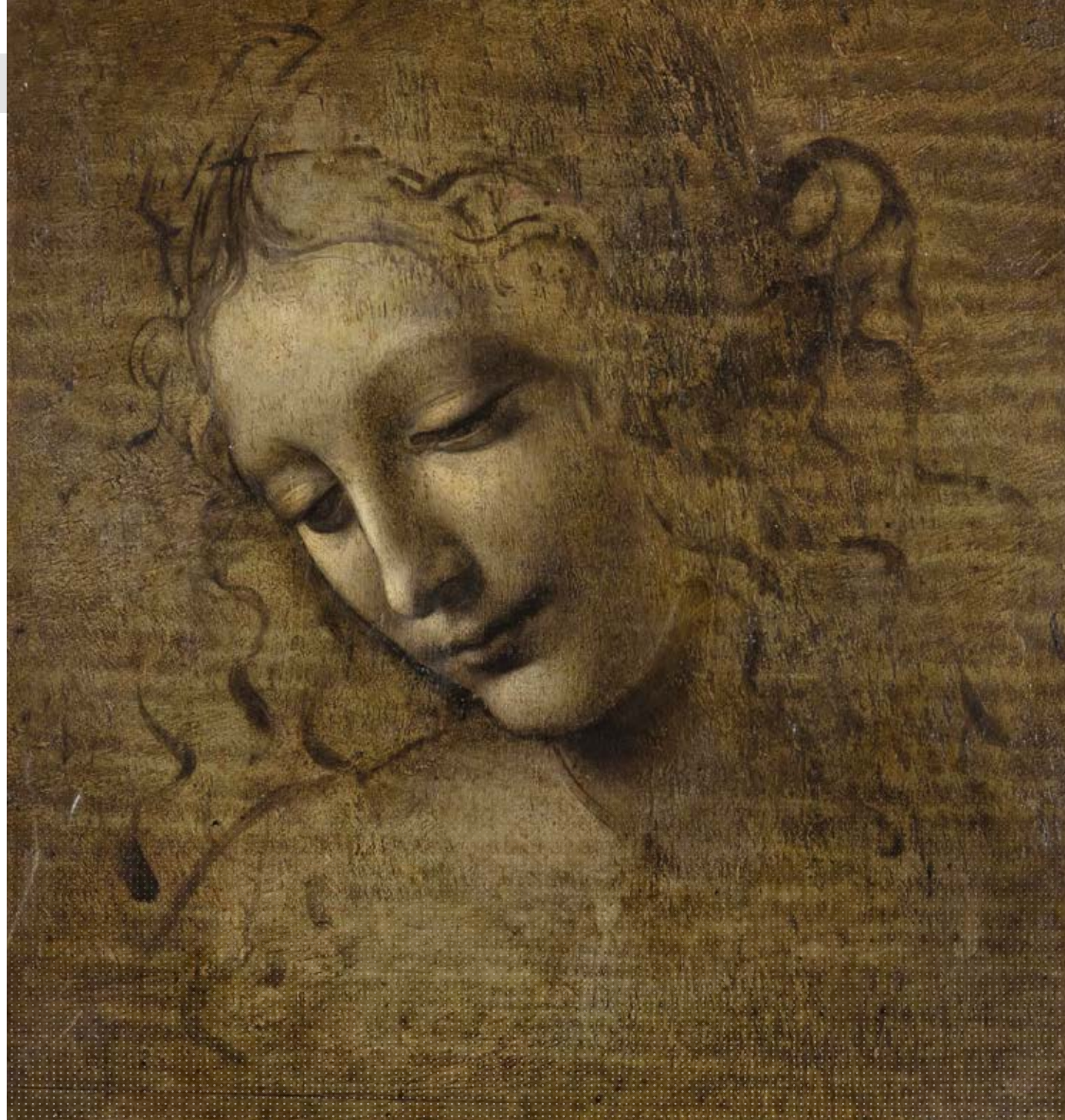
The Virtual Ecomuseum is a nonprofit project of Len Service Onlus. Its objective is the promotion and enhancement of the community identity and culture through digital technology; it is a both real and virtual path, bringing together people, places, stories, events, monuments, cultural heritage, itineraries, with a topic or a geographical area as the common thread. Within this project and with the support given by Fondazione Cariparma - "Pieve Oasis" was born of the cooperation between Len Service and WWF Parma section. Pilgrims, cultural tourists, slow or responsible, nature lovers, sports lovers, the inhabitants of Parma and its Province are those whom "Pieve Oasis" is mainly intended for: a mobile and web App allowing users to discover part of the little known cultural and environmental heritage of the Parma area, sometimes unknown also to its inhabitants. The pievi (Medieval rural churches with a baptistery) and wildlife oasis, which can be found throughout the Province of Parma, from the lowlands to the hills and to the mountains, become an "excuse" to move away from the more

central and well-known places heading towards places that are more peripheral, less known, less of a tourist attraction, but just as true, beautiful, worth experiencing and important.

Pieve Oasis is not only a digital tool [website, portal and Android and iOS App] with advanced technology [immersive reality augmented reality]; it is a project that must create and support a network of local stakeholders. From this networking activity all supports and patrons have arrived: the Diocese of Parma, the Diocese of Fidenza, the Emilia Romagna Regional Government, the University of Parma, Parchi del Ducato, Food Museums, MUP, the Parma Provincial Government, the Municipality of Parma - Parma 2020, the Municipality of Colorno, the Municipality of Noceto, the Municipality of San Secondo Parmense, the Municipality of Lesignano de' Bagni, the Municipality of Varano de' Melegari, the Municipality of Berceto, the Municipality of Terenzo, the Municipality of Fornovo di Taro, the Municipality of Traversetolo, the Municipality of Borgo Val di Taro.

In July 2019, the restoration works on the San Giuseppe Church in Pellegrino Parmense, addressing structural problems and water damage, were completed. Fondazione Cariparma contributed to those restoration works, specifically to the structural works (consolidation of the back wall and remediation of damage to the internal walls).





## THE FORTUNE OF THE SCAPILIATA BY LEONARDO DA VINCI

The National Gallery of Parma put on display a breathtaking sequence of masterpieces, with as many as 4 works by Leonardo, in the "The fortune of the Scapiliata by Leonardo da Vinci" exhibition (18 May - 12 August 2019), staged by Pietro C. Marani and Simone Verde.

Along the works by Leonardo, the public could admire very high quality works by Gherardo Starnina, Bernardino Luini, Hans Holbein, Tintoretto,

Giovanni Lanfranco..., all gathered around the charming *Scapiliata*, owned by the Pilotta Monumental Complex in Parma.

The exhibition, which was organized by the Pilotta Monumental Complex and by Fondazione Cariparma at the Parma National Gallery, was one of the official exhibitions endorsed by the Italian National Committee for the Celebrations of Leonardo da Vinci on the 500-year anniversary of his death.



The opening of the "La fortuna della Scapiliata di Leonardo da Vinci" exhibition



## A MONET AT PILOTTA

From 15 June to 28 August 2019, at the National Gallery, the Pilotta Monumental Complex and Fondazione Cariparma presented "A Monet at Pilotta. The 'Falaise du Petit Ailly à Varengeville' and the origin of Abstract Art". On this occasion, one of famous *falaises*, painted between 1882 and 1897 by Claude Monet, one of the most important and consistent practitioners of Impressionism: the painting, which had been exhibited in Italy only once before, in 2016, was accompanied by some art criticism papers that explained the work of Monet, stressing its expressive features, which, moving progressively away from the impressionistic effect, go towards abstract painting.



## TEATRO REGIO DI PARMA FOUNDATION

Fondazione Cariparma is a Meritorious Member of the Teatro Regio Foundation and, in 2019, as the main partner, supported the performance of the opera season, of Festival Verdi, of the concert season and of "ParmaDanza" ballet program.

The 2019 audience figures give evidence of the revival of Teatro Regio: indeed, it sold approximately 26,000 tickets for the Opera Season, 2,500 for the Concert Season, close to 6,000 for "ParmaDanza", 6,500 for "Regio Young" and, quite importantly, over 26,000 tickets for "Festival Verdi" (up by +23% vs. 2018). "Festival Verdi" also posted its new highest ever box office gross that came to Euro 1,434,150. The Permanent Observatory on Festival Verdi, which worked in cooperation with the University of Parma, reported that the Social Return On Investment, i.e. the favourable impact factor of Festival Verdi, based on a conservative estimate, came to 2.5 with advantages worth Euro 15.75 million for business players and for the city.



## ARTURO TOSCANINI FOUNDATION

Fondazione Cariparma has been a founding member since 1998 and, in 2019, gave two contributions, one in its capacity as a founding member and one for the concerts in Parma and in its Province.

To perform its programs, the Toscanini Foundation has two orchestras: the Arturo Toscanini Philharmonic Orchestra, which performs the symphonic repertoire with the leading international solo artists and conductors, and the Emilia-Romagna Region Orchestra, which performs the operatic repertoire in the community, engages in educational activities for young people and per-

forms promotional concerts in the Region. In 2019, the Arturo Toscanini Foundation put on stage 122 concerts and 30 operas, about 70% of which in Parma and in its area, ranking at the top in Italy for production capacity and performance quality.

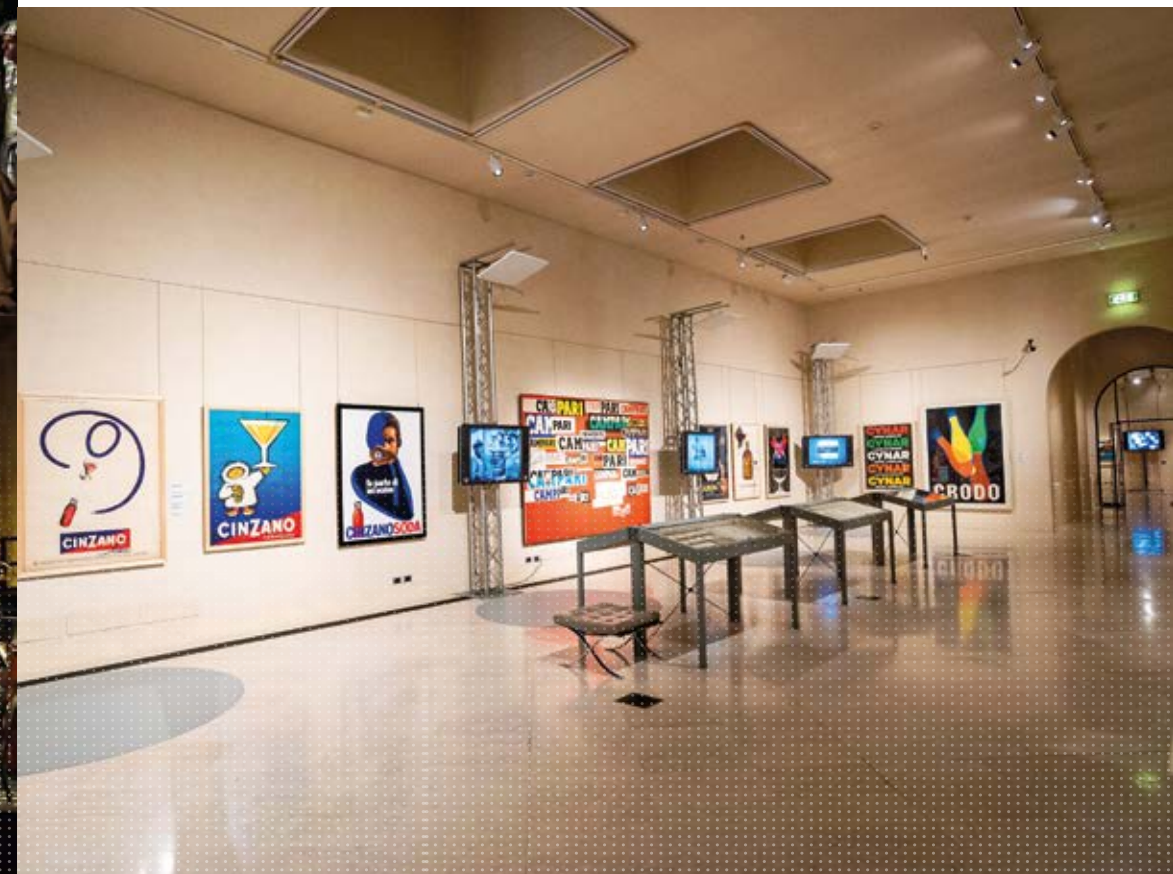
In 2019, "Toscanini NEXT" went live, an innovative higher education project in the music field designed to increase the skills of 37 musicians under 35 years of age in specific sectors of activity, parallel to traditional ones (film scores and soundtracks, Orchestral pop, new note and soloist in orchestra).

## MAGNANI ROCCA FOUNDATION

Born in 1977 of Luigi Magnani's will to honour the memory of his father Giuseppe and his mother Donna Eugenia Rocca, the Magnani Rocca Foundation houses, at the Villa in Mamiano, an art collection that includes works by Gentile da Fabriano, Filippo Lippi, Carpaccio, Dürer, Tiziano, Rubens, Van Dyck, Goya and, in terms of contemporary artists, Monet, Renoir, Cézanne, all the way to De Chirico, De Pisis, Morandi, Burri, Canova and Bartolini.

In 2019, Fondazione Cariparma supported two important temporary art exhibitions organized by the Magnani Rocca Foundation,

one "De Chirico" and "Savinio" from 16 March to 30 June (which had a total of approximately 16,000 visitors) and the other, "Carosello", from 7 September to 8 December (with approximately 20,000 visitors).





## FESTIVALS, SHOWS AND MUSIC PROGRAMS

Fondazione Cariparma has long been committed to enhancing the role of music and of the performing arts in the life of the community. In 2019, it supported Entities and Organizations operating in Parma and its Province to put on

stage festivals, shows and music programs in order to enrich the cultural offer, foster social aggregation in the Community and incentivize a young audience.

The main projects that were implemented are:

**“Paganini Guitar Festival” - Parma**  
(Concert Society)

**“Musica in Castello” - Fontanellato**  
(Piccola Orchestra Italiana)

**“Festival della Parola” - Parma**  
(Associazione Rinascimento 2.0)

**“Arena Shakespeare Estate”**  
in Parma (Teatro Due Foundation)

**“Salso Summer Class & Festival” - Salsomaggiore Terme**  
(I Musici di Parma Association)

**“Tutti Matti per Colorno” - Colorno**  
(Tutti Matti per Colorno)

**“Taiko Festival” - Parma**  
(Zan Soto Shobozan Fudenji Italian Institute)

**“Festival delle Divine Armonie” - Parma**  
(Salotti Musicali Parmensi Association)

**“Traiettorie” - Parma**  
(Prometeo Foundation)

**“Festival Verdi Rap” - Parma**  
(Made in Art Cultural Association)

**“Parma Jazz Frontiere Festival” - Parma**  
(ParmaFrontiere Cultural Association)

**“Intersezioni e incroci di arti performative” - Parma**  
(Artemis Danza Association)

**“Teatro G. Magnani Festival lirico-concertistico” - Fidenza**  
(Tullio Marchetti Music Promotion Group)

**“Tutti Matti Sotto Zero” - Parma**  
(Teatro Necessario Cultural Association)







## AT SCHOOL IN MUSEUMS

The “At school in museums” educational project went live for the tenth time in the 2018-2019 school year; the project was designed and arranged by Fondazione Cariparma, in cooperation with the Pilotta Monumental Complex, and ended again with a favourable feedback from the participating schools. As usual, the chance of going deeper into topics included in the curricular programs with diversified themes is welcomed by teachers as a fruitful occasion and added value for the school teaching approach and for the education system in general.

Intended for all schools of any type based in Parma and in its Province, the project involved students from third graders to thirteenth graders, with a structured program of proposals including themes chosen based on the different educational priorities of the different schools. The topics were proposed taking into account the indications given by the Italian Ministry of Education, University and Research and by the Italian Ministry of Cultural Heritage and Activities aimed at fostering the knowledge and enhancement of the art and cultural heritage, also in order to make young and very young people aware of the importance of its preservation, protection and enhancement.

Although some museums could not be available for the usual ludic creative workshops, the

educational proposal was enriched with new topics linked to the most important events in local history, first of all the celebrations for the 400th anniversary of Teatro Farnese, which was the topic of a specific themed proposal addressed to all grades of all schools. A specific path was also proposed along the “The duty of feast. Ephemeral constructions of the House of Farnese from the baroque period in Parma, Piacenza and Rome 1628-1750” exhibition held at Palazzo Bossi Bocchi within the Teatro Farnese celebrations.

Another specific theme was dedicated to Leonardo da Vinci the supreme genius on the 500th anniversary of his death and was proposed to junior secondary schools, while high secondary schools were given an educational proposal on Article 9 of the Italian Constitution, on the 70th anniversary of its ratification.

Contemporary heritage was also focused on, with educational proposals for junior and high secondary schools dealing with this topic. Specifically, pursuing synergy between museums and in order to enhance the city’s art heritage, specific paths were designed combining different collections, such as the National Gallery, Palazzo Bossi Bocchi and monuments that are more difficult to access, such as the Ducal Palace, identifying links with subjects, such as history and literature, that

allow the use not only of the museum but also of architectural and art heritage as a workshop open to all research purposes.

As usual, the project was implemented thanks to Fondazione Cariparma, which embraced it and funded the initiative with the same amount given in the previous year, with the possibility to extend the offer with a modest contribution given by the participating classes. Artificio was in charge of its scientific design and implementation.

So, 503 meetings were held, 90 of which at the National Gallery, 187 at Palazzo Bossi Bocchi, 7 at the Museo Bodoniano, 8 at the Palatina Library, 6 at the Camera di San Paolo and 75 at the Diocese Museum. 7,934 students participated in the project.

Specifically, at Palazzo Bossi Bocchi, specific paths were designed for 3rd, 4th and 5th graders (Traits and Portraits, Basics of paintings, The charm of myths in the Borghesi sitting room paintings) for junior secondary school classes (Path along the exhibition “The duty of feast. The ephemeral constructions of the House of Farnese from the baroque period in Parma, Piacenza and Rome 1628-1750”, In the footsteps of Maria Luigia, Heads or tails, Painting the Italian Resistance, The world around: landscape, Parma in Roman times, The Palace in the garden, NoveC’entro, The charm of the Borghesi sitting room) for high sec-

ondary school classes (Path along the exhibition “The duty of feast. The ephemeral constructions of the House of Farnese from the baroque period in Parma, Piacenza and Rome 1628-1750”, Painting the Italian Resistance: painting barricades, Protecting the tale of history, The House of Farnese and art, Eyes on the city, The charm of the Borghesi sitting room, Introduction to Latin epigraphy, Parma in Roman times: from its foundation to late antiquity).

Palazzo Bossi Bocchi was visited by 3,064 students of 28 primary school classes (15 from schools based in Parma for 422 students and 13 from schools based in the Province of Parma for 258 students), 36 junior secondary school classes (12 from schools based in Parma for 227 students and 24 from schools based in the Province of Parma for 388 students), 52 high secondary school classes (47 from schools based in Parma for 947 students and 5 from schools based in the Province of Parma for 100 students).

Given the program’s educational value, all the project activities are in memory of Anna Maria Bilzi, a valued high school teacher, who devised the Foundation as the beneficiary of her estate, upon condition that the proceeds of her bequest be used for promoting cultural activities expressly addressed to young people.



## CULTURAL ACTIVITIES AT PALAZZO BOSSI BOCCHI

Palazzo Bossi Bocchi, the Foundation's headquarters since 1995, also houses its Art Collections, which are located in a permanent exhibition area, staged to bear witness of the history, culture and art of Parma.

The works of art housed in the Palazzo were acquired by the Foundation on the market to protect the local art heritage or, in many cases, from private donations and from the collections formerly owned by Cassa di Risparmio di Parma e Piacenza, which were transferred to the Foundation in December 2002. The Foundation's collection mainly consists of works by local and foreign artists that were employed by

the House of Farnese and the House of Bourbon, by the Duchess Maria Luigia, the House of Bourbon-Parma and after the Italian unification. In 2019, the art exhibition and cultural activity at Palazzo Bossi Bocchi focused on the enhancement of the Foundation's art collections, also complying with requests received.

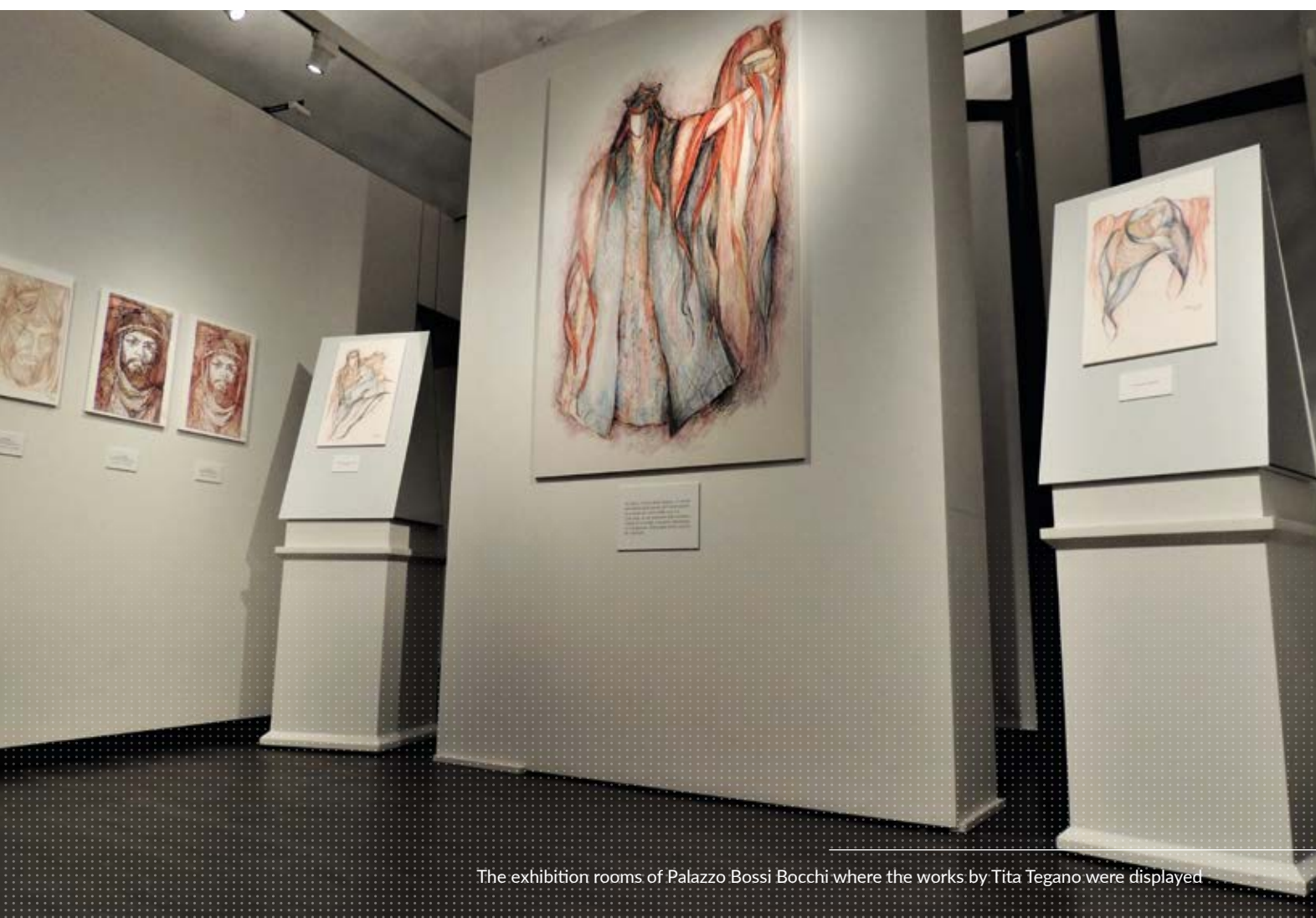
With a rich program, the exhibition areas of Palazzo Bossi Bocchi were opened to the public with guided tours, with "Art Tuesdays" a cycle of 15 lectures, 9 "Half an hour of Art with..." scientific deep-dives on Sundays, dealing with new topics and aimed at in-depth analysis of single works or the cores of the Foundation's permanent col-

lections, giving priority to direct relationships with the art works and a very successful cycle of 10 educational workshops "Tailor-made for children", for children and their families aimed at introducing children to the art heritage with a ludic approach.

At the request of the Municipality of Parma, in the spring the Foundation participated in the "I Like Parma" initiative, with guided tours of it collections and workshops for children; in September, Palazzo Bossi Bocchi and Palazzo Palavicino were two of the places where the "Giardini Gourmet" initiative, promoted by Parma Alimentare, took place. With the "Otello by Boi-

to and Verdi, story of a masterpiece" exhibition, Palazzo Bossi Bocchi was a place for the Autumn and Winter Days that FAI (the National Trust of Italy) dedicated to schools with the "apprentice guides" project.

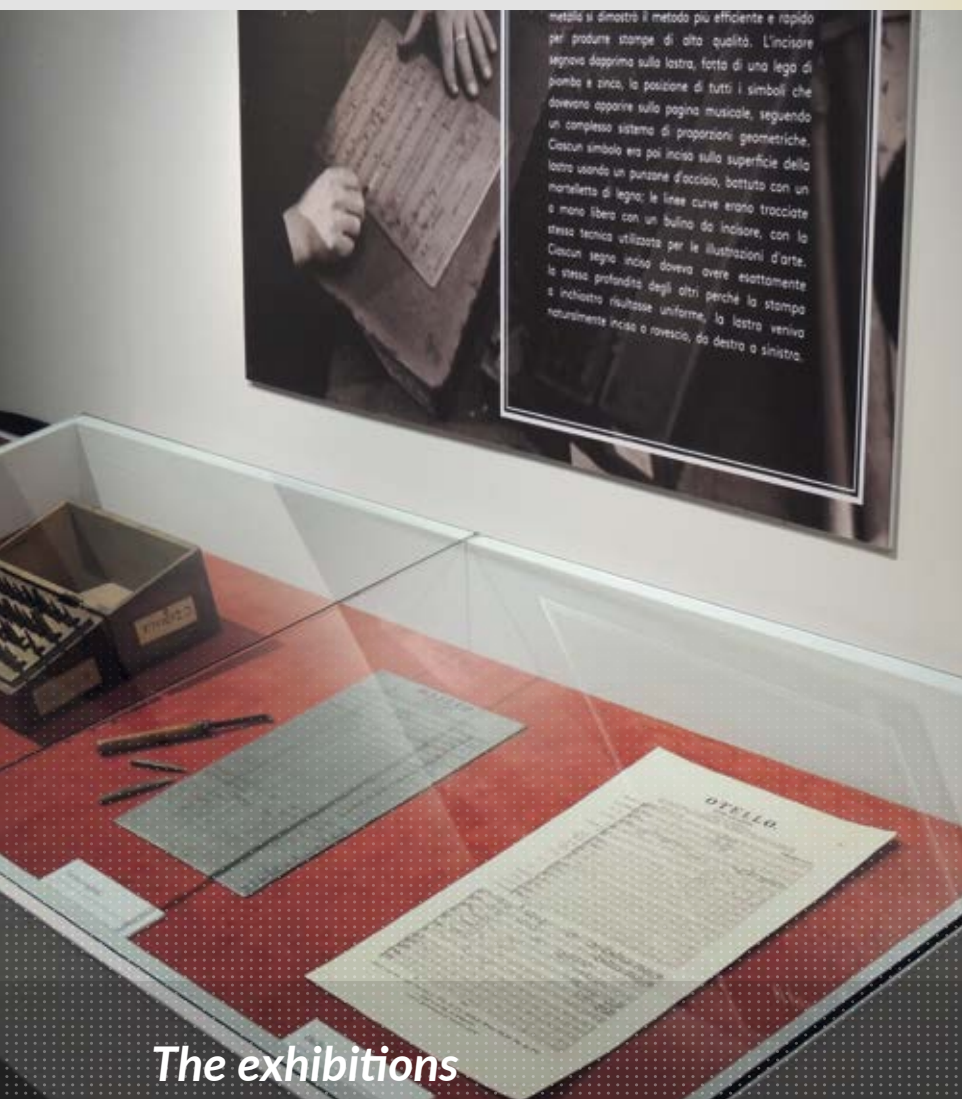
The visitors that came to Palazzo Bossi Bocchi in 2019, for exhibitions, cultural promotion activities for adults and educational activities, were a total of 6,939.



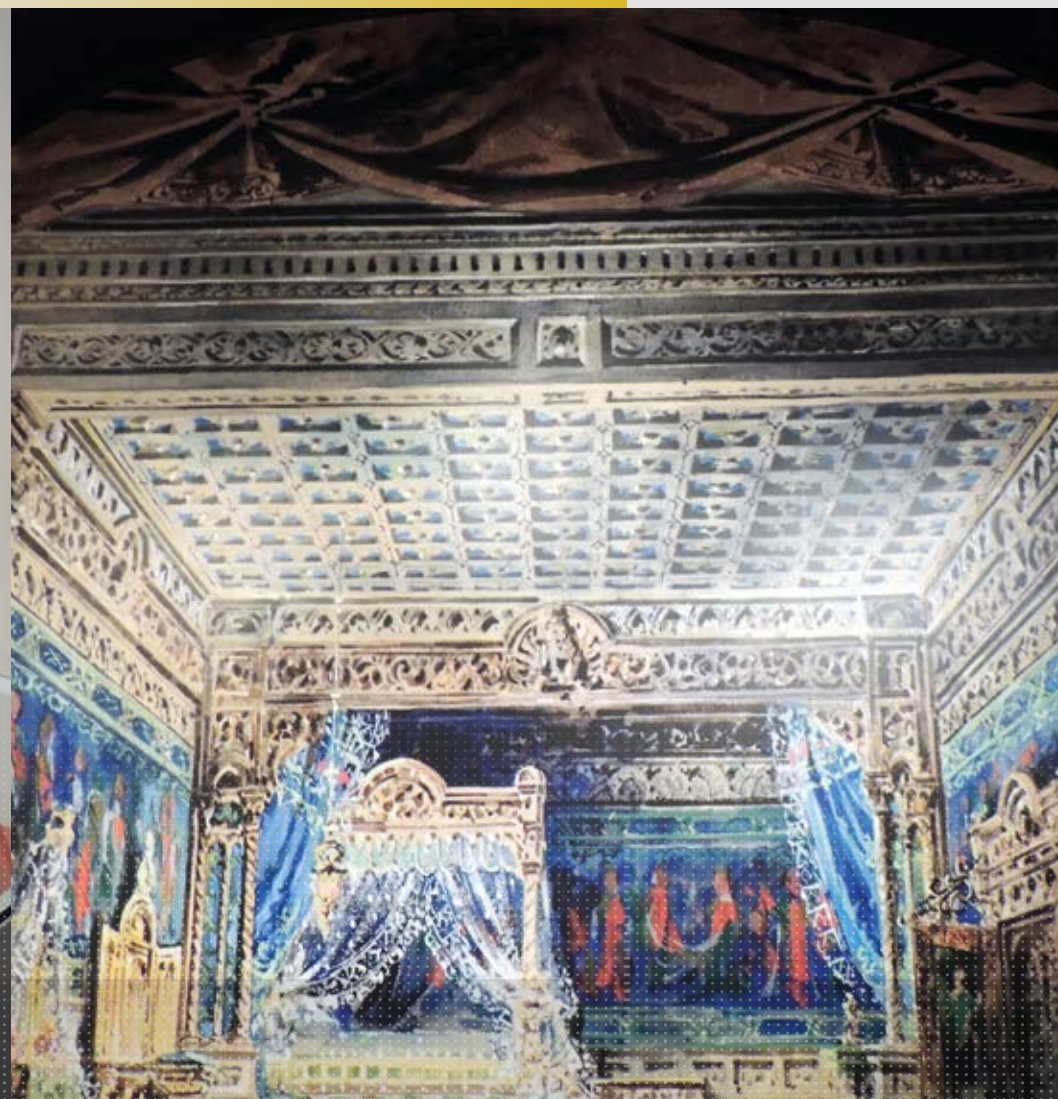
The exhibition rooms of Palazzo Bossi Bocchi where the works by Tita Tegano were displayed







The exhibitions



The work by Luigi Tessonni donated to Fondazione Cariparma by the Ferretti Family



The story of the genesis of "Otello" by Verdi told at Palazzo Bossi Bocchi

## "A trip to the Macbeth Planet. One of the most disturbing and charming creations of drama and opera"

From 30 March to 30 May 2019, Palazzo Bossi Bocchi was the stage of the passionate homage by Tita Tegano to the works by Shakespeare and Verdi. The famous artist and scene designer proposed an intimate embrace of the wealth of suggestions given by the two works, the literary one and the music one, wonderfully combined. The exhibition had one path consisting of personal interpretations of the characters Macbeth, Lady Macbeth and King Duncan,

through about twenty paintings, as well as two other paths: one regarding the theory of sketches, drawings and designs by Tita Tegano over her intense professional career for the various stagings of Macbeth and a last room displaying the portraits that the scene designer from Calabria has made over the years of famous operatic singers, first of all that of Renato Bruson, a homage to both the great artist and her partner in life.

## "Otello by Boito and Verdi: the story of a masterpiece" exhibition

From 12 October to 22 December 2019, in cooperation with the Ricordi Archive of Mi-

lan, the exhibition was staged telling the story of the genesis of Otello by Verdi through the valuable documents - photos, letters, costume and scene designs, the autograph score - along with evidence of the underlying production and trade "machine", first of all the contract signed with Verdi and the documents giving evidence of the organizational and entrepreneurial role played by Ricordi, the publisher that promoted Verdi's international success.

Most of the documents on display came from the Ricordi Archive of Milan, which is considered the most important music private archive in the world, from the Archive of Teatro Regio of Parma and from the Art Collections of Fondazione Cariparma, with two extraordinary original documents: the autograph draft score

of *Simon Boccanegra* (1881) and the draft of the *Concertato* closing Act III of *Otello*, a valuable and fascinating document in which Verdi developed the changes for *Otello* staged at Paris Opéra in October 1894 and which gives a key contribution to the last opera that, in actual fact, Verdi composed for the theatre.

## New acquisitions of works of art

Consistently with the purpose of preserving the local historical and art heritage and to supplement the owned Art Collections, in 2019 few works of art were added: some paintings of the 19th century, artist's books and a work by Luigi Tessonni donated by the Ferretti Family.



## BUSSETO LIBRARY

Located in the 17th century Palazzo del Monte di Pietà and in its appurtenances, the Busseto Library was officially set up on 27 September 1768 at the initiative of the Mount of Piety managers, who obtained from Ferdinand, Duke of Parma, permission to take the books of the nearby Jesuit Boarding School, as the Jesuits has just been banned from the entire Duchy with sovereign order, to set up a public library in favour of young students. After almost two centuries of uninterrupted activity, in 1960 the Mount of Piety merged with Cassa di Risparmio di Parma and the new entity maintained and increased the Library management. Since 2000, the entire valuable building complex has been the property of Fondazione Cariparma.

With the considerable extension works recently done to the Library, new and modern areas have been created reserved mainly to fiction, children's literature, multimedia collections and magazines.

Because of its history, long tradition, antiquity and number of books, for over 250 years the

Busseto Library has been a true cultural reference point for the Parma Lowlands as a whole and beyond. As at 31 December 2019, the Library items were 76,370. Without neglecting adult and children fiction, the purchases focus more on updating the sections on history of art, music, literature and history in general, the topics that have always been typical of the Library.

The batch of antiques is also quite considerable and is currently being catalogued in a database: it includes 21 incunables, 560 post-incunables, whereas the estimated number of books from the 17th to the 19th century is approximately 10,000 (17th century ones are 1,100).

In 2019, the Library catalogued, indexed and placed 2,272 library items, giving a considerable contribution to increasing the collective Catalogue of the Parma library system and of the Italian national one, extending its services not only to the entire Province but to entire Country. The Library figures are: modern printed books: 1941; antique printed books: 26; printed

music scores: 117; multimedia items: 9; videos: 178; graduation theses: 1.

Registered users are 3423 in total, of whom 801 active (borrowed at least one book in 2019) (23.4%). Many active users are school students (35.9%), children not yet in school (9.7%), white-collar workers and employees (9.2%), pensioners (5.9%), university students (5.7%), teachers (4.6%) and high school students (4.1%). In 2019 new registered users were 236.

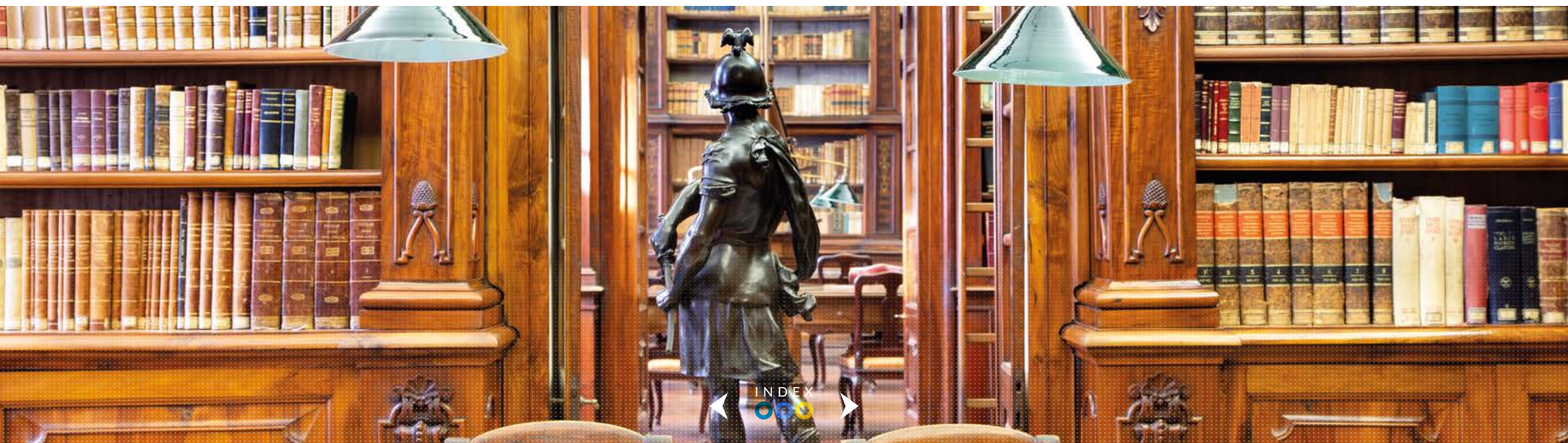
External books lent slightly decreased vs. 2018 and were 11,085, broken down as follows: 10,083 "internal" ones (i.e. lent directly by the Library to its users), 982 intersystem ones (from the Libraries in the Parma system) and 20 inter-library ones (from Libraries not belonging to the Parma system). The books consulted at the Library were 267.

Also in 2019, the Library organized at its premises initiatives to disseminate local culture, for adults as well as for children and teenagers. On the second Sunday of every month (except for August) guided tours were organized, along with

others by appointment, over an hour long, of the historical Rooms of the Mount of Piety and of the Library, which can be defined a small museum. Visitors were approximately 600.

In cooperation with the Tusitala Group of Busseto, 7 events featuring animated reading in which 210 children and teenagers participated. The schools of Busseto, from preschool to junior high, used the Library rooms for workshops and readings, organized directly by teachers (267 children and teenagers). A similar initiative was organized by a class of 22 students of the primary school of Villanova sull'Arda (PC).

Among significant events held in the reporting year, worth mentioning is the visit to the Library by the Rector of the University of Parma, professor Paolo Andrei and by the Deputy Rectors, on 16 February. The Italian National Trust for Italy (FAI) Autumn Day (13 October). On 30 October, in the old meeting room of the Monte di Pietà di Busseto, a meeting of the General Council of Fondazione Cariparma was held.







Since 2006, Fondazione Cariparma has supported 13 Research Doctorate Cycles at the University of Parma: in June 2019, the “PhD Day” was held, the graduation ceremony of the new Philosophy Doctors; in total 122 Philosophy Doctors completed their program of study and research at the University of Parma in 2018.

THE PROJECTS

# SCIENTIFIC *and* TECHNOLOGICAL RESEARCH

HOW **WE OPERATE**





The presentation of the "Salute Parma" scientific project

## TEACHINPARMA

The "TeachInParma" project was started under an agreement signed in May 2016 by and between the University of Parma and Fondazione Cariparma, with the objective of increasing the internationalization of Philosophy Doctors by recruiting leading Visiting Professors. In February 2017, the invitation to the competitive procedure was published for the selection of 14 positions in little developed or already fully performing research areas identified as strategic for the future characteristics of the University and/or material for the Parma community. The Visiting Professors have been hired under annual contracts, which may be renewed for three years (a full research doctorate cycle) starting from the 2017/2018 academic year. Among the results achieved by the project in the second year (2018/2019 academic year), the following are pointed out:

- The signing of 11 co-tutorship agreements for the PhD students of the University of Parma, who started their mobility to the Universities of the Visiting Professors;
- The start of the Erasmus+ K2 "Edu-cas" project, in cooperation between the University of Parma, the VBJK Center, CEI Lithuania and 6 other Centers, in order to improve Early Childhood Education and Care services (ECEC) area in an "educating" perspective;
- The start of the "Open Digital Lab For You (DigiLab4U)" project, within a research competitive procedure funded by BMBF, which pursues the objective of digitalizing real laboratories and combining them with virtual components, exploring the synergies between the two approaches and using Augmented Reality, fill the gap between the "virtual" and "real" experience.

## PARMA HEALTH PROJECT

At the ParmaUniverCity Info Point, an important project was presented on prevention of lung cancer, one of the cancer types that have still high weight on total and one of the highest death rates. The "Parma Health Project: Primary and secondary prevention of damage from smoking" is a research initiative coordinated by the University of Parma, in cooperation with the NHS-University Hospital and the NHS Local Agency, with the support provided by Fondazione Cariparma and under the

patronage of the Municipality of Parma. The study has the objective of assessing the feasibility of a program for the prevention of lung cancer addressed to 500 people (between 50 and 75 years of age) residing in Parma and in its Province, who are heavy smokers or former smokers (for at least 10 years), which smoked at least 15 cigarettes a day for at least 25 years or at least 10 cigarettes a day for at least 30 years.



The Corelab new device can be used to identify gene mutations



## A NEW DEVICE FOR THE HOSPITAL CORELAB

At the Research Common Center of the NHS-University Hospital of Parma, an innovative device started operation - to be used by the research team of the Medical Oncology Unit - which can be used to identify gene mutations. This device was purchased thanks also to a considerable contribution given by Fondazione Cariparma. Very big steps forward were made in the molecular diagnostics field, thanks to the equipment available today for molecular characterization of cancers through liquid biopsy, an analysis of mu-

tations performed on DNA extracted from the patient's plasma, therefore with a simple blood sample. Recently published studies have shown that liquid biopsy has high sensitivity and specificity and, therefore, can provide robust data that are easy to reproduce without invasive procedures; given that ctDNA is present in much lower concentrations than Circulating free DNA (cfDNA) released from normal cells, the analysis requires high-sensitivity and high-resolution devices.



# MONITORING and EVALUATION REPORT

## Part 1

Monitoring of the initiatives funded with contributions disbursed in the 2019 calendar year

## Part 2

Evaluation of the interventions of Fondazione Cariparma in the Personal Services macro-area (initiatives funded with contributions disbursed in the 2019 calendar year)  
By Fondazione Zancan

## Part 3

Evaluation of the interventions of Fondazione Cariparma in the Art and the Environment macro-area (initiatives funded with contributions disbursed in the 2019 calendar year)  
By PTSCLAS S.p.A.

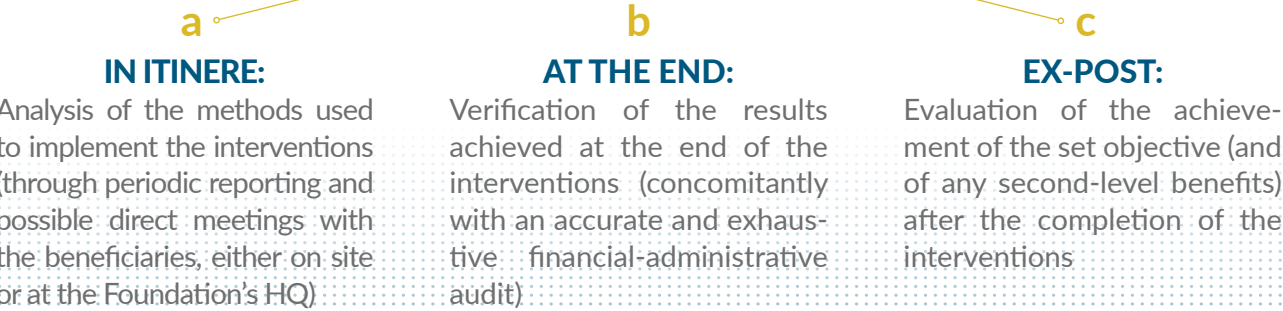


PURPOSES AND STEPS

The main objective of a monitoring and evaluation process is to guide the beneficiary organizations in implementing the initiatives supported by the Foundation until after their end.

- Disbursing the assigned contributions with higher awareness and certainty about the actual conditions vs. the financial-administrative audit.
- Verifying that the expected results are achieved based on indicators and criteria that are in some way measurable.
- Promoting good practices (recognizing innovative and generative projects).
- Taking action in case of problems (and possibly identifying beforehand any situations that may require on-site or ex-post audits, also in the long term).
- Understanding the needs of the relevant communities and of intermediary organizations.
- Feeding the planning and steering process of the Foundation.

THE STRUCTURE OF THE MONITORING AND EVALUATION ACTIVITY



Methodological Note

The main purpose is to detect whether and how (on whom/what/where/how much) the disbursed contribution (which, at the relevant time, was assigned based on the impact objectives stated by the applicant) has generated an impact. It has been appropriate to disaggregate some items (initiatives of several entities grouped under a leader entity) and some exclusions (initiatives regarding system actions and, in some cases, below certain amounts as specified below). This explains the inconsistency between the total contributions evaluated and the data recognized in the Financial Statements (table 8 and 12 in the Annual Report).

Since the reporting year, it has been deemed appropriate to extend the rule of «contribution actually disbursed in the reporting year» to the monitoring and evaluation process as a whole to identify the process object; therefore, also the usual in-depth analyses on a reasoned selection of projects concerning the «Art and the Environment» macro-area (carried out by the independent agency PTSCCLASS) and the «Personal Services» macro-area (carried out by Fondazione Zancan) no longer refer to the expected results of the main projects funded in the reporting year, but rather to the results as stated by the projects that were funded with contributions actually disbursed in the reporting year (irrespective of the year in which the contribution was resolved/assigned), in the belief that a correct monitoring and evaluation process must concern projects that have already been completed and reported by the beneficiary. Specifically, the Annual Report contains the accurate list of those projects, setting forth the specific outputs (the immediate results of the implemented activities), any difficulties found and the total or partial achievement (or non-achievement) of the objectives as originally stated by the beneficiary/applicant.

Versus the sample of reported initiatives considered in Part 1,, from this list the activities of unit amounts up to Euro 10,000 (in a benefit/cost ratio perspective) and those regarding the so-called System actions” (which are generally evaluated with more structured methods) have also been excluded, as were excluded those for which the total contribution has not yet been disbursed as their implementation is still underway (which are conversely considered in Part 1). All the above-described data come from a self-certification process performed by the beneficiaries concerned.

The ex-post evaluation in-depth analyses, contained in Part 2 and in Part 3, concern the contributions actually disbursed in the reporting year in the two macro-areas «Personal Services» and «Art and the environment» having unit amounts higher than Euro 20,000. Specifically, these in-depth analyses concern also the evaluation, if and where possible, of outcome indicators, or of the intervention effects on the end recipients. The measurement of total and partial achievement of the outcome objectives, more complex than the one of output objectives, expresses a qualitatively more significant result, as it directly regards the quality of life of the people in the target community.



## MONITORING AND EVALUATION

### PART 1

**MONITORING OF THE INITIATIVES  
FUNDED** WITH CONTRIBUTIONS  
DISBURSED IN THE 2019  
CALENDAR YEAR



CONTRIBUTIONS, INITIATIVES AND IMPACT MACRO-AREAS

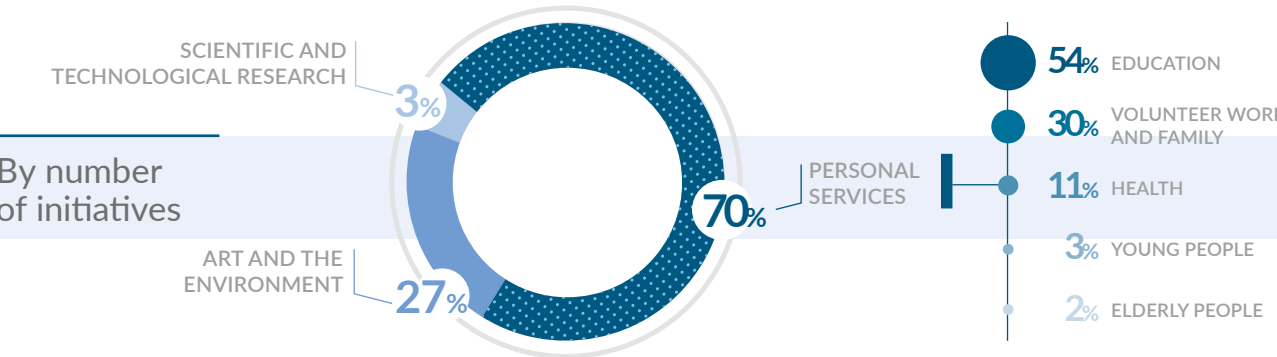
2019 DISBURSED AMOUNTS

INTERVENTION	CONTRIBUTIONS DISBURSED IN €	INITIATIVES
Personal Services	12,004,255	193
Art, Cultural Heritage and Activities	4,708,941	73
Scientific and Technological Research	679,532	9
TOTAL	17,392,728	275

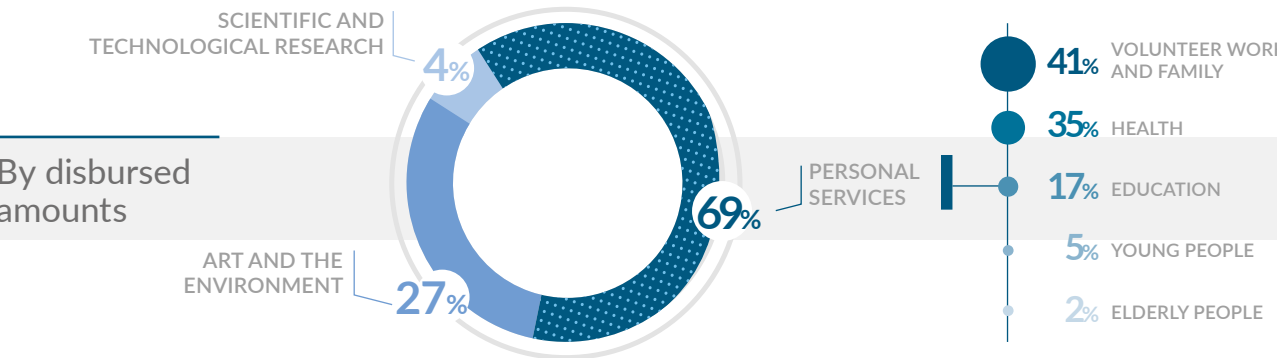
(with 215 organizations involved)

The interventions regarding SYSTEM ACTIONS (which are generally evaluated with more structured methods) have been excluded from the analysis

By number of initiatives



By disbursed amounts



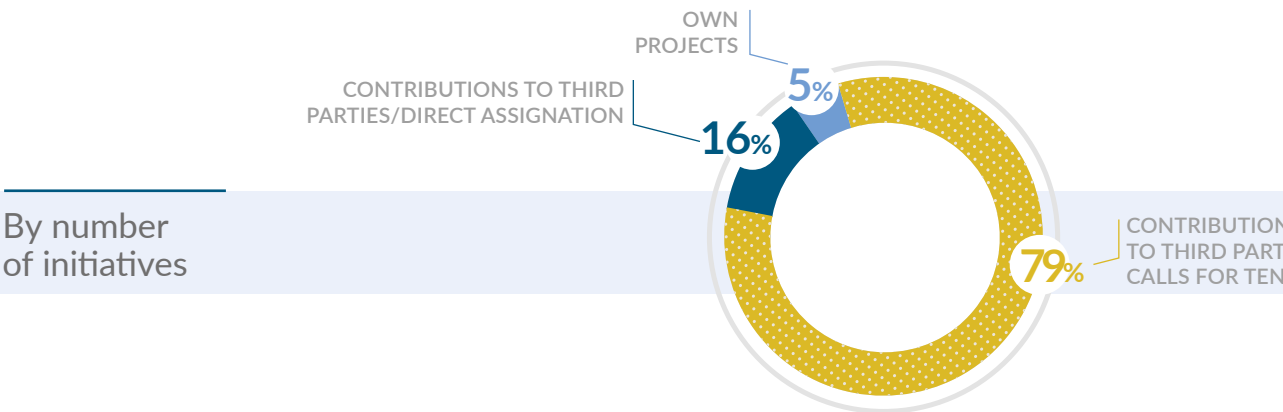
CONTRIBUTIONS, INITIATIVES AND TYPES

2019 DISBURSED AMOUNTS

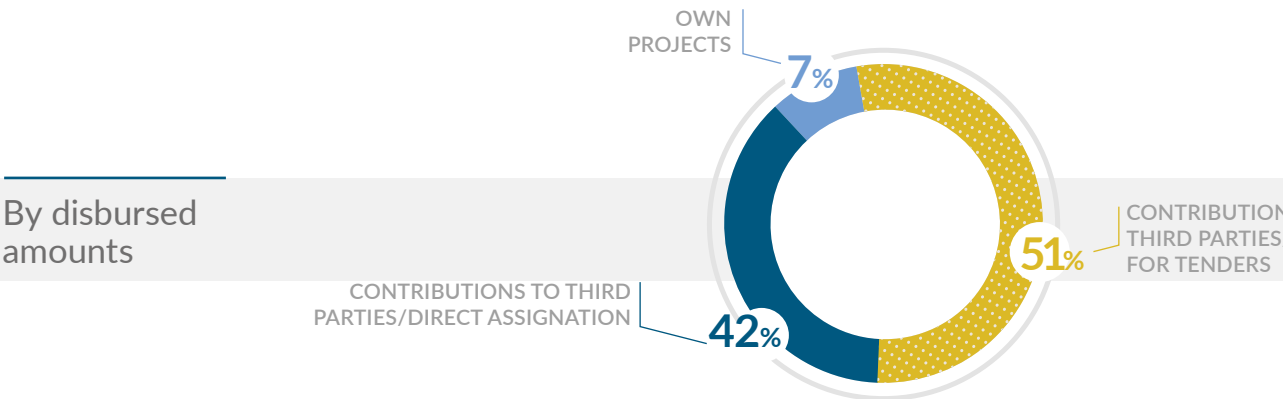
TYPE	CONTRIBUTIONS DISBURSED IN €	INITIATIVES
Own projects	1,132,913	15
Contributions to third parties/Direct assignation	7,322,142	44
Contributions to third parties/Calls for tenders	8,937,673	216
TOTAL	17,392,728	275

The interventions regarding SYSTEM ACTIONS (which are generally evaluated with more structured methods) have been excluded from the analysis

By number of initiatives

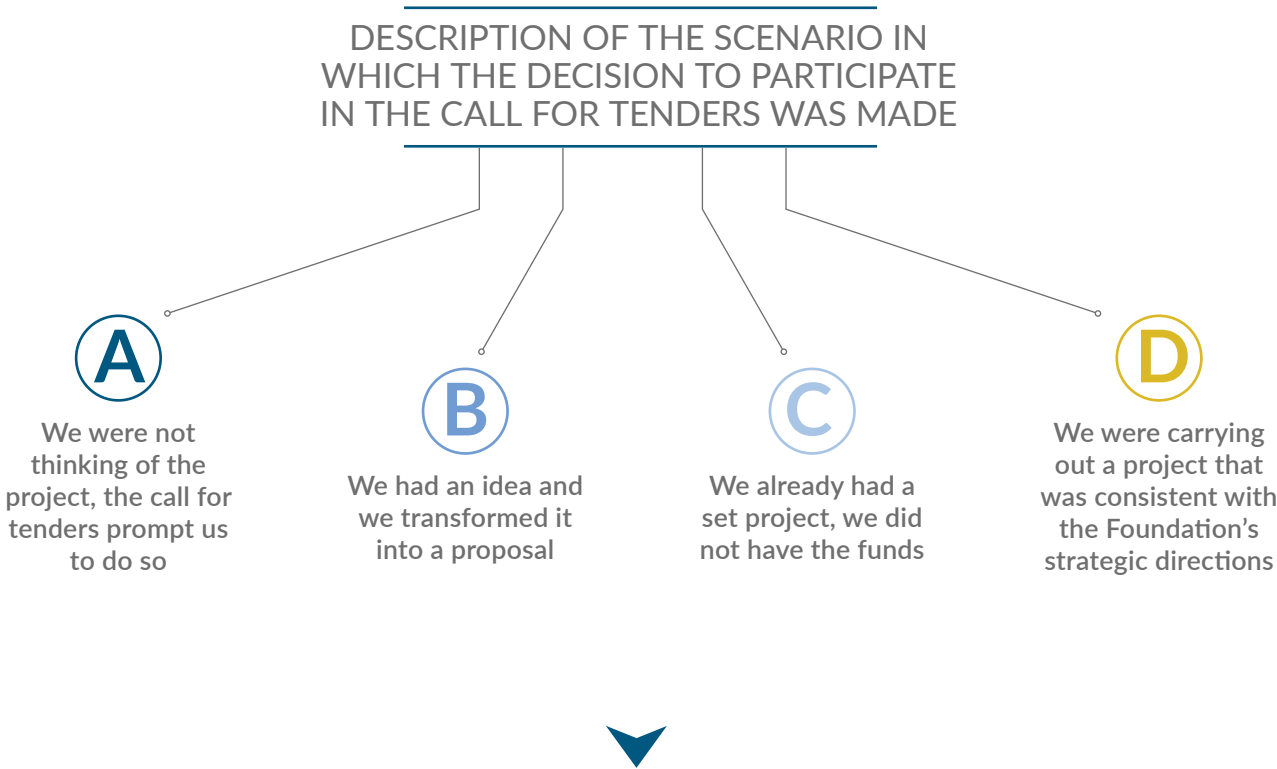


By disbursed amounts





SCENARIO IN WHICH THE DECISION TO PARTICIPATE IN THE FOUNDATION’S CALL FOR TENDERS WAS MADE



CONTRIBUTIONS DISBURSED ON PROJECTS FUNDED VIA CALLS FOR TENDERS AS AT 31 DECEMBER 2019

MACROAREA	A	B	C	D
Personal Services (164)	3.7%	28.0%	57.3%	11.0%
Art and the Environment (47)	0%	21.3%	78.7%	0%
Scientific and Technological Research (5)	0%	0%	100%	0%
TOTAL (216)	2.7%	25.9%	63.1%	8.3%

Data obtained from a self-assessment process performed by the beneficiaries of contributions

CONTRIBUTIONS AND NUMBER OF INITIATIVES AS TOTAL FIGURES

PRIVATE ENTITIES	AMOUNT DISBURSED IN €	NUMBER OF INITIATIVES
ODV	474,527	25
APS	298,460	32
OTHER ASSOCIATIONS	1,045,087	30
COOP A	19,867	2
COOP B	52,320	1
COOPERATIVE CONSORTIA	136,032	1
FOUNDATIONS	2,170,557	26
RELIGIOUS ENTITIES	2,335,749	16
OTHER PRIVATE ENTITIES	69,774	3
TOTAL	6,602,372	136

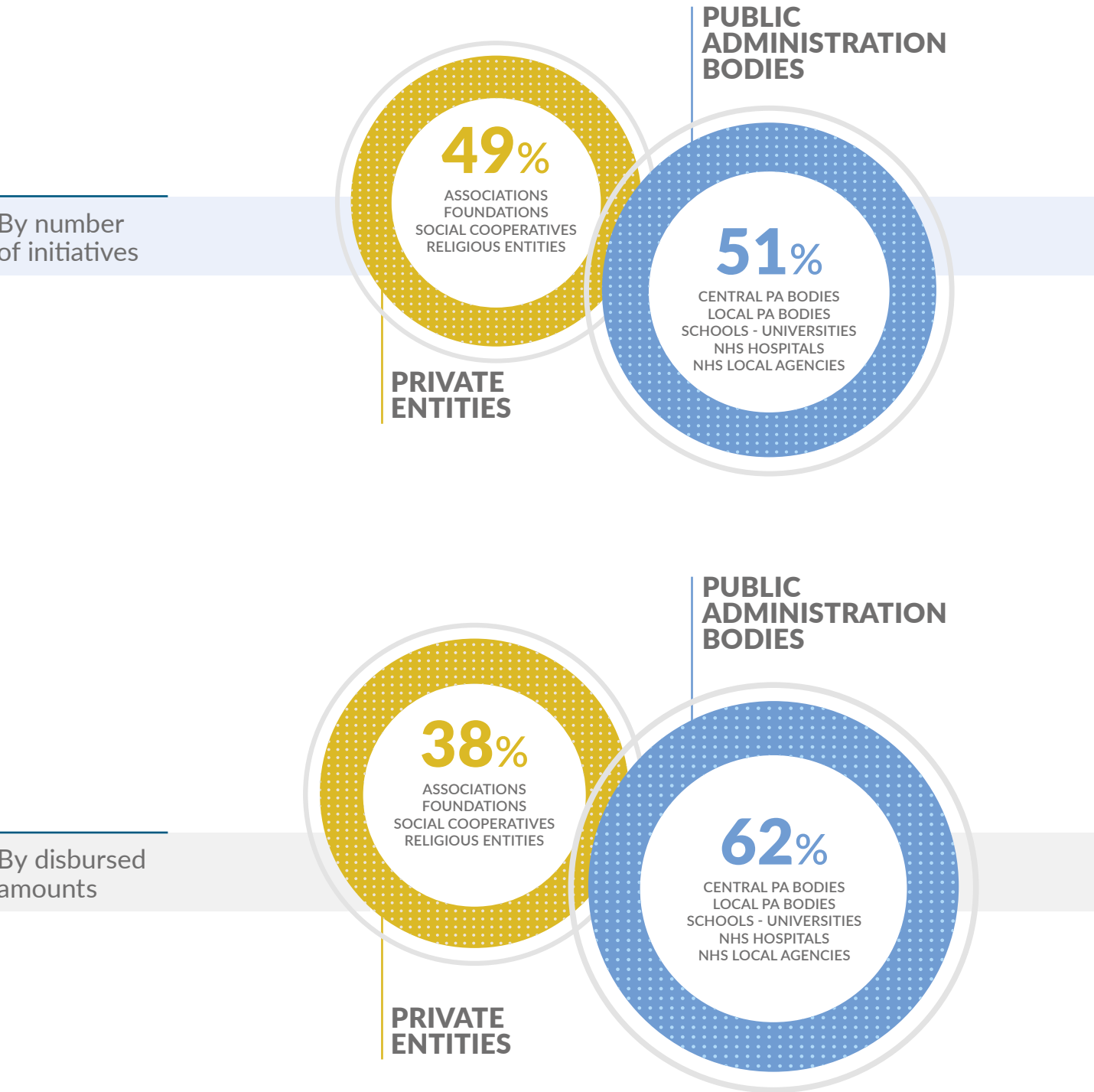
PUBLIC ADMINISTRATION BODIES	AMOUNT DISBURSED IN €	NUMBER OF INITIATIVES
LOCAL PA BODIES	5,530,719	27
SCHOOLS	622,194	80
CENTRAL PA BODIES	20,009	3
NON-LOCAL PA BODIES	4,617,435	29
TOTAL	10,790,356	139

TOTALE COMPLESSIVO	17,392,728	275
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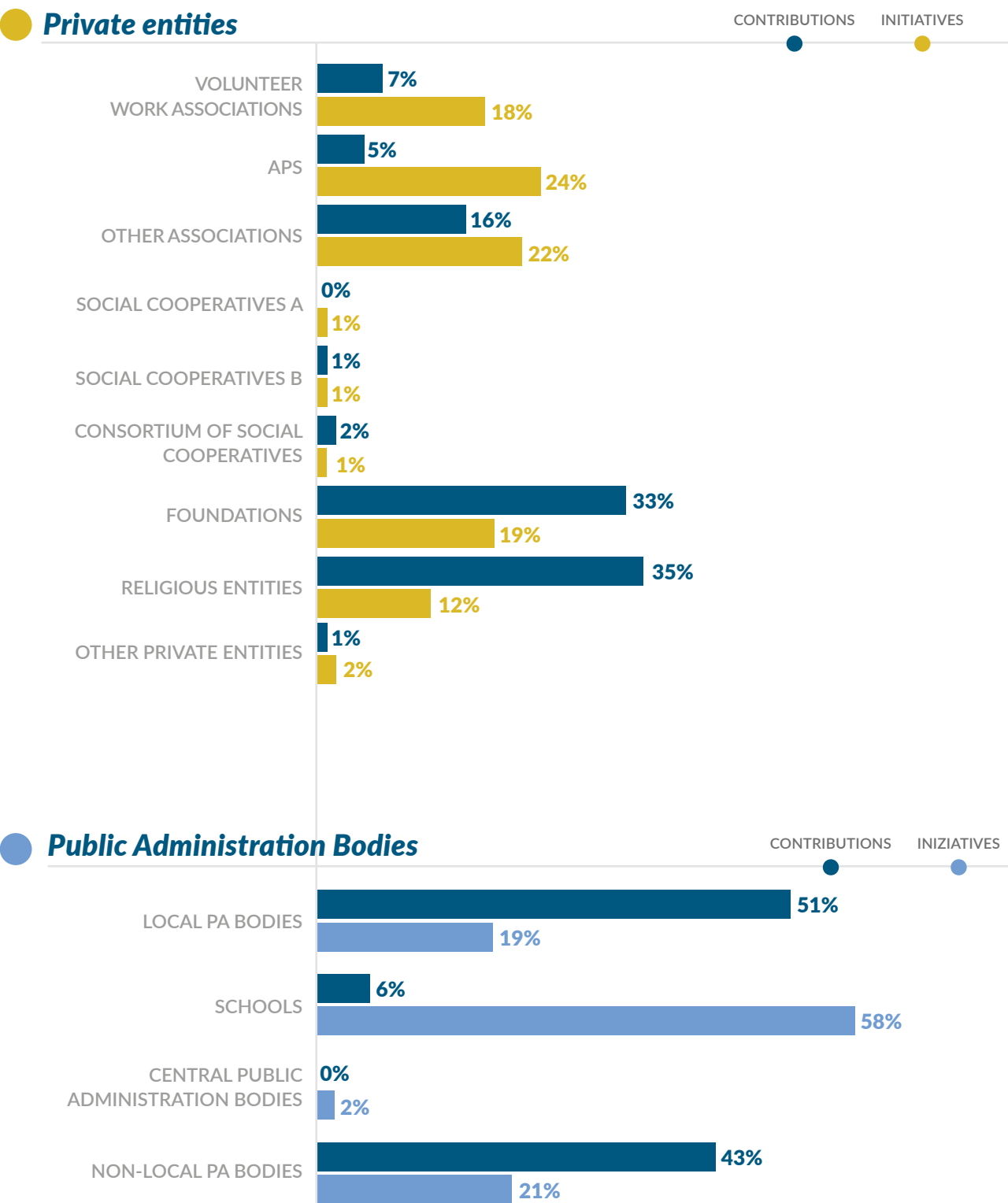
The interventions regarding SYSTEM ACTIONS (which are generally evaluated with more structured methods) have been excluded from the analysis



CONTRIBUTIONS AND INITIATIVES BY LEGAL FORM OF THE ORGANIZATIONS

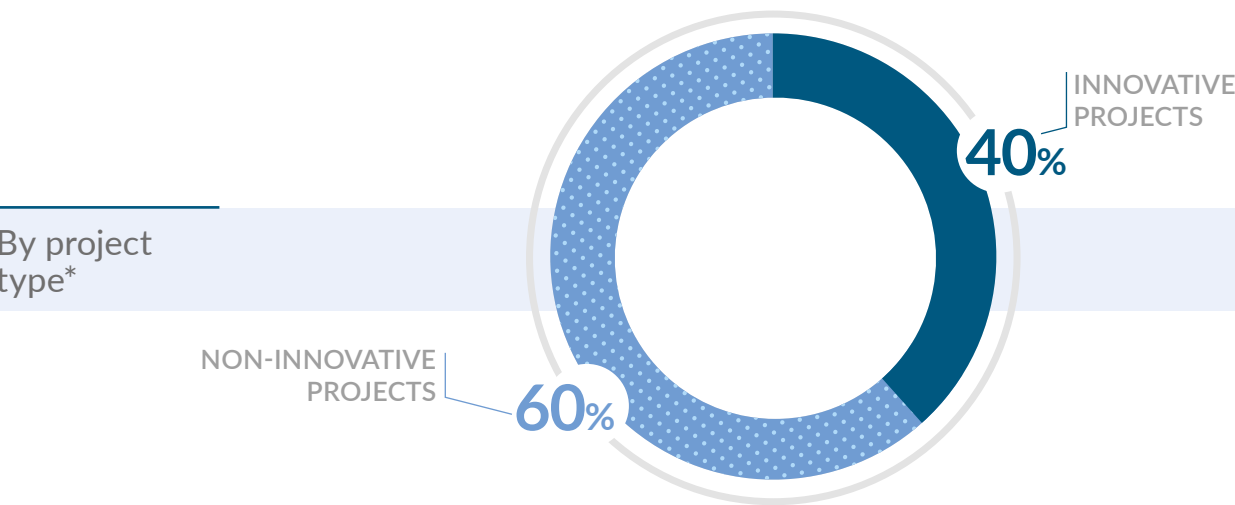


CONTRIBUTIONS AND NUMBER OF INITIATIVES BY LEGAL FORM OF THE ORGANIZATIONS

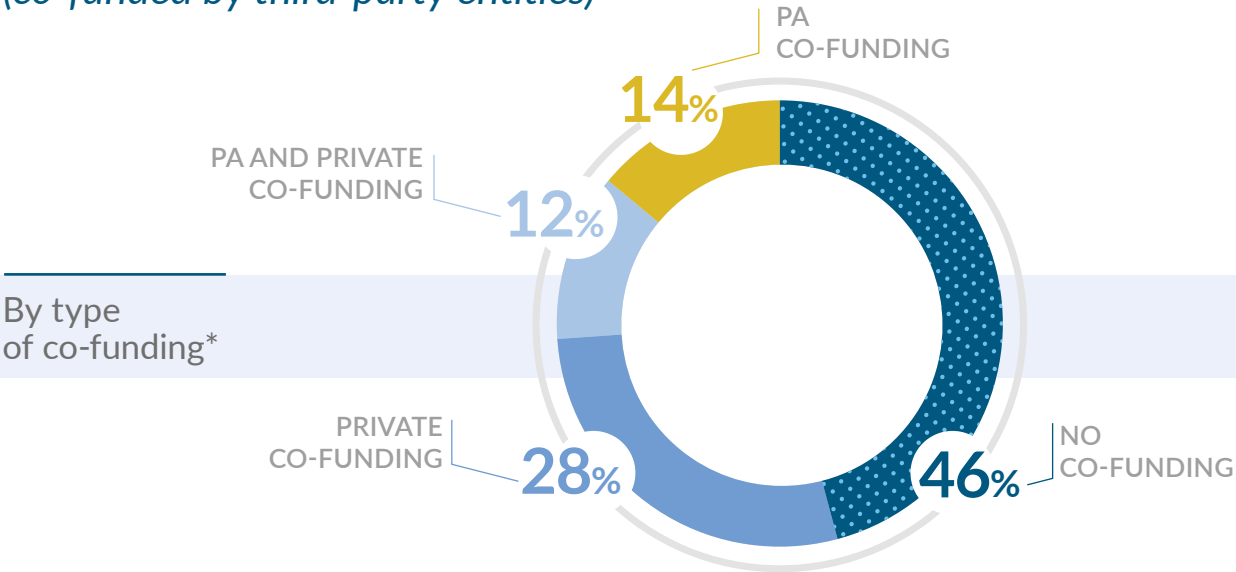




CONTRIBUTIONS AND INNOVATION

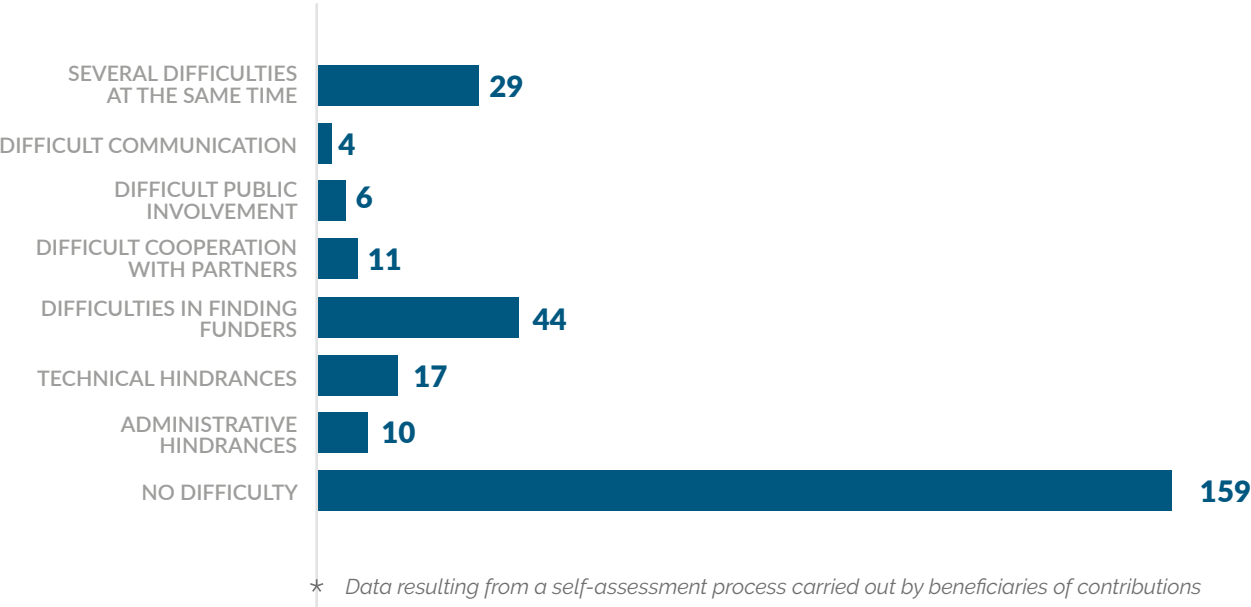


CONTRIBUTIONS AND PROJECT FINANCIAL ASPECTS  
(co-funded by third-party entities)



\*Data resulting from a self-assessment process carried out by beneficiaries of contributions

CONTRIBUTIONS AND PROJECT DIFFICULTIES  
EXPERIENCED IN INTINERE BY BENEFICIARIES



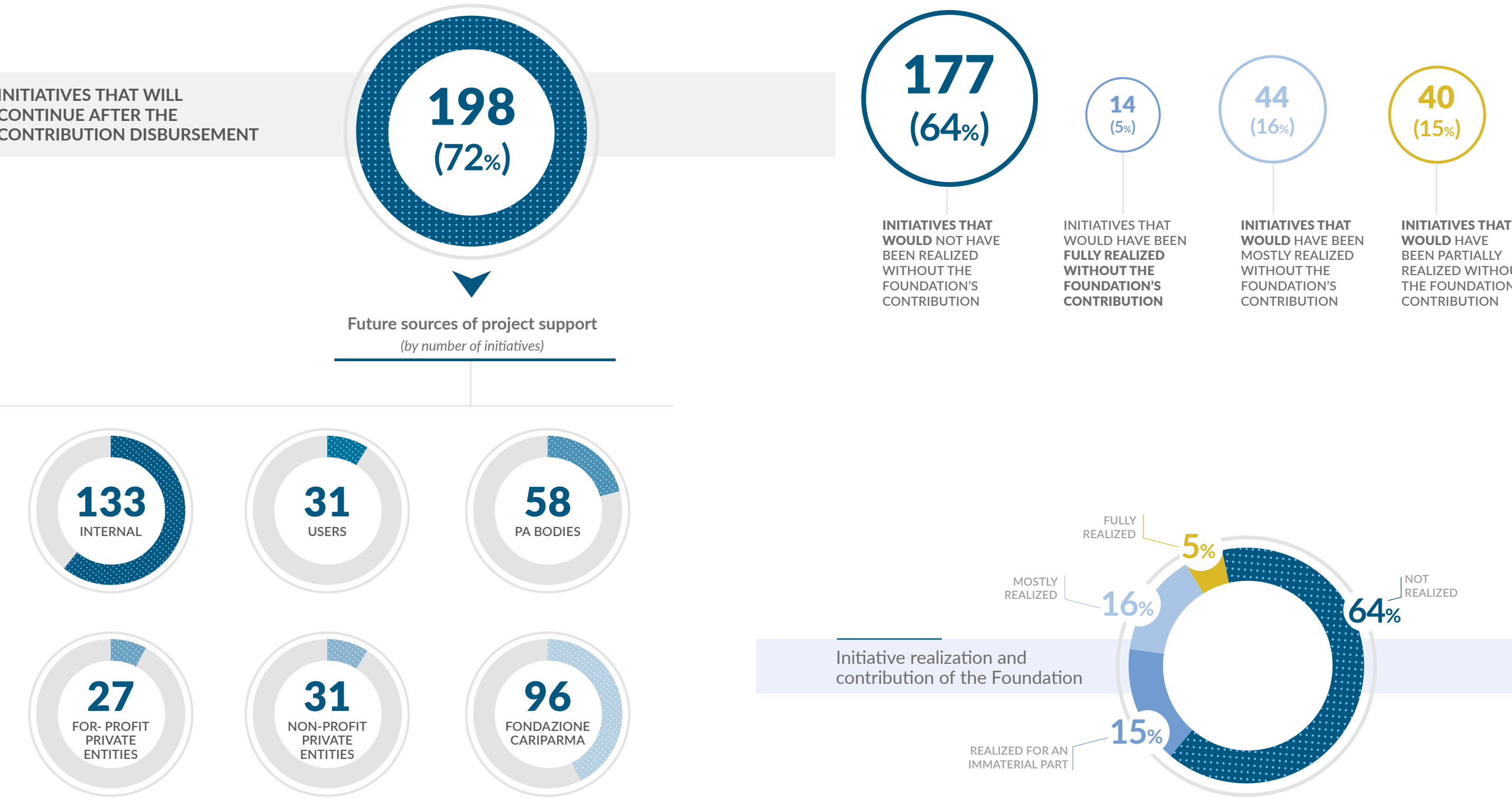
► Data resulting from a self-assessment process carried out by beneficiaries of contributions

A surgical robot for the Parma Hospital



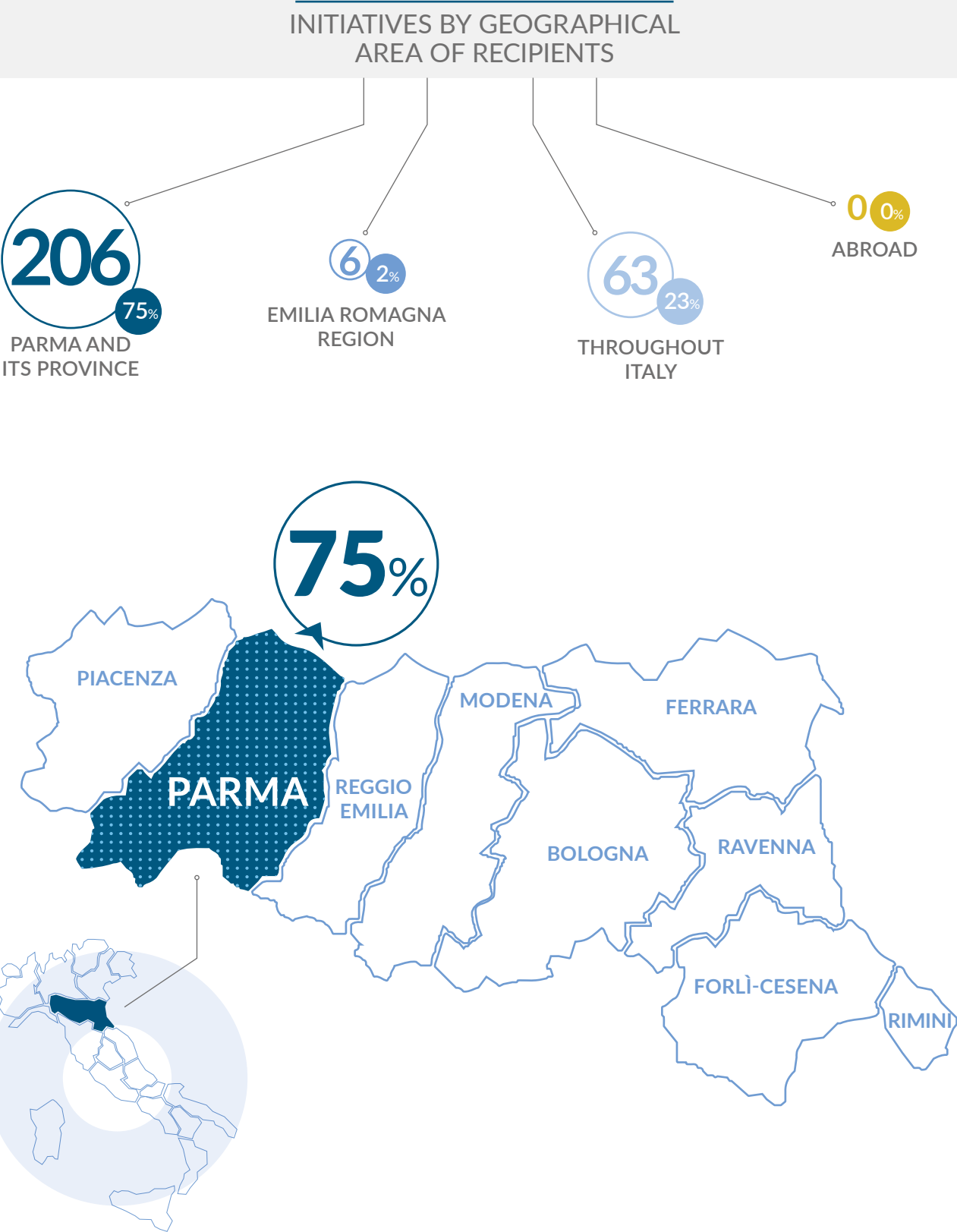


CONTRIBUTIONS AND PROJECT FINANCIAL ASPECTS

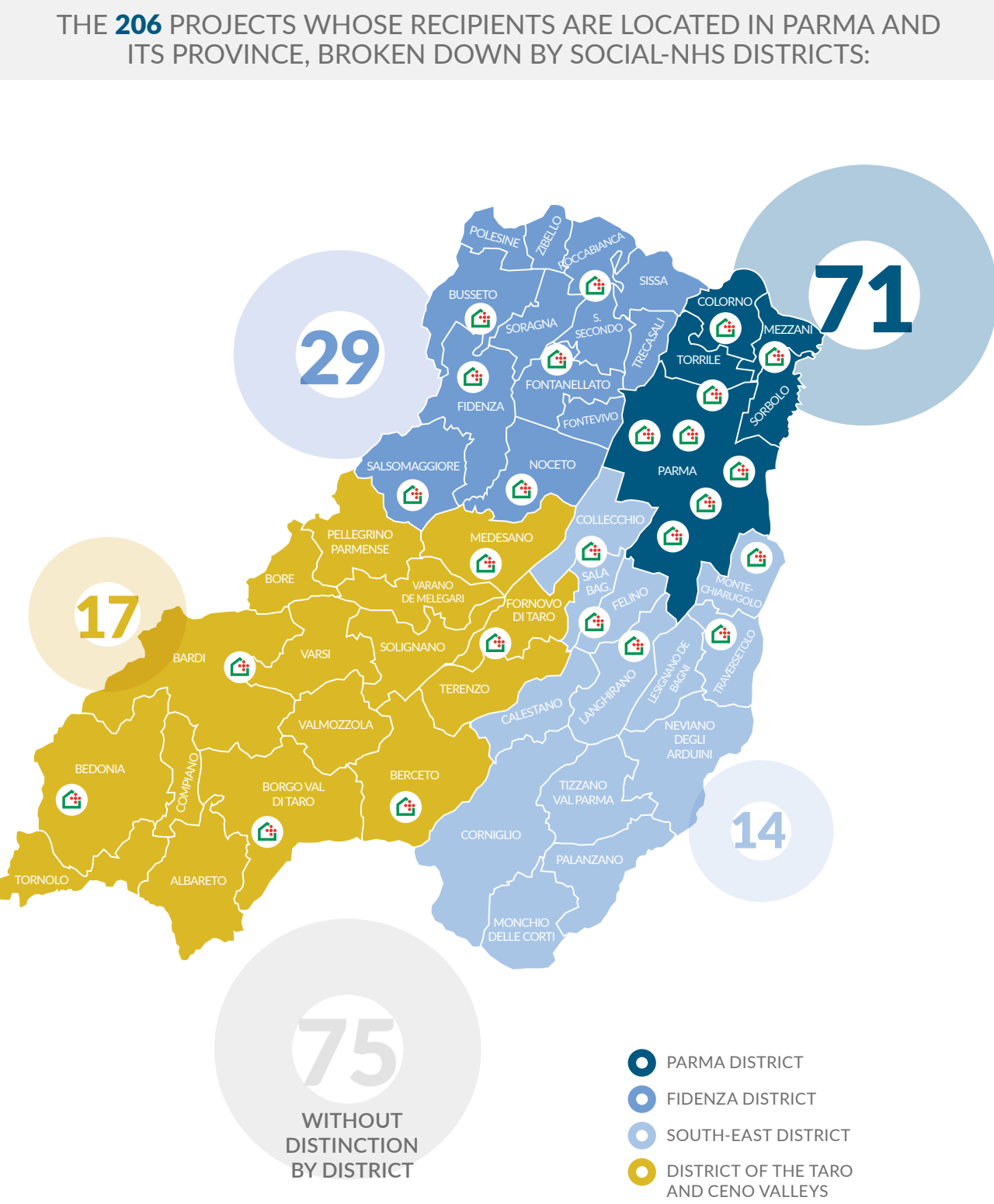




RECIPIENTS BY GEOGRAPHICAL AREA



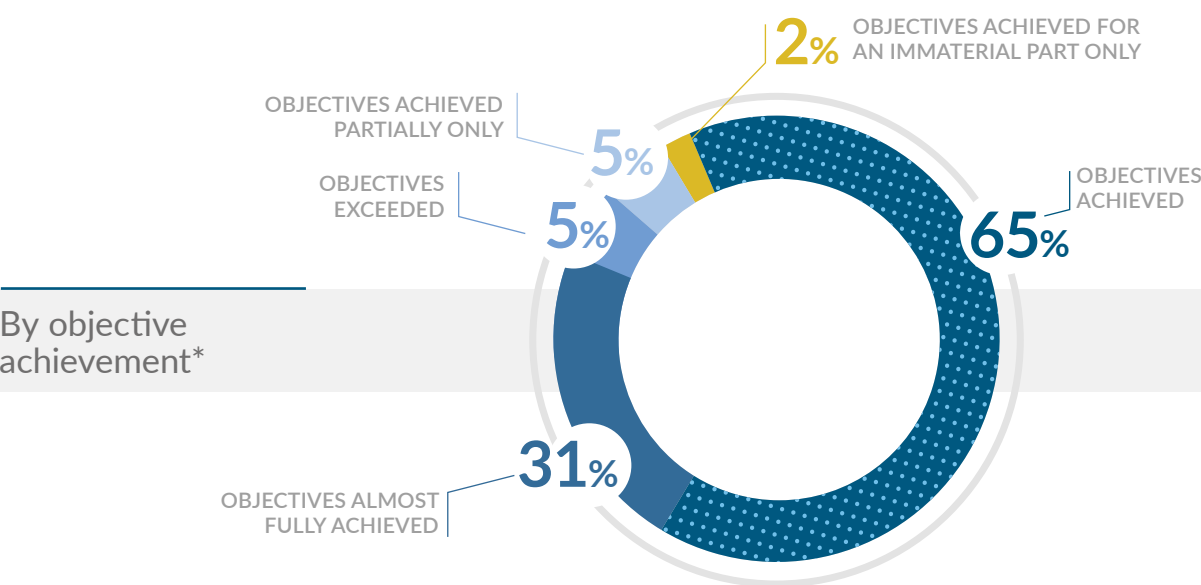
RECIPIENTS BY GEOGRAPHICAL AREA



► Data resulting from a self-assessment process carried out by beneficiaries of contributions



CONTRIBUTIONS AND ACHIEVEMENT OF THE OBJECTIVES

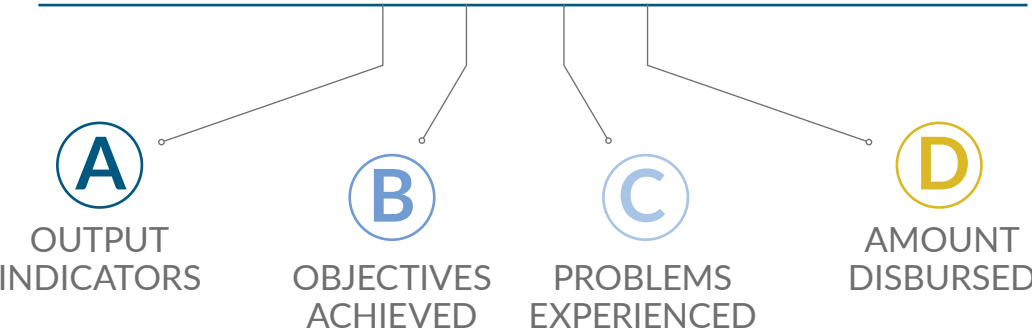


\*Data resulting from a self-assessment process carried out by beneficiaries of contributions

TOTAL CONTRIBUTIONS DISBURSED IN 2019 AND SUBJECT TO SPECIFIC OUTPUT EVALUATION	17,392,728
TOTAL CONTRIBUTIONS DISBURSED IN 2019 REGARDING SYSTEM ACTIONS (EXCLUDED)	2,094,841
GRAND TOTAL OF CONTRIBUTIONS DISBURSED IN 2019	19,487,569

Out of the 275 initiatives analyzed so far, a sub-set of 104 projects was selected, excluding also those having unit amounts up to Euro 10,000 (in a benefit/cost ratio perspective) and those for which the contribution was not disbursed after project completion but on a value-earned progress basis.

The resulting sample (104 initiatives for a total disbursed amount of Euro 11,853,653) breaks down as follows by specific:



CONTRIBUTIONS AND ACHIEVEMENT OF THE OBJECTIVES

BENEFICIARY/PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>SUBSCRIPTIONS TO NEWSPAPERS - PARMA</b> <i>Subscriptions to local newspapers and magazines to be distributed to the associations based in the community for 2019 (2018)</i>	Number of subscriptions: 560 Number of beneficiary entities: 287	Yes, fully vs. expectations	No	35,000
<b>CENTO PER UNO ASSOCIATION - PARMA</b> <i>Realization of the "Emporio solidarity store: an innovative response to fight new poverty" project (2018)</i>	Number of users reached: 4,000 Number of volunteers involved: 56	Partially only vs. expectations	Technical and administrative hindrances	59,000
<b>È-MOTIVI APS CULTURAL ASSOCIATION - PARMA</b> <i>Organization of the "Barezzi Festival" (2018)</i>	Number of days open to the public: 9 Number of people present: 8,900 Number of performances: 21 Number of volunteers involved: 6	Yes, fully vs. expectations	No	20,000
<b>MANIFATTURA URBANA CULTURAL ASSOCIATION - PARMA</b> <i>Transfer of the Eco Module to Via Mordacci Park (2017)</i>	Number of staff members involved: 25 Number of users reached: 1,000 Number of volunteers involved: 100	Yes and exceeding expectations	Administrative hindrances. Difficulties in finding other funders, cooperation with partners, communicating the initiative	15,000
<b>TEATRO DEL CERCHIO CULTURAL ASSOCIATION - PARMA</b> <i>Realization of the "Il Circo al Cerchio" project (2018)</i>	Number of days open to the public: 16 Number of people present: 4,000 Number of performances and/or events realized: 13 Number of volunteers involved: 11	Yes, fully vs. expectations	No	10,000
<b>TEATRO NECESSARIO CULTURAL ASSOCIATION - COLORNO (PR)</b> <i>Organization of the "Tutti Matti Sotto Zero" program (2018)</i>	Number of days open to the public: 13 Number of people present: 2,028 Number of performances and/or events realized: 24	Yes, fully vs. expectations	No	15,000
<b>CULTURAL-MENTE APS ASSOCIATION - PARMA</b> <i>Realization of the "GE.CO. - Generating skills to develop communities" project (2017)</i>	Number of hours of training provided: 114 Number of teachers/staff members involved: 14 Number of students involved: 23 Number of volunteers involved: 23	Yes, fully vs. expectations	Yes, difficulties in involving the public, difficulties in communicating the initiative	20,000

\*Data resulting from a self-assessment process carried out by beneficiaries of contributions



BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>ARTETIPI SOCIAL PROMOTION ASSOCIATION - PARMA</b> <i>Realization of the "L'Arteria - Atelier stabile e corniceria sociale" project (2017)</i>	Number of technological/IT pieces of equipment purchased: 2 Number of pieces of furniture purchased: 6 Number of specific machines purchased: 3 Number of staff members involved: 2 Number of users reached: 35 Number of days open to the public: 80 Number of people present: 200 Number of exhibitions realized: 2 Number of volunteers involved: 5	Yes and exceeding expectations	No	35,000
<b>I MUSICI DI PARMA ASSOCIATION - SALSOMAGGIORE TERME (PR)</b> <i>Realization of the IX "Salso Summer Class &amp; Festival" (2018)</i>	Number of events realized: 29 Number of people present: 9,000 Number of volunteers involved: 4	Yes, fully vs. expectations	No	50,000
<b>I MUSICI DI PARMA ASSOCIATION - SALSOMAGGIORE TERME (PR)</b> <i>Realization of the X "Salso Summer Class &amp; Festival" (2019)</i>	Number of events realized: 37 Number of people present: 11,000 Number of volunteers involved: 5	Yes, fully vs. expectations	No	40,000
<b>ITALIAN ASSOCIATION AGAINST LUKAEMIA, LYMPHOMAS AND MYELOMA ONLUS - PARMA</b> <i>Realization of the "Emocasa" project (2017)</i>	Number of vehicles purchased: 1 Number of staff members involved: 3 Number of users reached: 6	Partially only vs. expectations	Yes, administrative hindrances	25,000
<b>PARMA OPERART ASSOCIATION - PARMA</b> <i>Renato Bruson Academy academic year end performance (2019)</i>	Number of days open to the public: 2 Number of people present: 350 Number of performances and/or events realized: 2 Number of hours of training provided: 318 Number of students involved: 12 Number of events realized: 2 Number of volunteers involved: 3	Yes, fully vs. expectations	Yes. Difficulties in finding other funders	20,000
<b>PARMA, IO CI STO ASSOCIATION - PARMA</b> <i>membership fee payment (2019)</i>	Number of events realized: 7 Number of people present: over 10,000	Yes and exceeding expectations	No	30,000
<b>ASSOCIAZIONE PER LA RICERCA SOCIALE - MILAN</b> <i>Realization of the "Welforum-net. National observatory on welfare" project for the 2018/2019 two-year period (2018)</i>	Number of staff members involved: 3 Number of users reached: 3,300	Yes and exceeding expectations	No	30,000

BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>NHS-UNIVERSITY HOSPITAL OF PARMA - PARMA</b> <i>Purchase of a robot-assisted surgery system (2019)</i>	Number of technological pieces of equipment purchased: 1	Yes, fully vs. expectations	No	1,000,000
<b>NHS-UNIVERSITY HOSPITAL OF PARMA - PARMA</b> <i>Purchase of high-sensitivity tools for mutation analyses on patients' plasma (2017)</i>	Number of specific machines purchased: 1	Almost fully vs. expectations	No	99,369
<b>NHS-UNIVERSITY HOSPITAL OF PARMA - PARMA</b> <i>Purchase of state-of-the-art technology for the 3.0 Tesla Magnetic Resonance system (2017)</i>	Number of technological/IT pieces of equipment purchased: 2 Number of staff members involved: 9 Number of users reached: 4,440	Yes and overcome Vs. expectations	No	200,000
<b>NHS-UNIVERSITY HOSPITAL OF PARMA - PARMA</b> <i>molecular diagnostics of Erdheim-Chester disease (2015)</i>	Number of students involved: 1 Number of teachers involved: 1 Number of patients treated: 18	Almost fully vs. expectations	Yes, administrative hindrances	40,000
<b>NHS LOCAL AGENCY OF PARMA - PARMA</b> <i>Upgrading of the surgical division of the Fidenza hospital (2017)</i>	Number of technological/IT pieces of equipment purchased: 10	Yes, fully vs. expectations	No	200,000
<b>CENTRO DI RICERCA E DOCUMENTAZIONE LUIGI EINAUDI - TURIN</b> <i>Support to the fourth two-period of rese- arch (2018/2019) in the "Percorsi di secondo welfare" (Paths of second welfare) project (2018)</i>	Number of publications realized: 3	Partially only vs. expectations	No	15,000
<b>C.I.A.C. CENTRE FOR IM- MIGRATION, ASYLUM AND INTERNATIONAL COOPE- RATION ONLUS - PARMA</b> <i>Realization of the "Mondonuovo" (New World) project (2017)</i>	Number of staff members involved: 2 Number of users reached: 47 Number of volunteers involved: 15	Almost fully vs. expectations	No	57,500
<b>EPDI PROVINCE DOCUMENTATION CENTRE ON SCHOOL, OCCUPATIONAL AND SOCIAL INTEGRATION - PARMA</b> <i>support to institutional activities (2019)</i>	Number of staff members involved: 6 Number of users reached: 1,415 Number of volunteers involved: 7	Yes, fully vs. expectations	No	40,000

► \*Data resulting from a self-assessment process carried out by beneficiaries of contributions



BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>MUNICIPALITY OF BUSSETO - BUSSETO (PR)</b> <i>Charity activity in favour of people in need living in the Municipality of Busseto (2018)</i>	Number of staff members involved: 6 Number of users reached: 99	Yes and exceeding expectations	No	20,000
<b>MUNICIPALITY OF BUSSETO - BUSSETO (PR)</b> <i>Realization of the "Verdi l'italiano - feste musicali a Busseto" project (2017)</i>	Number of days open to the public: 30 Number of people present: 4,000 Number of exhibitions realized: 1 Number of performances and/or events realized: 21	Yes, fully vs. expectations	No	30,000
<b>MUNICIPALITY OF CALESTANO - CALESTANO (PR)</b> <i>Energy upgrading of the junior secondary school (2016)</i>	Built and/or renovated area (square metres): 400 Number of new equipment items installed (furnaces, solar panels, windows): 73 Number of businesses engaged in performing the interventions: 4	Yes, fully vs. expectations	No	30,000
<b>MUNICIPALITY OF FIDENZA - FIDENZA (PR)</b> <i>Construction of the gym of the new IPSAA Solari school (2015)</i>	Built and/or renovated area (square metres): 672 Number of new equipment items installed (furnaces, solar panels, windows): 6 Number of businesses engaged in performing the interventions: 1	Yes, fully vs. expectations	No	247,835
<b>MUNICIPALITY OF FONTANEL-LATO - FONTANEL-LATO (PR)</b> <i>Ordinary maintenance of the roofing of Rocca Sanvitale (2017)</i>	Number of renovated buildings: 1 Number of businesses engaged in performing the interventions: 2	Yes and overcome Vs. expectations	No	61,560
<b>MUNICIPALITY OF LANGHIRANO - LANGHIRANO (PR)</b> <i>Organization of the "Renata Tebaldi" Festival in Torrechiara (2017)</i>	Number of technological/IT pieces of equipment purchased: 1 Number of people present: 838 Number of performances and/or events realized: 6	Almost fully vs. expectations	No	20,000
<b>MUNICIPALITY OF LANGHIRANO - LANGHIRANO (PR)</b> <i>Realization of the "S.T.A.F.F. (Local Hub for Family Assistants and Training) project (2016)</i>	Number of staff members involved: 20 Number of users reached: 3,000	Yes, fully vs. expectations	No	25,000
<b>MUNICIPALITY OF LESIGNANO BAGNI - LESIGNANO BAGNI (PR)</b> <i>Recovery and use of part of the ancient thermal bath building in Lesignano for recreational, touristic and social activities (2018)</i>	Built and/or renovated area (square metres): 330 Number of new equipment items installed (furnaces, solar panels, windows): 11 Number of businesses engaged in performing the interventions: 2	Yes, fully vs. expectations	No	37,095

BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>MUNICIPALITY OF PARMA - PARMA</b> <i>realization of the "A home to start afresh. Support to housing, civil coexistence and social integration in housing premises in favour of vulnerable households" (2017)</i>	Number of staff members involved: 4 Number of users reached: 307 Number of volunteers involved: 15	Yes, fully vs. expectations	No	200,000
<b>MUNICIPALITY OF PARMA - PARMA</b> <i>Realization of the "Fighting poverty: supporting people to prevent poverty as a shared objective" project (2018)</i>	Number of staff members involved: 40 Number of users reached: 5,274	Yes and exceeding expectations	No	1,650,000
<b>MUNICIPALITY OF PARMA - PARMA</b> <i>Realization of the "Support to the family -preventing poverty as a shared objective" project (2017)</i>	Number of staff members involved: 60 Number of users reached: 3,371	Yes and exceeding expectations	No	1,300,000
<b>MUNICIPALITY OF PARMA - PARMA</b> <i>Realization of paths for taking charge of, support towards self-dependence and towards integration of people severely marginalized (2017)</i>	Number of staff members involved: 20 Number of users reached: 361 Number of volunteers involved: 10	Yes, fully vs. expectations	No	200,000
<b>MUNICIPALITY OF PARMA - PARMA</b> <i>Realization of an integrated project to provide support to vulnerable and multi-problem households facing housing disadvantages (2018)</i>	Number of staff members involved: 4 Number of users reached: 340 Number of volunteers involved: 22	Yes, fully vs. expectations	No	100,000
<b>MUNICIPALITY OF PARMA - PARMA</b> <i>Architectural regeneration and energy efficiency upgrading of the Zuccherio Filato and Zanguidi day care premises (2016)</i>	Built and/or renovated area (square metres): 1,428 Number of new equipment items installed (furnaces, solar panels, windows): 72 Number of businesses engaged in performing the interventions: 2	Yes, fully vs. expectations	No	151,903
<b>MUNICIPALITY OF SALSOMAGGIORE TERME - SALSOMAGGIORE</b> <i>Realization of the "Salsomaggiore Terme landscape. Salt, Water and Nature" project (2016)</i>	Number of events realized: 17 Number of people present: 1,046	Yes, fully vs. expectations	Yes, technical hindrances	99,872
<b>MUNICIPALITY OF TORRILE - TORRILE (PR)</b> <i>Energy and safety upgrading interventions on the Torrire school (2016)</i>	Built and/or renovated area (square metres): 890 Number of businesses engaged in performing the interventions: 3	Yes, fully vs. expectations	No	30,258

► \*Data resulting from a self-assessment process carried out by beneficiaries of contributions



BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>MUNICIPALITY OF TRAVERSE- TOLO - TRAVERSETOLO (PR)</b> <i>completion of the second section of the assistance for the elderly and social rehabi- litation for the disabled Day Center (2018)</i>	Built and/or renovated area (square metres): 492 Number of pieces of furniture purchased: 327 Number of users reached: 24	Yes, fully vs. expectations	No	100,577
<b>MUNICIPALITY OF TRAVERSE- TOLO - TRAVERSETOLO (PR)</b> <i>Energy upgrading of the primary school (2016)</i>	Built and/or renovated area (square metres): 3,250	Yes and exceeding expectations	No	50,000
<b>CONSORZIO SOLIDARIETÀ SOCIALE SCSRL ONLUS - PARMA</b> <i>realization for the second time of the “Laboratori di mezzo” project (2016)</i>	Number of staff members involved: 32 Number of users reached: 183	Yes and exceeding expectations	Yes, administrative hindrances. Difficulties in finding other funders	130,000
<b>CONVITTO NAZIONALE MARIA LUGIA</b> <i>Realization of the “OrtoCultura. From field to bit and back: interdisciplinary workshops between technological innovation and old knowledge” project (2016)</i>	Number of hours of training provided: 14 Number of teachers/ staff members involved: 10 Number of students involved: 200 Number of events realized: 8	Almost fully vs. expectations	Yes, difficulties in involving the public	20,000
<b>DIOCESAN CURIA OF PARMA - PARMA</b> <i>Continuation of the “Oratories” project for the 2017/2018 school year (2017)</i>	Number of staff members involved: 24 Number of users reached: 3,446 Number of volunteers involved: 1,040 young people - 216 adults	Yes, fully vs. expectations	Yes. Difficulties in finding other funders	90,000
<b>CURIA VESCOVILE PARMA - PARMA</b> <i>Organization of the concert performed by the Banda Nazionale dell’Arma dei Carabi- nieri in the Cathedral (2018)</i>	Number of people present: 620 Number of performances and/or events realized: 1	Yes, fully vs. expectations	No	15,000
<b>DIOCESAN CURIA OF PARMA - PARMA</b> <i>Restoration of the San Francesco del Prato church (2018)</i>	Number of renovated buildings: 1 Number of businesses engaged in performing the interventions: 5 Number of volunteers involved (guided tours, awareness increasing activities, fundraising): 200	Yes, fully vs. expectations	Yes, technical hindrances Difficulties in finding other funders	1,000,000
<b>CUS PARMA a.s.d. University Sports Center - PARMA</b> <i>Realization of the “Giocampus 2018/2019” project (2018)</i>	Number of staff members involved: 145 Number of participating schools: 40 Number of participating classes: 459 Number of students: 11,100 Number of projects started for the integration of students with disabilities: 130	Yes, fully vs. expectations	No	50,000

BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>DEPARTMENT OF HUMANITIES, SOCIAL SCIEN- CES AND CULTURAL ENTER- PRISES University of Parma - PARMA</b> <i>Realization of the “University Plan for refugees” (2017)</i>	Number of hours of training provided: 150 (of which hours of training to vulnerable categories 144) Number of teachers/ staff members involved: 70 Number of students involved: 180 Number of events realized: 4 Number of volunteers involved: 10	Almost fully vs. expectations	Yes, technical and administrative hindrances	24,424
<b>DEPARTMENT OF MEDICINE AND SURGERY University of Parma - PARMA</b> <i>Against new drugs: being aware to prevent. The lab at the service of people” (2017)</i>	Number of technological/IT pieces of equipment purchased: 4 Number of research grants/scholarships: 4 Number of tests performed: 878 Number of publications: 6 Number of meetings realized: 1 Number of people present at meetings: 700	Yes, fully vs. expectations	Yes, technical and administrative hindrances	200,000
<b>DEPARTMENT OF MEDICINE AND SURGERY University of Parma - PARMA</b> <i>Against new drugs: being aware to prevent. The lab at the service of people” (2017)</i>	Number of technological/IT pieces of equipment purchased: 1 Number of staff members involved: 30 Number of users reached: 3,500 Number of hours of training provided: 900 Number of teachers/ staff members involved: 7 Number of students involved: 40	Yes, fully vs. expectations	No	30,000
<b>DEPARTMENT OF BIOMEDICAL BIOTECHNOLOGICAL AND TRANSLATIONAL SCIENCES University of Parma - PARMA</b> <i>promotion of vaccination policies in elderly pe- ople residing in the Province of Parma (2015)</i>	Number of staff members involved: 100 Number of users reached: 100,782	Yes, fully vs. expectations	No	70,000
<b>DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES University of Parma - PARMA</b> <i>Realization of the COME (Competences for Manufacturing in Emilia Romagna) project (2017)</i>	Number of teachers involved: 6	Almost fully vs. expectations	No	28,800

► \*Data resulting from a self-assessment process carried out by beneficiaries of contributions



BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>ECHO   EDUCATION CULTURE HUMAN OXYGEN – PARMA</b> <i>Realization of the "TALKING TEENS Statues can speak!" project (2017)</i>	Number of events realized: 6 Number of people present: 800 Number of teachers involved: 25 Number of students involved: 300 Number of publications realized: 1 Number of national/international awards received: 40 Number of hours of training provided: 80 (of which hours of training to vulnerable categories: 4) Number of volunteers involved: 50	Yes and exceeding expectations	No	50,000
<b>FIORANTE SOCIETÀ COOPERATIVA SOCIALE ONLUS - PARMA</b> <i>Realization of the "Le Maglidee - From thread to network from network to thread - knitwear manufacturer: business development and online selling" (2016)</i>	Number of technological/IT pieces of equipment purchased: 1 Number of pieces of furniture purchased: 7 Number of specific machines purchased: 4 Built and/or renovated area (square metres): 120 Number of new equipment items installed (furnaces, solar panels, windows): 7 Number of businesses engaged in performing the interventions: 5 Number of staff members involved: 5 Number of users reached: 15 Number of volunteers involved: 2	Almost fully vs. expectations	Yes, difficulties in the cooperation with project partners	50,000
<b>ARTURO TOSCANINI FOUNDATION - PARMA</b> <i>Realization of concerts in Parma and its Province (2018)</i>	Number of staff members involved: 80 Number of concerts realized: 137 Number of people attending: 30,632	Yes, fully vs. expectations	No	100,000
<b>CASA DI PADRE LINO ONLUS FOUNDATION - PARMA</b> <i>Support to the entity's institutional activities (2019)</i>	Number of staff members involved: 38 Number of users reached: 55 Number of volunteers involved: 22	Almost fully vs. expectations	No	150,000
<b>EUROPEAN COLLEGE OF PARMA FOUNDATION - PARMA</b> <i>Annual contribution to support the activities (2018)</i>	Number of hours of training provided: 1,500 Number of teachers/staff members involved: 50 Number of students involved: 84 Number of events realized: 6	Yes, fully vs. expectations	No	150,000

BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>FONDAZIONE DI RELIGIONE E CULTO CARITAS S. ILARIO Diocese of Parma - PARMA</b> <i>Realization of emergency-response interventions: soup kitchen, shower facilities and shelter, distribution of food and clothes, and support to families (2018)</i>	Number of staff members involved: 7 Number of users reached: 300 Number of volunteers involved: 89	Almost fully vs. expectations	Yes. Difficulties in finding other funders Difficulties in involving the public	130,000
<b>FONDAZIONE DI RELIGIONE E CULTO PER LE OPERE CARITATIVE MONS. FRANCESCO GIBERTI ONLUS Fidenza Diocese Caritas - FIDENZA</b> <i>Running a soup kitchen (2018)</i>	Number of staff members involved: 3 Number of users reached: 345 Number of volunteers involved: 70  Number of days open to the public: 176	Yes, fully vs. expectations	No	25,000
<b>MAGNANI ROCCA FOUNDATION - TRAVERSETOLO (PR)</b> <i>realization of cultural initiatives in 2018. (2018)</i>	Number of people present: 32,000 Number of exhibitions realized: 2 Number of performances and/or events realized: 2	Yes and exceeding expectations	No	50,000
<b>MARIO TOMMASINI FOUNDATION - PARMA</b> <i>Organizational strengthening and promotion of the culture of inclusion (2017)</i>	Number of days open to the public: 8 Number of people present: 400 Number of exhibitions realized: 2 Number of performances and/or events realized: 2 Number of volunteers involved: 15	Almost fully vs. expectations	No	10,000
<b>MUSEO BODONIANO FOUNDATION - PARMA</b> <i>support to institutional activities (2019)</i>	Number of staff members involved: 1 Number of users reached: 2,500 Number of volunteers involved: 1	Almost fully vs. expectations	Yes. Difficulties in finding other funders	20,000
<b>PARMA UNESCO CREATIVE CITY OF GASTRONOMY FOUNDATION C/O MUNICIPALITY OF PARMA - PARMA</b> <i>Membership as promoter member (2018)</i>	Number of entities/persons in the network: • 51 restaurants • 42 hospitality facilities • 31 producers • 8 museums	Yes, fully vs. expectations	No	10,000
<b>PROMETEO FOUNDATION - PARMA</b> <i>Organization of the "Traiettorie 2018" Festival (2018)</i>	Number of days open to the public: 12 Number of people present: 574 Number of performances and/or events realized: 12	Yes, fully vs. expectations	Yes. Difficulties in finding other funders	15,000

► \*Data resulting from a self-assessment process carried out by beneficiaries of contributions



BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
TEATRO DUE FOUNDATION - PARMA <i>Realization of the "Arena Shakespeare Estate" program (2019)</i>	Number of days open to the public: 10 Number of people present: 5,212 Number of performances and/or events realized: 10	Almost fully vs. expectations	No	40,000
TEATRO REGIO DI PARMA FOUNDATION- PARMA <i>Organization of the opera season, of the concert season and of "ParmaDanza" (2019)</i>	Number of days open to the public: 53 Number of people present: 34,301 Number of exhibitions realized: 1 Number of performances and/or events realized: 68	Yes, fully vs. expectations	No	1,000,000
CSV EMILIA - PARMA <i>Realization of the "Forum fa l'impresa!" project (2017)</i>	Number of staff members involved: 3 Number of users reached: 2,600 Number of volunteers involved: 2,600	Yes and exceeding expectations	No	43,000
CSV EMILIA - PARMA <i>Realization of the "Virtuous triangle" project (2017)</i>	Number of staff members involved: 62 Number of users reached: 5,656 Number of volunteers involved: 489	Almost fully vs. expectations	No	82,069
SAINT JOHN'S DAY - PARMA <i>Organization of 2018 Saint John's Day (2018)</i>	Number of partner associations for the event: 13 Number of people present: 450			15,996
TULLIO MARCHETTI MUSIC PROMOTION GROUP - FIDENZA (PR) <i>Organization of the Opera-Concert Festival of Teatro Magnani (2018)</i>	Number of days open to the public: 11 Number of people present: 2,200 Number of performances and/or events realized: 11	Yes, fully vs. expectations	Yes. Difficulties in finding other funders	15,000
FIDENZA ALZHEIMER'S DISEASE SUPPORT GROUP -FIDENZA (PR) <i>Implementation in the community of the Meeting Center for people with dementia and caregivers in the Fidenza District (2017)</i>	Number of staff members involved: 5 Number of users reached: 40 Number of volunteers involved: 10	Yes, fully vs. expectations	Yes. Difficulties in finding other funders	10,000
"GALILEI BOCCHIALINI SOLARI" STATE HIGH SECONDARY SCHOOL - S. SECONDO P.SE (PR) <i>Renovation of the Food Farm 4.0 building (2017)</i>	Built and/or renovated area (square metres): 600 Number of new equipment items installed (furnaces, solar panels, windows): 3 Number of businesses engaged in performing the interventions: 1 Number of workshops: 4 Number of students: 6,000	Yes and exceeding expectations	No	133,855

BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
INSTITUTIONAL PROPERTIES - PARMA <i>Surveillance and security guards for institutional properties (2018)</i>	Number of days open to the public: 247	Yes, fully vs. expectations		14,216
SURVEY ON DOMOTICS - PARMA <i>Preparation of a feasibility study for the realization of a projectfor technological innovation of rehabilitation services in Parma and in its Province (2019)</i>	Number of research paths started: 2	Yes, fully vs. expectations		10,770
CULTURAL INITIATIVES FOR PER EXPO 2015 - PARMA (PR) <i>Parma per Expo 2015 (City of gastronomy Festival) (2014)</i>	Number of days open to the public: 2 Number of people present: 20,000 Number of volunteers involved: 350			20,000
ISPETTORIA SALESIANA LOMBARDO- EMILIANA DIPENDENZA DI PARMA (SALESIANS OF DON BOSCO) of Parma - PARMA <i>Go-live of an IT classroom (2017)</i>	Number of technological/IT pieces of equipment purchased: 29	Almost fully vs. expectations	No	10,000
MONTECHIARUGOLO COMPREHENSIVE SCHOOL - MONTECHIARUGOLO (PR) <i>Realization of the "Never stop learning English" project (2017)</i>	Number of hours of training provided: 360 Number of teachers/ staff members involved: 71 Number of students involved: 75 Number of events realized: 1	Yes, fully vs. expectations	Yes, difficulties in involving the public	58,657
"PARMA CENTRO" COMPREHENSIVE SCHOOL - PARMA <i>Realization of the "Cooperating to learn - The cooperative approach to improve learning and social and civic skills at school" project" (2017)</i>	Number of technological/IT pieces of equipment purchased: 9 Number of hours of training provided: 1,572 Number of teachers/ staff members involved: 170 Number of students involved: 1,200 Number of events realized: 2	Yes, fully vs. expectations	No	79,419
"PARMIGIANINO" STATE COMPREHENSIVE SCHOOL- PARMA <i>Realization of the "Rete Innova 2" project (2015)</i>	Number of hours of training provided: 250 Number of teachers/ staff members involved: 360 Number of students involved: 2,000 Number of volunteers involved: 4	Yes, fully vs. expectations	No	96,439

➤ \*Data resulting from a self-assessment process carried out by beneficiaries of contributions



BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>“BERENINI” HIGH SECONDARY SCHOOL - FIDENZA (PR)</b> <i>Realization of the “Creativity in education” project (2016)</i>	Number of hours of training provided: 368 Number of teachers/ staff members involved: 16 Number of students involved: 1,000	Almost fully vs. expectations	No	22,865
<b>“CARLO EMILIO GADDA” STATE HIGH SECONDARY SCHOOL - FORNOVO DI TARO (PR)</b> <i>Realization of the “Biblio-tech project” (2017)</i>	Number of technological/IT pieces of equipment purchased: 15 Number of pieces of furniture purchased: 40	Yes, fully vs. expectations	No	23,355
<b>ISTITUTO STORICO DELLA RESISTENZA E DELL’ETÀ CONTEMPORANEA DI PARMA - ISREC - PARMA</b> <i>Contemporary history study and training (2017)</i>	Number of hours of training provided: 286 Number of teachers/ staff members involved: 22 Number of students involved: 352 Number of events realized: 18	Yes and exceeding expectations	No	28,942
<b>“LEONARDO DA VINCI” STATE TECHNICAL VOCATIONAL SCHOOL - PARMA</b> <i>Realization of the preliminary design of the “Blu Parma” project (2018)</i>	Number of schools involved: 4 Number of students: 6,000 Number of entities involved: 38	Yes, fully vs. expectations	No	20,000
<b>LIBERA ORGANIZZAZIONE FORME TEATRALI LOFT CULTURAL ASSOCIATION - PARMA</b> <i>Realization of the “Sul Naviglio: racconti, teatro, danza musica, poesia” project (2019)</i>	Number of days open to the public: 9 Number of people present: 2,000 Number of performances and/or events realized: 18	Si e superati rispetto al previsto	No	10,000
<b>“G. MARCONI” STATE SECONDARY HIGH SCHOOL FOR SCIENCES - PARMA</b> <i>Realization of the “A green classroom for biodiversity” project (2016)</i>	Number of technological/IT pieces of equipment purchased: 1 Number of staff members involved: 18 Number of hours of training provided: 20 Number of teachers/ staff members involved: 102 Number of students involved: 172 Number of events realized: 5	Yes, fully vs. expectations	No	15,609
<b>LUDE - LIBERA UNIVERSITÀ DELL’EDUCARE - MESSINA</b> <i>Organization of “Cantiere Educare-anno 2018” (2018)</i>	Number of days open to the public: 4 Number of people present: 500 Number of performances and/or events realized: 10 Number of volunteers involved: 20	Yes and exceeding expectations	Yes. Difficulties in involving the public	32,000

BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>MAINTENANCE WORKS TO PALAZZO BOSSI BOCCHI - PARMA</b> <i>Extraordinary maintenance works to Palazzo Bossi Bocchi (2017)</i>	Number of businesses engaged in performing the interventions: 9			10,938
<b>MUNUS ONLUS - COMMUNITY FOUNDATION - PARMA</b> <i>Annual support to its activities (2019)</i>	Number of staff members involved: 10 Number of users reached: 30 Number of volunteers involved: 10	Yes, fully vs. expectations	No	25,000
<b>PALAZZO BOSSI BOCCHI - PARMA</b> <i>Museum activity of Palazzo Bossi Bocchi in 2018 (2018)</i>	Number of days open to the public: 101 Number of people present: 4,783 Number of exhibitions realized: 2	Yes, fully vs. expectations	No	18,036
<b>PALAZZO PALLAVICINO - PARMA</b> <i>Recovery and enhancement of the Palazzo (2017)</i>	Number of businesses engaged in performing the interventions: 5			71,783
<b>PARMA FACCIAMO SQUADRA - PARMA</b> <i>Participation in the “Parma Facciamo Squadra” fund, coverage of Secretariat expenses (2017)</i>	Number of days open to the public: 36 Number of people present: 4,500 Number of performances and/or events realized: 27 Number of volunteers involved: 400	Yes and exceeding expectations	No	66,181
<b>PARMA PER GLI ALTRI ONG - PARMA</b> <i>Realization of the “Verso il tavolo di coordinamento della cooperazione internazionale a Parma” project (2017)</i>	Number of staff members involved: 3 Number of volunteers involved: 24	Yes, fully vs. expectations	Yes, difficulties in the cooperation with project partners	10,000
<b>PARMAFRONTIERE APS CULTURALASSOCIATION - PARMA</b> <i>Organization of the XIII “ParmaJazz Frontiere Festival” (2018)</i>	Number of staff members involved: 3 Number of users reached: 1,300	Yes and exceeding expectations	No	20,000
<b>PELLEGRINO P.SE PARISH CHURCH Diocese of Fidenza - PELLEGRINO PARMENSE (PR)</b> <i>Scientific restoration with consolidation of the back wall and remediation of the internal walls of the church (2017)</i>	Number of renovated buildings: 1 Number of businesses engaged in performing the interventions: 1	Yes, fully vs. expectations	No	51,903
<b>DISABILITY PROJECT - PARMA</b> <i>Realization of the “Lavorare Stanca” video (2013)</i>	Number of staff members involved: 16 Number of users reached: 36 Number of volunteers involved: 25	Yes and exceeding expectations	Yes, difficulties in the cooperation with project partners	25,000

► \*Data resulting from a self-assessment process carried out by beneficiaries of contributions



BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>ESPRIT PROJECT - PARMA</b> <i>Evaluation of the Esprit project (2016)</i>	Number of businesses engaged in performing the interventions: 1	Yes, fully vs. expectations	No	29,280
<b>LINK APS PROJECT - FIDENZA (PR)</b> <i>Realization of the "Oratory: a resource for the future" project (2017)</i>	Number of staff members involved: 38 Number of users reached: 142 Number of volunteers involved: 34	Yes, fully vs. expectations	Yes, technical and administrative hindrances	18,181
<b>PROVINCE OF PARMA GOVERNMENT - PARMA</b> <i>Setting up the "La nuvola di S.M.O.G" Employability Local Workshop at the "Gadda" Secondary High school (2016)</i>	Number of new equipment items installed (furnaces, solar panels, windows): 7 Number of businesses engaged in performing the interventions: 15 Number of workshops: 4 Number of schools involved: 10 Number of students: 700 Number of entities involved: 18	Yes, fully vs. expectations	No	494,448
<b>EXPERIMENTAL STATION FOR THE FOOD PRESERVING INDUSTRY (SSICA) - RESEARCH FOUNDATION - PARMA</b> <i>Realization of the research project on the business potential of Lemna minor (common duckweed) which grows in the wildlife sanctuaries in the Province of Parma (2017)</i>	Number of teachers involved: 4 Number of students involved: 1 Number of publications realized: 1	Yes and exceeding expectations	Yes, administrative hindrances	15,765
<b>TUTTI MATTI PER COLORNA - PARMA</b> <i>Organization of "Tutti Matti per Colorno" program (2018)</i>	Number of days open to the public: 4 Number of people present: 26,000 Number of exhibitions realized: 1 Number of performances and/or events realized: 78 Number of volunteers involved: 100	Yes, fully vs. expectations	Yes, difficulties in finding other funders	20,000
<b>UNIONE MONTANA APPENNINO PARMA EST - LANGHIRANO (PR)</b> <i>Realization of the "Sulle tracce di Antiche Vie" project (2016)</i>	Number of events realized: 34 Number of people present: 1,500 Number of hours of training provided: 52 Number of teachers/ staff members involved: 12 Number of students involved: 6 Number of activities realized: 7 Number of volunteers involved: 10	Almost fully vs. expectations	Yes, administrative hindrances Difficulties in involving the public	69,080

BENEFICIARY/ PROJECT	OUTPUT INDICATORS	OBJECTIVES ACHIEVED?	ANY PROBLEMS EXPERIENCED	AMOUNT DISBURSED
<b>UNIVERSITY OF PARMA - PARMA</b> <i>Funding research doctorate scholarships, XXXI cycle (2015)</i>	Number of students involved: 16	Yes, fully vs. expectations	No	200,000
<b>ENHANCING INSTITUTIONAL INTERVENTIONS - PARMA</b> <i>Activities to enhance the projects funded by the Foundation (2018)</i>	Number of ads in newspapers: 7 Number of web banners: 4 Number of videos: 2	Yes, fully vs. expectations	No	73,033
<b>ENHANCING INSTITUTIONAL INTERVENTIONS - PARMA</b> <i>Activities to enhance the projects funded by the Foundation (2018)</i>	Number of ads in newspapers: 7 Number of web banners: 4 Number of videos: 2	Yes, fully vs. expectations	No	73,033
<b>PROJECTS - PARMA</b> <i>Evaluation of the projects funded through 2017 calls for tenders (2017)</i>	Number of projects with social impact evaluation: <ul style="list-style-type: none"><li>Fight against poverty call for tenders: 18</li><li>Public Health call for tenders: 15</li><li>Art Networks call for tenders: 6</li><li>Music, dance and live performances call for tenders: 10</li></ul>	Almost fully vs. expectations	Yes, difficulties in involving the beneficiaries	14,640
TOTAL CONTRIBUTIONS DISBURSED IN 2019 AND SUBJECT TO SPECIFIC OUTPUT EVALUATION				11,853,653
TOTAL CONTRIBUTIONS DISBURSED IN 2019 REGARDING SYSTEM ACTIONS (EXCLUDED)				2,094,841
TOTAL CONTRIBUTIONS DISBURSED IN 2019 WITH UNIT AMOUNTS LOWER THAN EURO 10,000 (EXCLUDED)				347,912
TOTAL CONTRIBUTIONS DISBURSED IN 2019 FOR PROJECTS NOT YET COMPLETED (EXCLUDED)				5,191,163
GRAND TOTAL OF CONTRIBUTIONS DISBURSED IN 2019				19,487,569

► Data resulting from a self-assessment process carried out by beneficiaries of contributions



## MONITORING AND EVALUATION

### PART 2

#### EVALUATION OF FONDAZIONE CARIPARMA INTERVENTIONS IN THE PERSONAL SERVICES MACRO-AREA

(INITIATIVES FUNDED WITH  
CONTRIBUTIONS DISBURSED IN  
THE 2019 CALENDAR YEAR)

By *Fondazione Zancan*



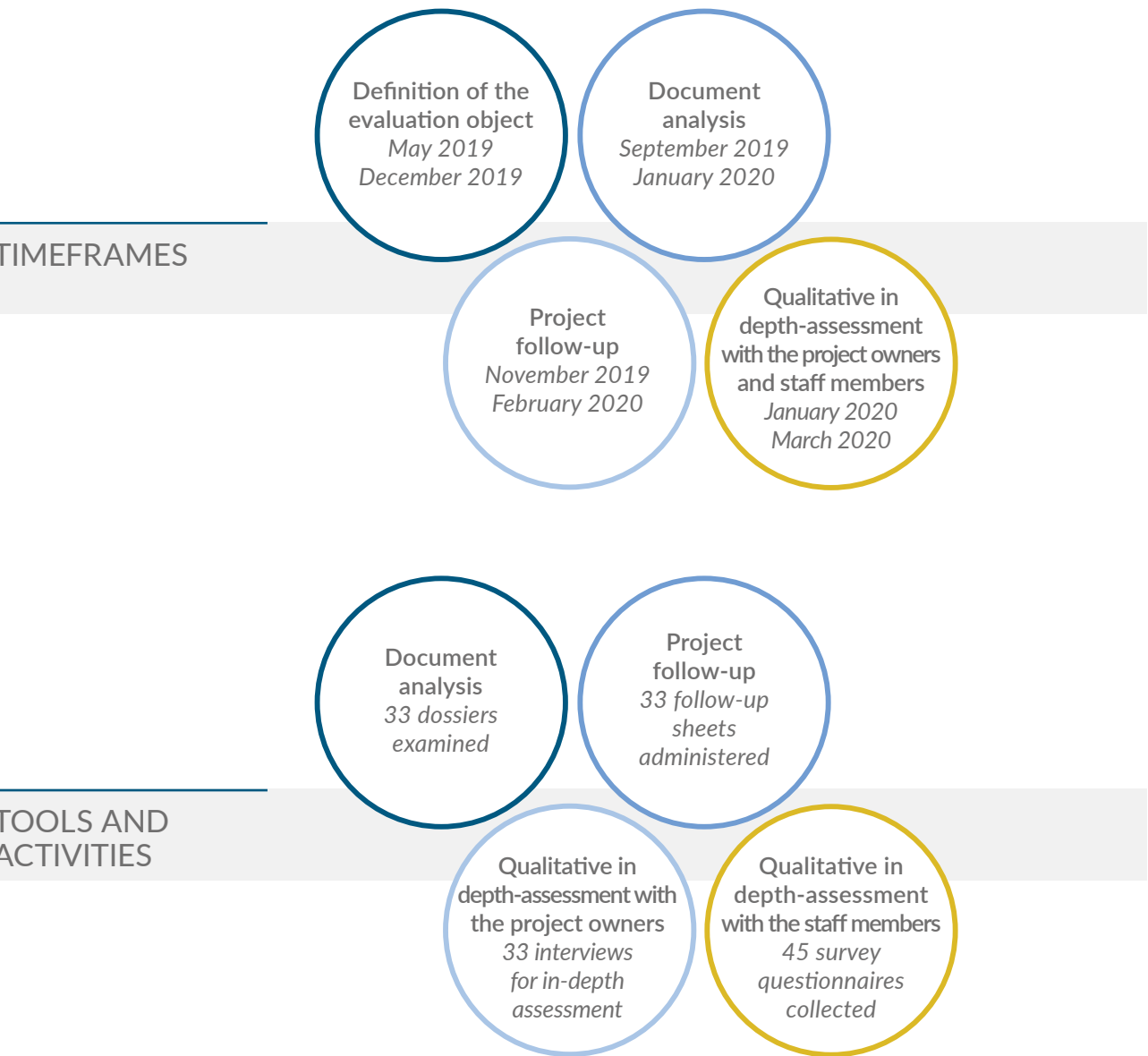
THE EVALUATION PATH

The elements qualifying the evaluation path implemented:

- Extended evaluation scopes: projects for social intervention and fight against poverty, projects regarding the healthcare, health and education sectors, **extending the perspective to the welfare sector as a whole**;
- Realization of a **multi-dimensional evaluation path**, which measures the value of the

actions being assessed through a combination of tools and methods of analysis;

- Direct involvement of the project owners, with **specific follow-ups**;
- Realization of **qualitative in-depth assessments** with the project owners and with the staff members engaged in the funded activities.



THE PROJECTS INCLUDED

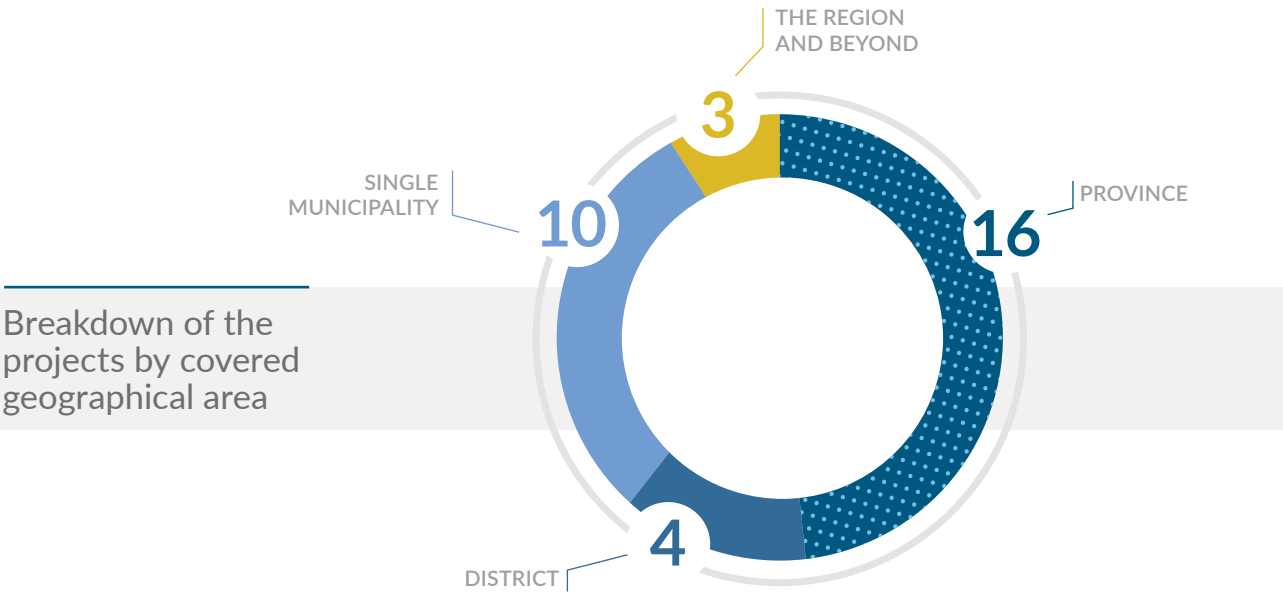
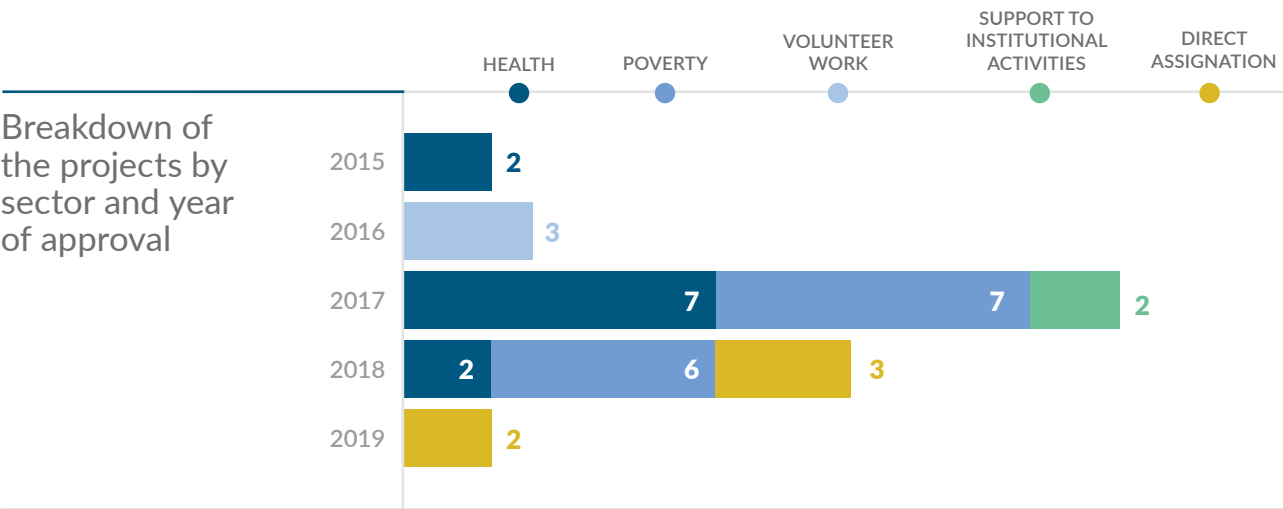
The 33 projects that were taken into account concern interventions in the social, healthcare and education scopes funded by Fondazione Cariparma through sector-specific calls for tenders to obtain contributions (volunteer work, health, actions to fight poverty), support to institutional activities and direct assignation of resources between 2015 and 2019.

The projects benefited from a total contribution given by Fondazione Cariparma amounting to over **Euro 6.5 million**, for a total investment of **Euro 13.2 million**. The contribution given by the Foundation covers **49%** of total expenses.

The investment made through the funded projects

is equal to Euro 29.4 per inhabitant, with about half this amount covered by Fondazione Cariparma. The set of the projects that were taken into account provided advantages to at least 147,708 people, i.e. one resident out of three in the Province of Parma.

Nearly half of the projects that were taken into account has the Province as its scope on intervention (48%), one out of three is intended for single municipalities, with a marked concentration of the interventions intended for the population of the Municipality of Parma, one out of ten has at least a regional scope, one out of 8 concerns social service and healthcare districts.

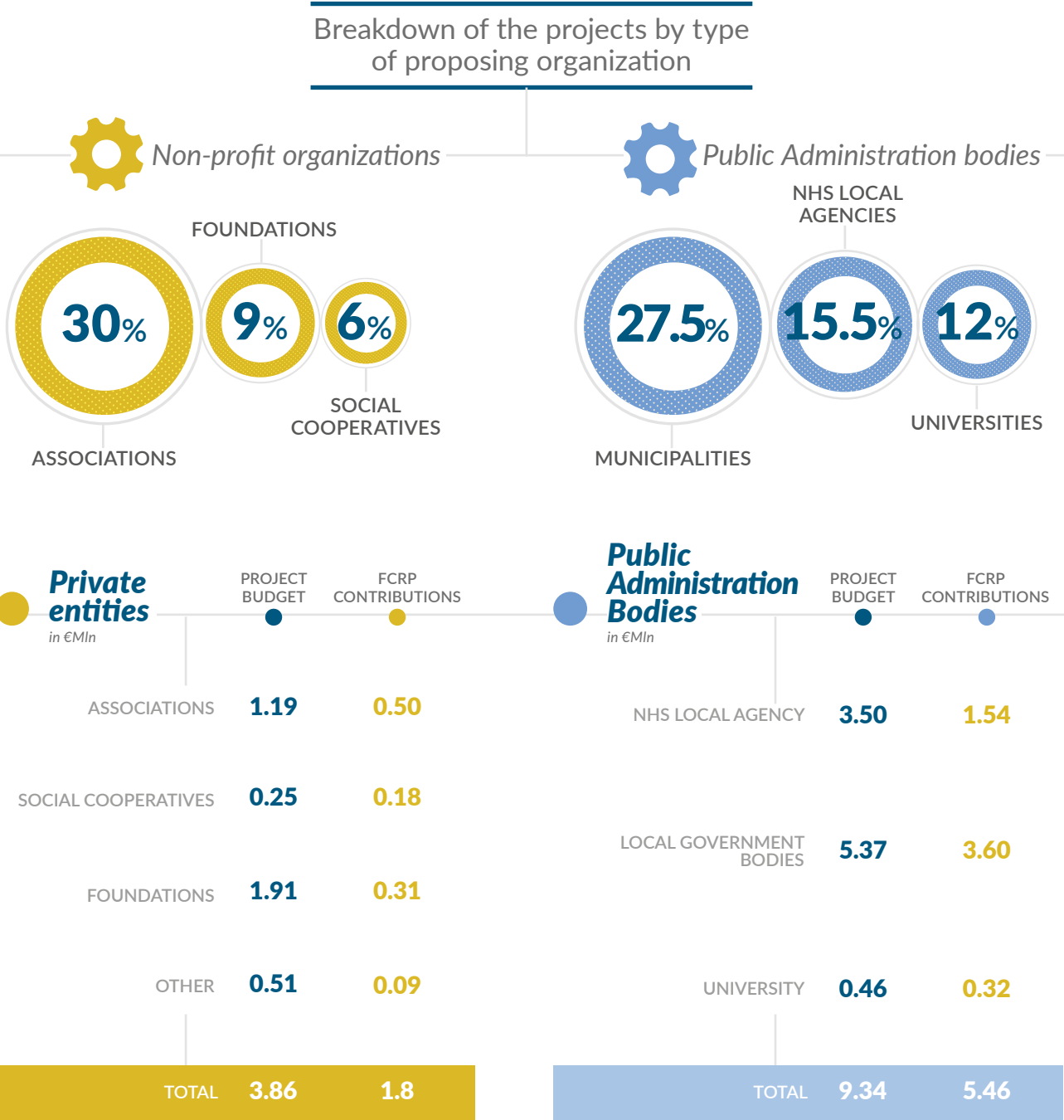




THE PROJECT OWNERS

The owners of most of the projects (55%) are **Public Administration Bodies**: municipalities, universities and local NHS agencies, which were given close to Euro 5.5 million in contributions, over a total expense budget of Euro 9.3 million.

The projects with **nonprofit organizations** as their owners are 15, for a total budget of nearly Euro 3.9 million and a contribution given by Fondazione Cariparma of little more than Euro one million.



RESOURCES AND FUNDING SOURCES

To realize the activities being evaluated, the contributions applied for amounted to Euro **7,774,213.91**, over a budget of Euro **14,426,426**. Subsequent to the assessment of the projects, contributions were awarded amounting to Euro **6,534,403**, over a total budget of approximately Euro 13,204,009. The share covered by FCRP contribution went from 54% applied for to 49% disbursed. The reduction in contributions concerned 14 projects out of 33. The **co-funding** share came to a total of nearly Euro **5.6 million**, mainly covered with the **entities' own resources**. Only seven projects stated, from the very beginning, that they had **other funders**, for a total amount of nearly Euro **1.3 million**. Therefore, taking into account the various funding sources, **Fondazione Cariparma** was the **main funder** of the realized projects, although with differences between the projects: for one Euro in the budget spent, one half was given by the Foundation, the weight of external funders was about one tenth, whereas one

third of the resources was given by the entity proposing the project.

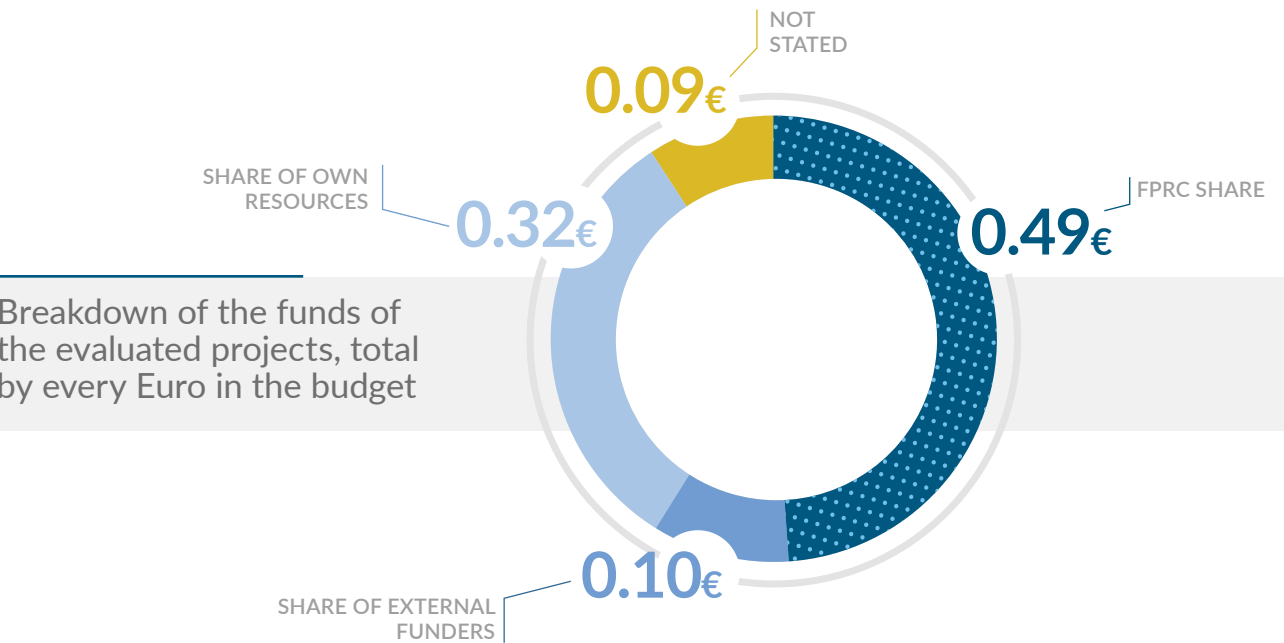
The weight of the contribution disbursed on the various budgets changes considerably:

- From 36% to 75% in healthcare projects (9 projects)
- From 12% to 100% in the social scope (21 projects)
- From 9% to 100% in the educational scope (3 projects)

**28 projects** are **still underway**. Continuity is ensured:

- In about 1 project out of 5 also by **FCRP**
- In 23 projects by **public resources** (14 projects owned by PA entities and 9 by non-profit organizations)
- In 10 projects, also by **own resources and income** (all projects owned by private entities).

The use of private resources and fundraising is still negligible.

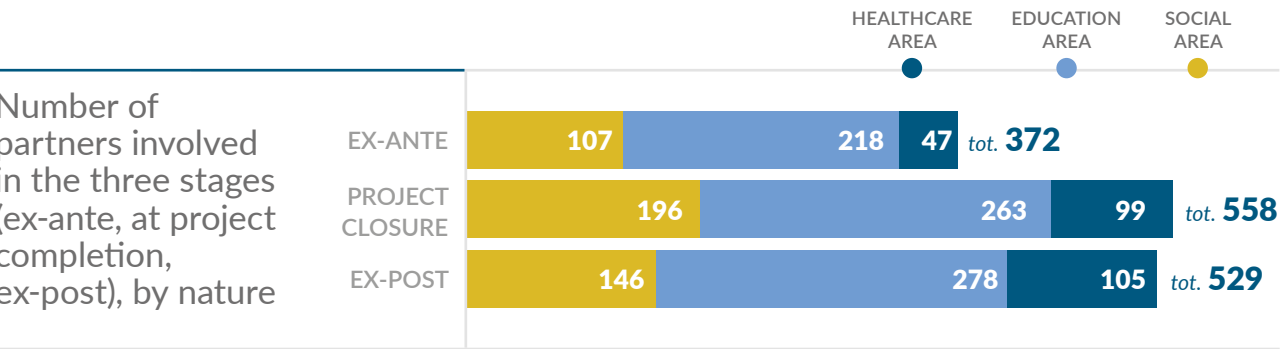




SHARE CAPITAL

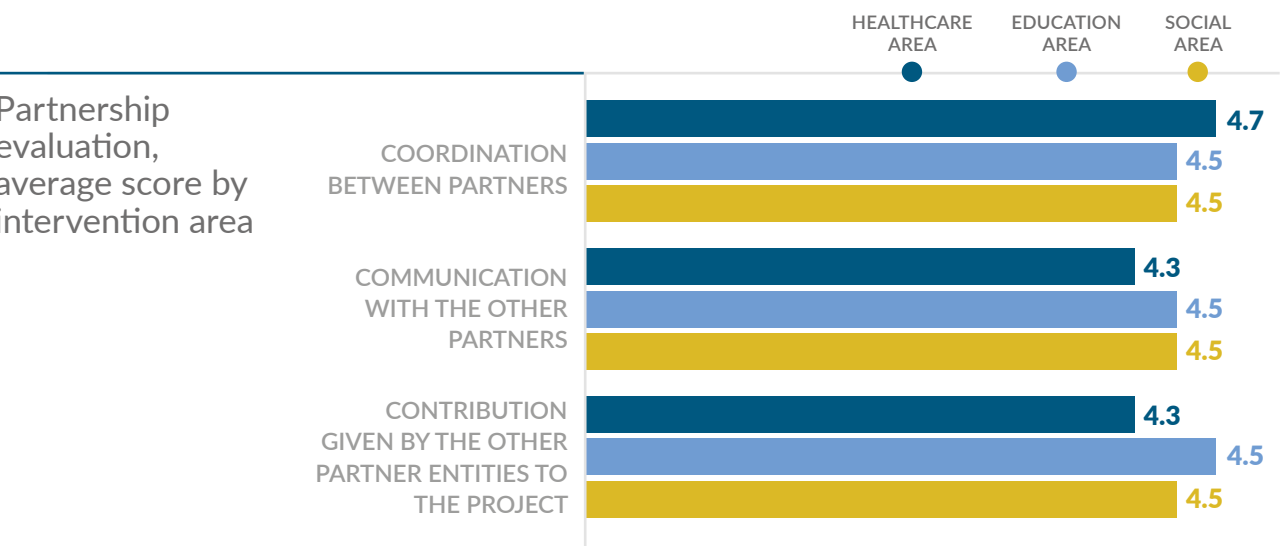
In most of the evaluated partnerships (25 out of 32) the presence of other parties is stated in the form. From 372 entities recorded at the initial stage, 558 entities were on record at

completion of the project activities. After the project completion 529 entities continued to be involved in the partnerships.



Overall involvement of the partners was measured in terms of contribution to the project and in terms of coordination and reciprocal communication. The results proved essen-

tially positive as regards all three dimensions investigated, both overall and by intervention sector.



The **social area** involved a very high number of entities (429 out of 558), and over one half (52-4%) are non-profit organizations. In the **healthcare** and in the **education** area, public administration bodies account for a higher weight (90.5% and 65.7% respectively). At the **project completion**: in one third of the cases, more entities were involved than

expected, in 20% of the cases fewer entities were involved and in 46.7% of the cases there were no changes. **Ex-post**: the partnership remained unchanged in over one half of the cases (56%), in more than one case out of four it increased (28% of the cases) and it decreased in 16% of the cases.

HUMAN CAPITAL

Considering the available values, it can be seen that, at the beginning, at least 1,063 people in total were involved in the project,

at its completion at least 3,706 people and, at present (ex-post) *at least* 2,624.

People involved at the beginning and at completion of the project and ex-post, by type (in parenthesis the number of projects for which the respective data are available)

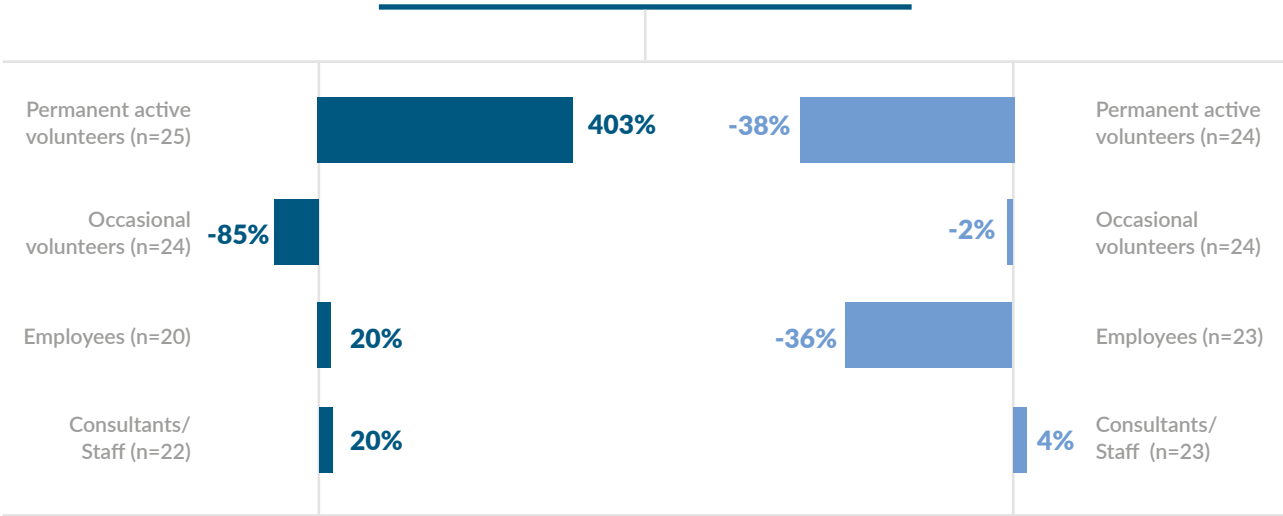
	PERMANENT VOLUNTEERS	OCCASIONAL VOLUNTEERS	EMPLOYEES	CONSULTANTS/ STAFF	TOTAL*
PROJECT BEGINNING	300 (n=27)	527 (n=26)	166 (n=20)	70 (n=22)	1,063
PROJECT CLOSURE	1,540 (n=29)	1,357 (n=30)	405 (n=32)	404 (n=32)	3,706
EX-POST	897 (n=24)	1,315 (n=24)	133 (n=23)	279 (n=23)	2,624

\* It is an "at least" total value, as it is the sum of available data only for different projects

For each type of human resources, the quantitative changes occurred over time can be analyzed in depth. The funded projects generated an increase in the "human capital" involved in the project realization. After the project completion, there was an overall physiological de-

crease in the engaged human resources, but this decrease was smaller in size than the initial increase. Overall, a net positive effect was generated in terms of increase in the "human capital" active in the community in favour of the proposed initiatives.

Percentage change in the number of people from the beginning to the end of the project, from the end of the project to the ex-post stage (n=projects for which the data are available)





## THE INTERVENTIONS

The 33 projects realized a wide range of interventions, different in accordance with the intervention area, type of response and purpose. Ten of the projects taken into account aimed at **efficiency-enhancing interventions**, i.e. the purchase of equipment or goods as the main intervention. It is an “investment-based interven-

tion”, whose effects, to be generated in terms of outcome for the beneficiaries, require adequate time in use, after the completion of the activities strictly connected to the use of the resources. Conversely, the other projects concern “**current**” **services and interventions**, directly provided to the target recipient population.

	NUMBER	TOTAL AMOUNT (€Mln)	FCRP CONTRIBUTION (€Mln)
EFFICIENCY-ENHANCING INTERVENTIONS	10	4.1	1.9
DIRECT INTERVENTIONS	23	9.1	4.6
TOTAL	33	13.2	6.5

The interventions were reclassified by intervention area and type of response, using classification systems that are specific for the study of welfare systems.

In this scope, social, healthcare, education “response maps” are built, which provide an **interpretation tool**:

- Which can be used longitudinally to **compare the allocation choices** made over the years;
- Through which **one’s support action can be steered** towards the local welfare system, where its use is integrated with the interpretation of the existing local capacity to supply the related services.

The intervention can also be classified by intervention area: social (21 projects), healthcare (9 projects) and education (3 projects).

**Social area:** The supported social offer has been represented using a classification by type of response. Each project has been entered in the response level matching its qualifying intervention: ordinary or emergency access, home, intermediate, residential level. Over 75% of the contributions

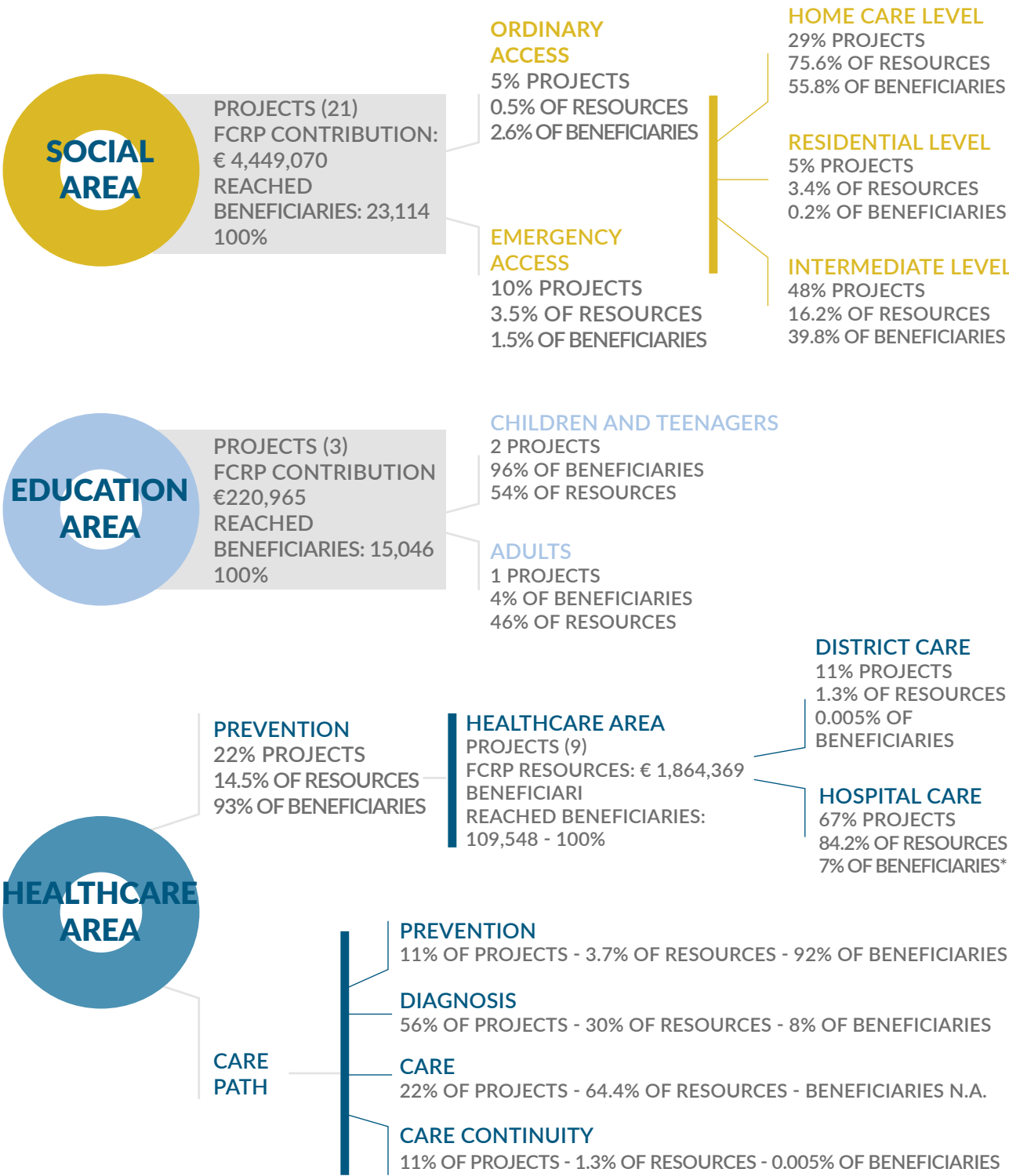
concerns **home interventions**, which reached more than one half of the beneficiaries in 29% of the projects. Nearly half the funded projects concerns **intermediate** interventions, which reach, with 16% of the resources, 40% of the beneficiaries.

**Education area:** The three projects in this area regard intermediate activities, i.e. carried out during the day, within educational and recreational paths mainly intended for children and teenagers.

**Healthcare area:** The funded healthcare interventions have been classified by **essential levels of care** - the collective prevention and public health area, the district or outpatient care area, the hospital care area. The **hospital care** area absorbed the highest percentage of projects and resources. The number of beneficiaries is considerably underestimated: due both to the fact that data about some projects are missing and to the very nature of the funded actions. The number of beneficiaries of **prevention** interventions is very high: this figure is affected by the realization of an information and prevention initiative that involved all the elderly population of the Region.

Another classification of the interventions concerns the concerned phase of **care path**: diagnosis, treatment and continuing care. In this perspective, the number projects and of resources

falls for the most part in the **diagnostics** area: in some cases the activity mainly develops in terms of research, in other cases is intended for the users of hospital services.





BENEFICIARIES

The **expected beneficiaries** of the interventions, given in 29 projects out of 33, amount to **139,598** people, about 3 people out of 10 residents in the Province of Parma. They are concentrated in the **healthcare** area be-

cause of a project that, on its own, aimed at reaching over **100,000** people. The projects with **social** content stated **24,541** expected beneficiaries, while, of the **education** projects, only one estimated expected beneficiaries in about **3,000** teenagers.

AREAS	PROJECTS	EXPECTED BENEFICIARIES	BENEFICIARIES OVER POPULATION*1,000
SOCIAL	19	24,541.00	54.34
HEALTHCARE	9	112,057.00	248.12
EDUCATION	1	3,000.00	6.64
TOTALE	29	139,598.00	309.10

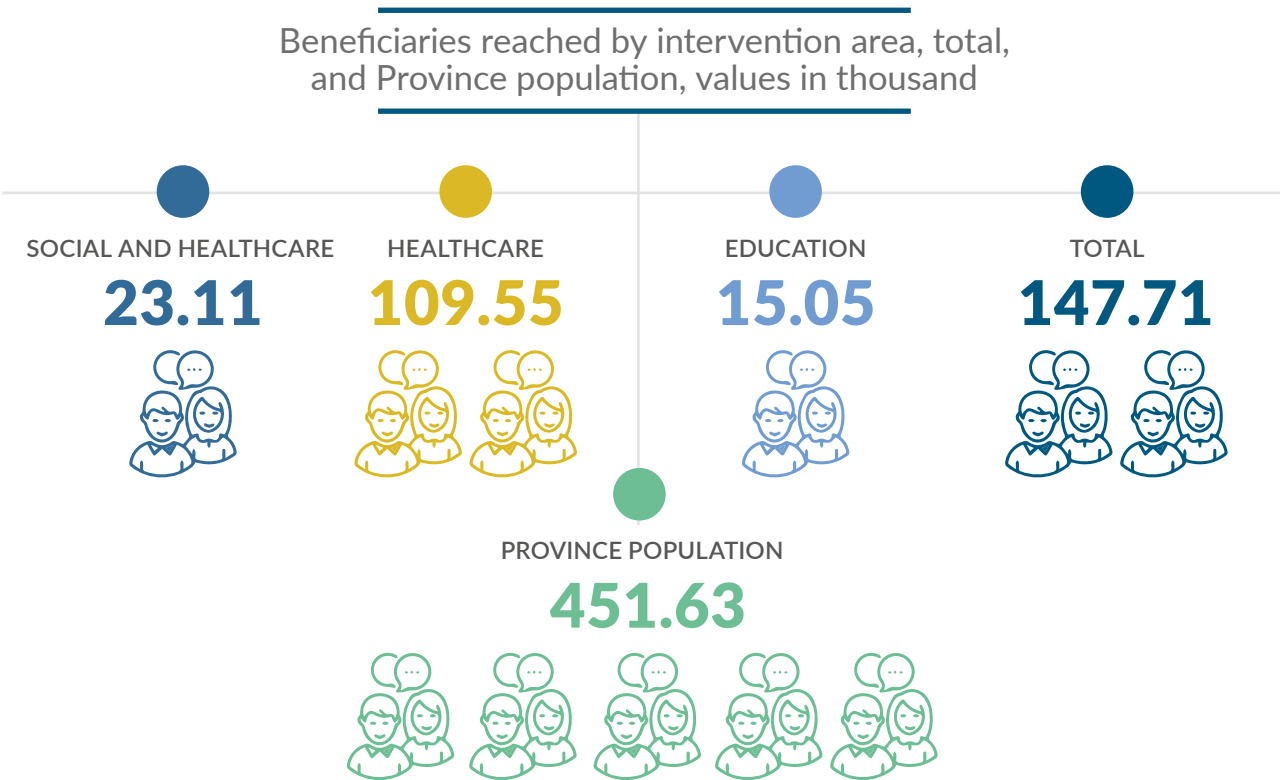
The expected beneficiaries stated in the **social area** projects realized in the city of Parma are equal, in terms of number, to the **estimated**

**ed relatively poor** in the city, while, for the Province, the identified beneficiaries would be 80% of the target population.

	TOTAL POPULATION	PEOPLE IN RELATIVE POVERTY (ESTIMATE)	ESTIMATED BENEFICIARIES	BENEFICIARIES/TARGET
PROVINCE OF PARMA	451,631	30,710.91	24,541.00	80.0%
MUNICIPALITY OF PARMA	196,518	13,363.22	13,413.00	100.4%

The **reached beneficiaries** amount to at least **147,708** people, i.e. **106%** of expected beneficiaries. This figure regards 29 out of 33 projects. Over the population, the number of reached beneficiaries accounts for little **more than 33% of the total population of the Province**. In the **social and healthcare scope**, the num-

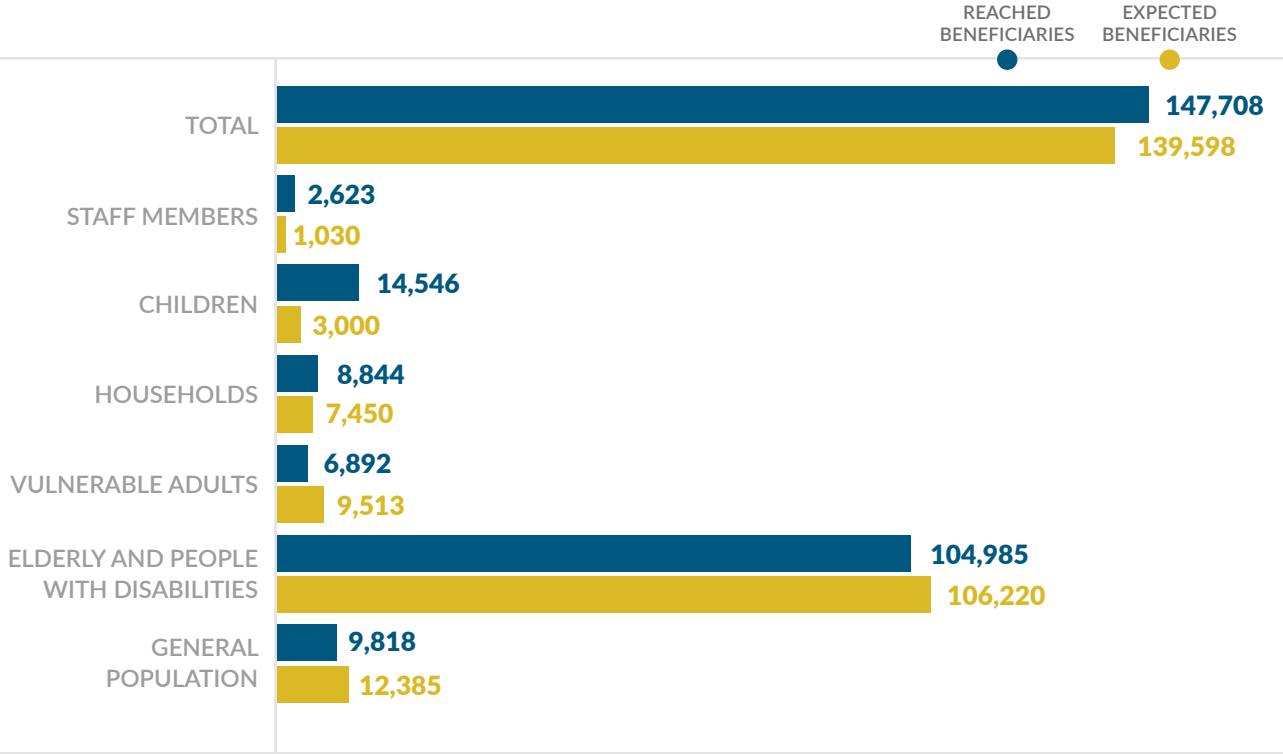
ber of actual beneficiaries is almost in line with the expected one. In the **education scope**, the reached recipients are 5 times as many as the expected ones, because the aggregate figure reports also the beneficiaries of two of the three projects in this area which had not stated the ex-ante value.



AREAS	EXPECTED BENEFICIARIES (A)	ACTUAL BENEFICIARIES (B)	ACHIEVEMENT LEVEL
SOCIAL	24,541.00	23,114.00	0.94
HEALTHCARE	112,057.00	109,548.00	0.98
EDUCATION	3,000.00	15,046.00	5.02
TOTAL	139,598.00	147,708.00	1.06

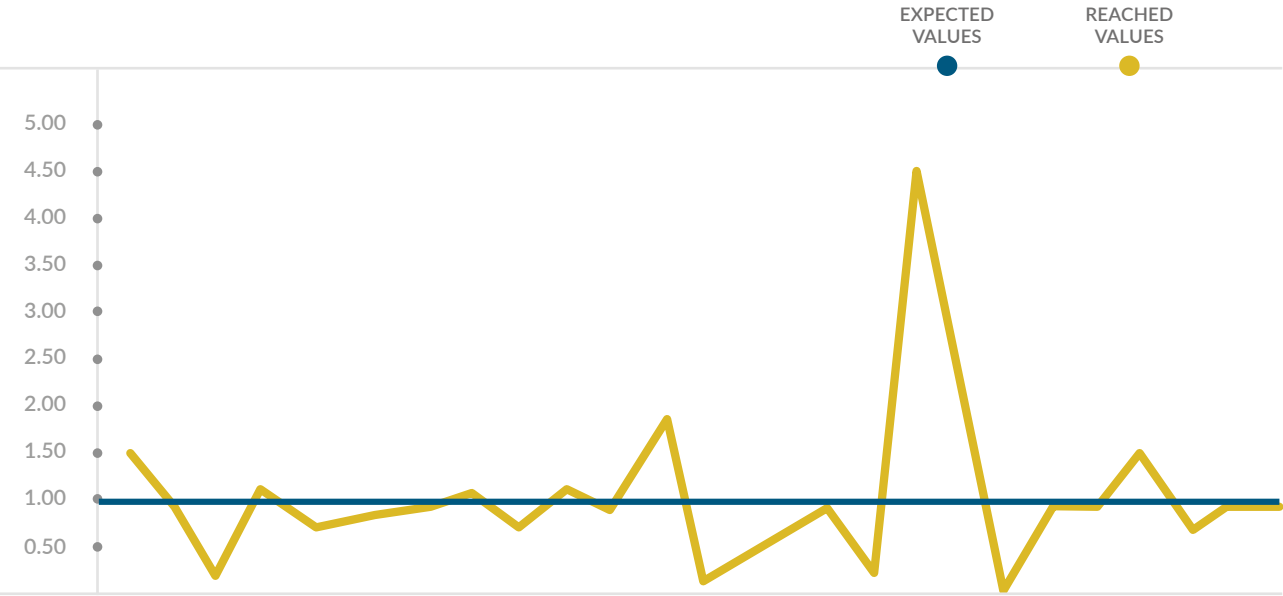
In terms of expected and reached beneficiaries, the most represented **area of need** is that of the **elderly** and of **people with disabilities**, which, on its own, accounts for 76% of expected beneficiaries and **71% of reached ones**. Between expected beneficiaries and reached ones, the **increase in underage beneficiaries** stands out, as, from being 2% of the expected ones they actually account for 10% of reached beneficiaries: the CUS Parma project has a considerable weight, with over 11 thousand school children and teenagers reached.





The reasonable quantification of the expected recipients can be considered an indicator or project quality: it shows the proposing entity's ability to foreshadow the result it wants

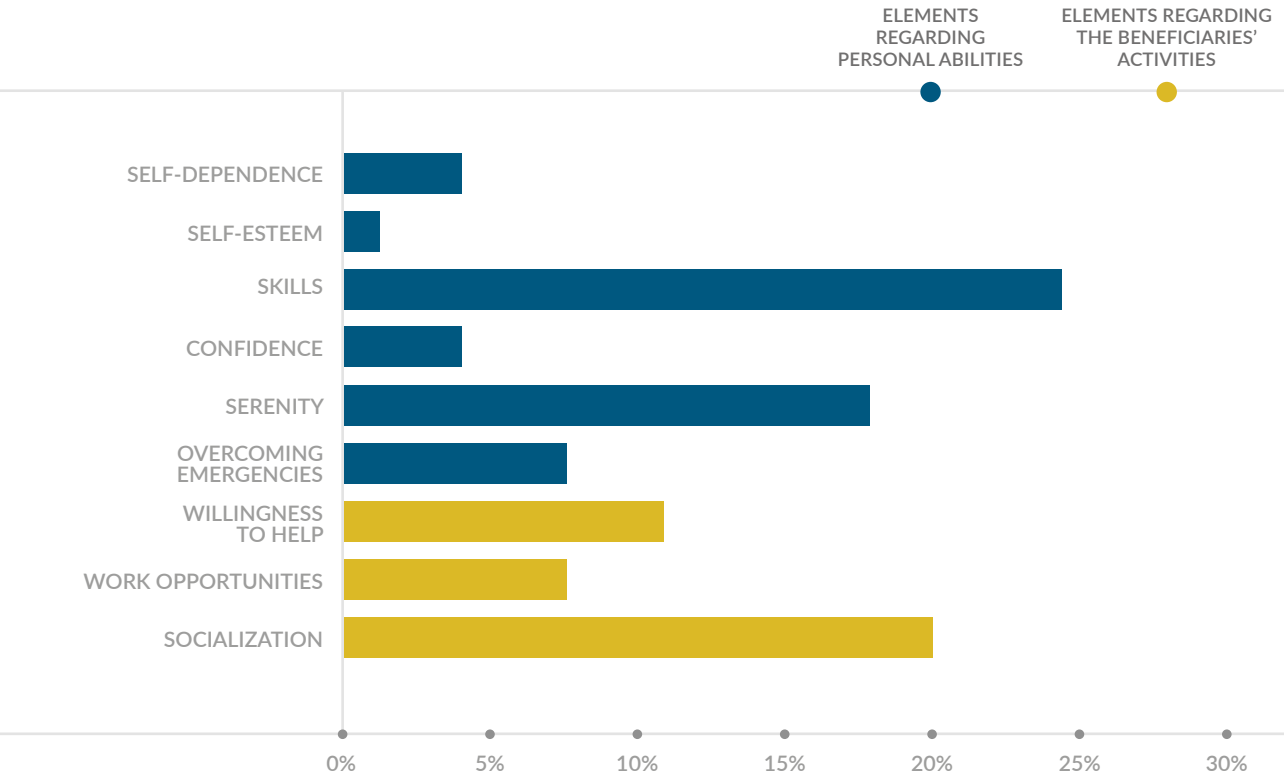
to achieve. The ratio of expected values to the values actually achieved in the 27 examined projects shows considerable fluctuations.



## THE ACHIEVED RESULTS

Achieved result means the set of **changes generated** on the beneficiaries, as detected and reported by the entities engaged in the funded actions. The two projects in the **education area** targeting children and teenagers **posted positive effects on the recipients involved** in the activities, in terms of physical and relational wellbeing, of good eating habits and life styles acquired. These are ongoing projects, which, over the years, have established wide cooperation networks that also include scientific partners that are interested in carrying out studies and research. In the **healthcare scope**, the main focus was on the changes achieved in **scientific** and **organizational** terms, but direct and indirect feedback was also obtained in **clinical** terms and in terms of patients' wellbeing. In the **social area** projects, the most frequent changes concerned methodological and organizational aspects of the realized intervention. Specifically, the funded projects gave the chance to **test and validate** the intervention

methods that the organizations methods that the organizations have then used again in other activities in an **implementation process** still underway. The ability to **foreshadow the outcomes** and the methods to monitor them in the project routine activities is markedly different. In the **healthcare scope**, outcomes are conceived as clinical outcomes: where the type of action allows it, there are outcome indicators that are then specifically monitored. In the **social and education scope**, experiences, technical tools and sensitivity are different and these differences clearly emerged from the held interviews. The staff members were asked to point out the positive changes they saw in the beneficiaries subsequent to the interventions. The respondents, nearly all of whom were part of projects in the social scope, reported elements about personal abilities (dark colour) and about the beneficiaries taking action (light colour).



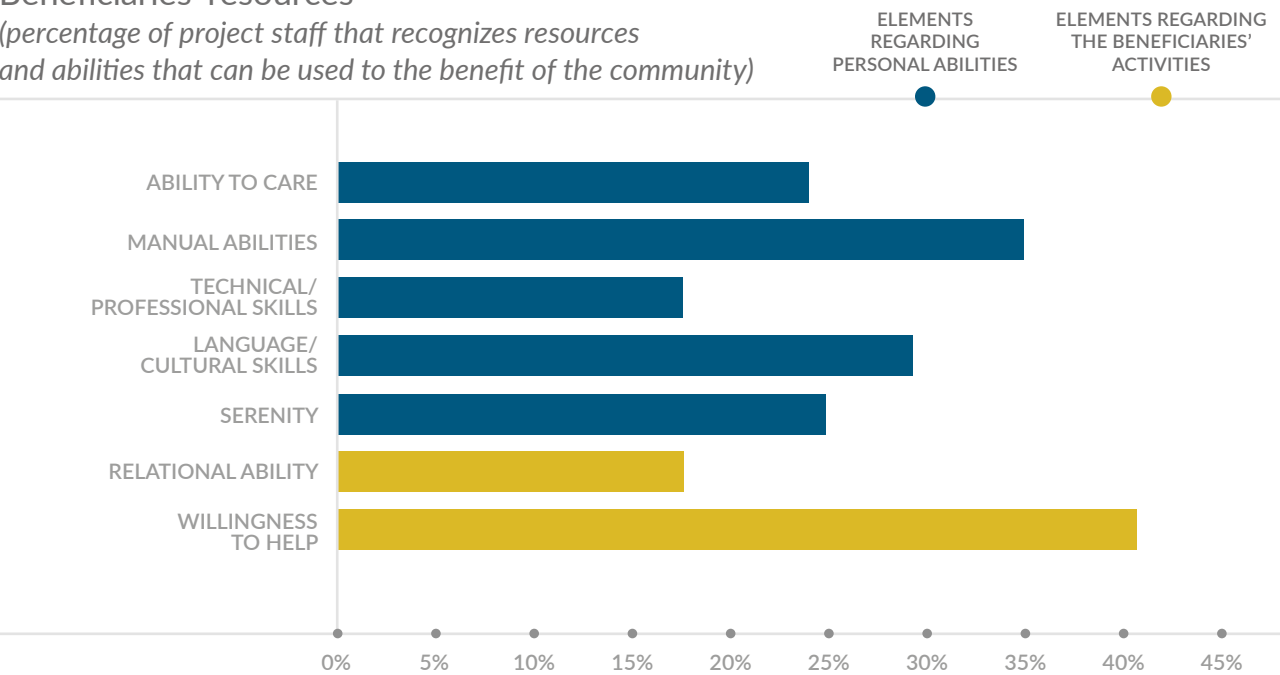


## ENGAGEMENT TO ACHIEVE THE RESULT

In preparing its calls for tenders and in the assessment and approval of the project proposals, Fondazione Cariparma has been attaching more and more value to those that, while providing the service, also aim at involving recipients in volunteer work activities to the benefit of the community. In almost one project out of three among the 33 projects examined in this evaluation ses-

sion, the involvement of the people receiving help was the target of project actions: 13 out of 18 project owners interviewed and 20 out of 45 staff members that completed the online questionnaire reported this type of experience. The resources that were seen in the beneficiaries ranged from specific skills to relational and personal talents.

Beneficiaries' resources  
(percentage of project staff that recognizes resources and abilities that can be used to the benefit of the community)



The project owners identified the main factor facilitating the practices of engagement to achieve the results in helping staff members to recognize the potential of the beneficiaries and to enhance them in their respective entities

or in others. This requires also a considerable investment in the network around the organization, in order to find the right settings in which people can capitalize on their abilities and skills.

## SUMMARY EVALUATION

For each project, a summary evaluation was carried out, structured in 7 dimensions: the overall level of achievement of the project objectives; the degree of realization during the project and the persistence, after the end of the project, of its actions, expected results and of the network of involved partners.

These dimensions can be applied to all initiatives, irrespective of the intervention scope, because they consist in crosswise elements that qualify all the projects.

The evaluation has a twofold perspective:

1 it considers the **achievement level**, i.e. measures the outcomes realized through the project

2 against the values expected *ex ante*, while taking into account also the **persistence level**, i.e. the ability to maintain or extend the results of the project after its end in a perspective of sustainability over time.

For every dimension, a standardized indicator was constructed, going from 0 to 1. The synthetic score (global score) summarizes the scores assigned to each one of the seven dimensions used.

For each project, the results achieved in the considered dimensions and their contribution to the final score can be reported.

SIZE	INDICATOR
1. Achievement of the objectives	Level of achievement of the stated objective
2 Realization of the project actions	Level of realization at project closure
3 Persistence of the implemented actions after the end of the project	Level of actions maintained over time
4. Increase of the initial network of partners during the project	Change in the number of partner entities "Recorded at the project closure" vs. the number of entities "Stated in the project"
5. Persistence of/increase in the network of partners after the end of the project	Change in the number of partner entities "Currently involved" vs. the number of entities "Recorded at the project closure"
6. Achievement of the expected results within the project	Average ratio of the value of the results measured at the end of the project to the value expected ex ante
7. Persistence of the results after the end of the project	Average ratio of the value of the results measured at follow up ex post to the value measured at the end of the project



DOSSIER	ENTITY NAME	APPLICATION OBJECT	AMOUNT DISBURSED	GLOBAL INDEX	WEIGHTED GLOBAL INDEX
2019-0019	CASA DI PADRE LINO FOUNDATION - PARMA	Support to the entity's institutional activities	150,000.00	0.68	0.49
2017-0126	ARTETIPI SOCIAL PROMOTION ASSOCIATION - PARMA	«L'ARTERIA - Permanent Atelier and social shirt making shop» project.	35,000.00	0.83	0.83
2017-0129	ITALIAN ASSOCIATION AGAINST LUKAEMIA, LYMPHOMAS AND MYELOMA - PARMA	«EMOCASA: Project for home care of haematological patients».	25,000.00	0.60	0.60
2015-0090	NHS-UNIVERSITY HOSPITAL OF PARMA - PARMA	«Optimization of molecular diagnostics of Erdheim Chester disease» project.	40,000.00	0.60	0.60
2017-0138	NHS-UNIVERSITY HOSPITAL OF PARMA - PARMA	«Innovation in cancer molecular diagnostics» project.	99,369.00	0.66	0.66
2017-0179	DEPARTMENT OF MEDICINE AND SURGERY University of Parma - PARMA	«Bed-side technologies for better clinical-functional outcome» project.	30,000.00	0.87	0.74
2017-0163	DEPARTMENT OF MEDICINE AND SURGERY University of Parma - PARMA	«Parma against new drugs» project.	200,000.00	0.77	0.77
2018-0065	CENTO PER UNO ASSOCIATION - PARMA	«Emporio Solidarity market» project.	59,000.00	0.71	0.71
2017-0079	CULTURAL-MENTE ASSOCIATION - PARMA	«GE.CO. - Generating skills to develop communities» project.	20,000.00	0.72	0.51
2017-0104	CENTRE FOR IMMIGRATION, ASYLUM AND INTERNATIONAL COOPERATION - PARMA	«MONDONUOVO - - experimenting the community integration tutor» project.	57,500.00	0.74	0.74
2018-0005	MUNICIPALITY OF BUSSETO - BUSSETO (PR)	Charity activity in favour of people in need living in the Municipality of Busseto	20,000.00	0.75	0.43
2016-0154	MUNICIPALITY OF LANGHIRANO - LANGHIRANO (PR)	«S.T.A.F.F. (Local Hub for Family Assistants and Training)» project.	25,000.00	0.75	0.43
2018-0089	MUNICIPALITY OF PARMA - PARMA	An integrated project to provide support to vulnerable and multi-problem households facing housing disadvantages	100,000.00	0.83	0.71

DOSSIER	ENTITY NAME	APPLICATION OBJECT	AMOUNT DISBURSED	GLOBAL INDEX	WEIGHTED GLOBAL INDEX
2017-0061	MUNICIPALITY OF PARMA - PARMA	Realization of paths for taking charge of, support towards self-dependence and towards integration.	200,000.00	0.80	0.69
2017-0062	MUNICIPALITY OF PARMA - PARMA	«A home to start afresh» project.	200,000.00	0.77	0.77
2017-0060	MUNICIPALITY OF PARMA - PARMA	«Support to the family -preventing poverty as a shared objective» project.	1,300,000.00	0.84	0.60
2018-0092	MUNICIPALITY OF PARMA - PARMA	"Fighting poverty: supporting people to prevent poverty as a shared objective" project	1,650,000.00	0.80	0.46
2017-0066	DIOCESAN CURIA OF PARMA - PARMA	«Oratory Project» continuation for the school year 2017/2018.	90,000.00	0.80	0.80
2016-0166	FIORENTE SOCIAL COOPERATIVE COMPANY - PARMA	«Le Maglidee - From thread to network from network to thread - knitwear workshop».	50,000.00	0.63	0.63
2018-0115	FONDAZIONE DI RELIGIONE E CULTO CARITAS S. ILARIO - PARMA	Emergency-response interventions: soup kitchen, shower facilities and shelter, distribution of food and clothes.	130,000.00	1.00	0.57
2018-0118	FONDAZIONE DI RELIGIONE E CULTO PER LE OPERE CARITATIVE - FIDENZA (PR)	Running the soup kitchen for 2018	25,000.00	0.74	0.74
2017-0117	FORUM SOLIDARIETÀ - PARMA	«Virtuous triangle» project.	82,069.13	0.74	0.74
2018-0030	CUS PARMA University Sports Center - PARMA	«Giocampus» 2018/2019 project.	50,000.00	0.85	0.49
2018-0023	LUDE - LIBERA UNIVERSITÀ DELL'EDUCARE - MESSINA (ME)	«Cantiere Educare» project year 2018.	32,000.00	0.56	0.40
2017-0122	DEP. OF HUMANITIES University of Parma - PARMA	«University Plan for refugees» project.	24,424.24	0.66	0.66
2015-0094	DEP. OF BIOMEDICAL SCIENCES University of Parma - PARMA	Promotion of vaccination policies in elderly people residing in the Province of Parma	70,000.00	0.93	0.40



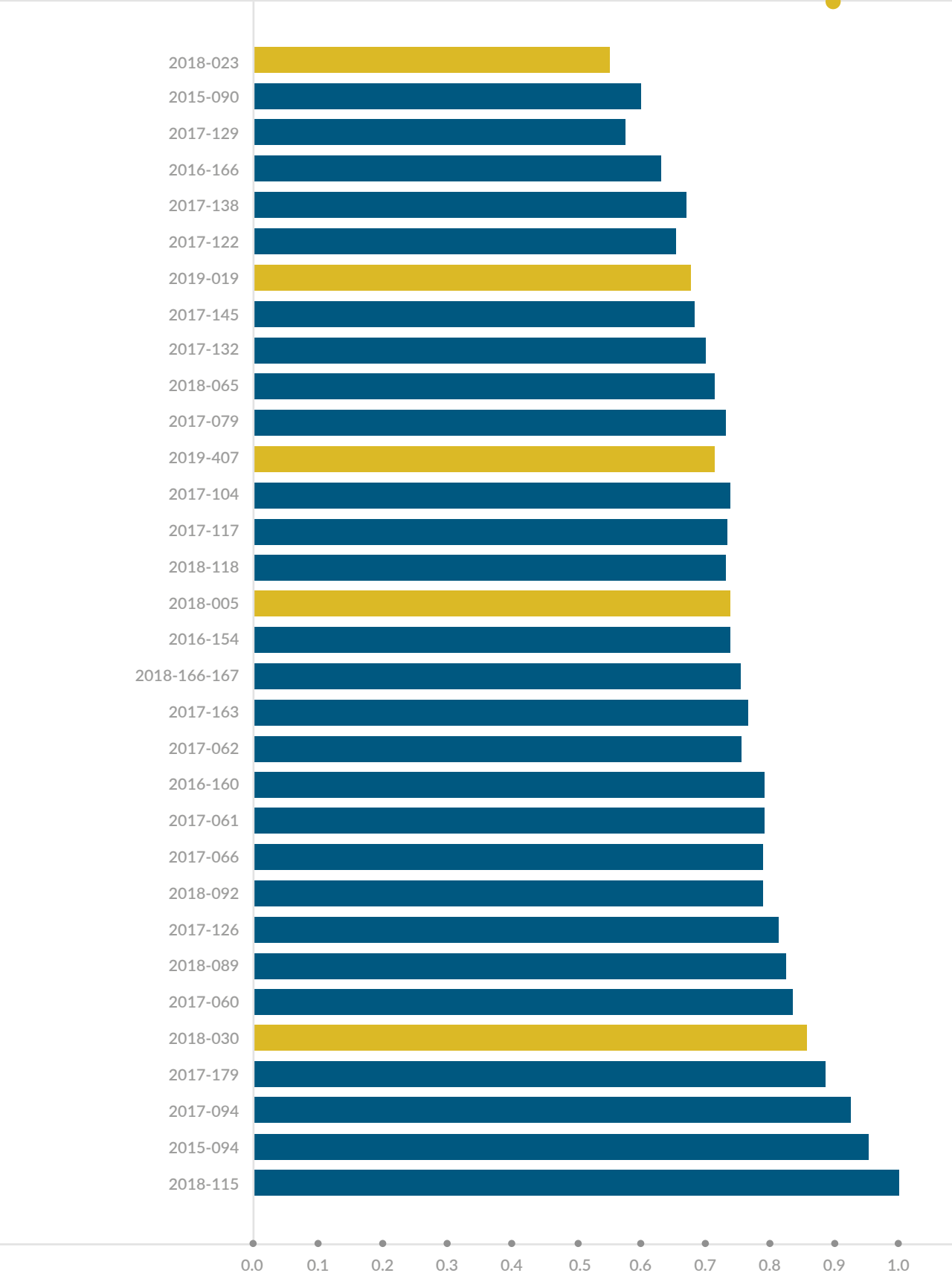
DOSSIER	ENTITY NAME	APPLICATION OBJECT	AMOUNT DISBURSED	GLOBAL INDEX	WEIGHTED GLOBAL INDEX
2018-0167	MUNICIPALITY OF TRAVERSETOLO - TRAVERSETOLO (PR)	Furniture and aids for the new Assistance for the elderly and social rehabilitation for the disabled Day Centers in Traversetolo	49,016.97	0.76	0.54
2018-0166	MUNICIPALITY OF TRAVERSETOLO - TRAVERSETOLO (PR)	Realization of the second section of the new Assistance for the elderly and social rehabilitation for the disabled Day Centers in Traversetolo	50,000.00	0.76	0.54
2017-0132	NHS-UNIVERSITY HOSPITAL OF PARMA - PARMA	«Innovation in Neuroradiology» project.	200,000.00	0.70	0.60
2017-0145	NHS LOCAL AGENCY OF PARMA - PARMA	Project for the upgrading of the surgical division of the Fidenza hospital.	200,000.00	0.69	0.69
2017-0094	FORUM SOLIDARIETÀ - PARMA	«FORUM FA L'IMPRESA!» project.	43,000.00	0.91	0.91
2019-0407	NHS-UNIVERSITY HOSPITAL OF PARMA - PARMA	Acquisition of a robot-assisted surgery system.	1,000,000.00	0.72	0.51
2016-0160	CONSORZIO SOLIDARIETÀ SOCIALE SCSRL ONLUS - PARMA	«LABORATORI DI MEZZO» second project.	130,000.00	0.80	0.80

The **global evaluation index** is expressed as a value between 0 - 0% and 1 - 100%. The scores associated with the available indicators can be summed and standardized against the maximum total score achievable on the available indicators. For each project, the ratio can be calculated of the sum of the scores of the indicators to the “theoretical” maximum total value, i.e. the maximum total score that can be obtained on all the indicators, including those that are not

available. In the latter case, a **weighted global evaluation index** is obtained. For each project, the value of the weighted global index:

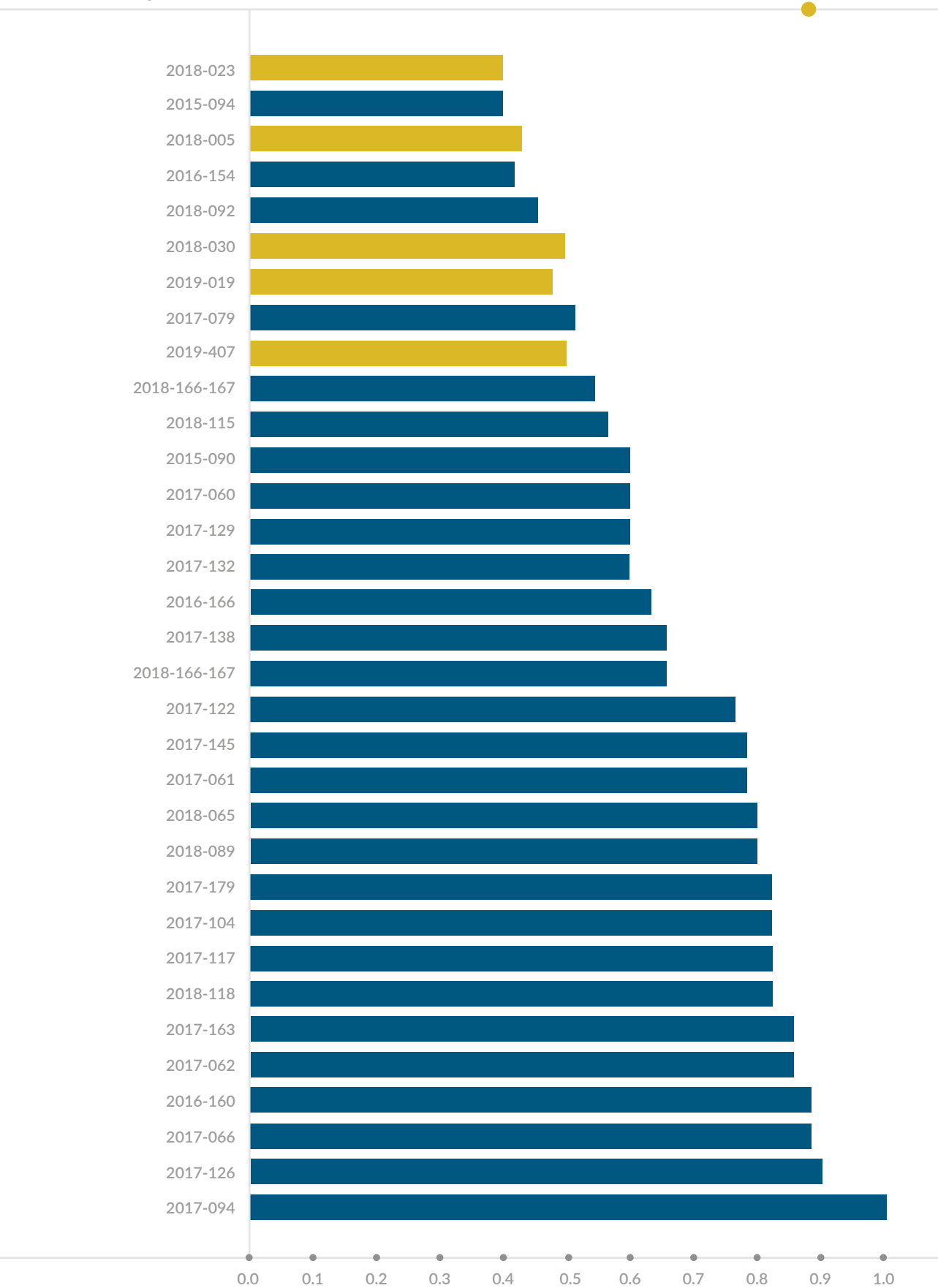
- decreases as the percentage of the available indicators decreases (of total of 7 considered);
- it is equal to the value of the non-weighted global index for the projects for which all 7 indicators can be calculated.

Global index by project, standardized values (0-1 scale)





Weighted global index (including the missing indicators), values by project



## GUIDE TO INTERPRETATION

The scores obtained by the different project must not be considered as an “absolute” evaluation on the merits of everything that was done by each project.

It must be considered that:

- 1 The scores are partly based on data that were requested afterwards and that not all projects were able to provide.
- 2 The assignation of each score starting from raw data requires simplifying standardized (i.e. smoothed) assumptions to be applied to projects that have different nature and features.
- 3 The assigned scores refer to seven dimensions that are material but not exhaustive, given that other material aspects (such as the absolute values of the achieved results) are not fully represented in these dimensions.

The indices - by single dimension and global - give a summary, immediate and comparable

“reading” of a considerable part of the value produced and maintained over time by the funded project actions with regard to key aspects of the project concerned.

In general terms, the index can be weighted also based on considerations on the merits regarding the objectives set for giving funding contributions.

If Fondazione Cariparma held as a priority promoting interventions that feature such persistence over time so as to produce a material impact in the medium term, the persistence indexes would be very material and used as one of the global index component. The same line of reasoning applies to the activity component vs. the network one: they are included in the index with an equal weight because these two elements are given the same materiality in the Foundation's general directions.



## MONITORING AND EVALUATION

### PART 3

**EVALUATION OF FONDAZIONE  
CARIPARMA INTERVENTIONS IN THE ART  
AND THE ENVIRONMENT MACRO-AREA**  
(INITIATIVES FUNDED WITH CONTRIBUTIONS  
DISBURSED IN THE 2019 CALENDAR YEAR)  
By **PTSCLAS S.p.A.**

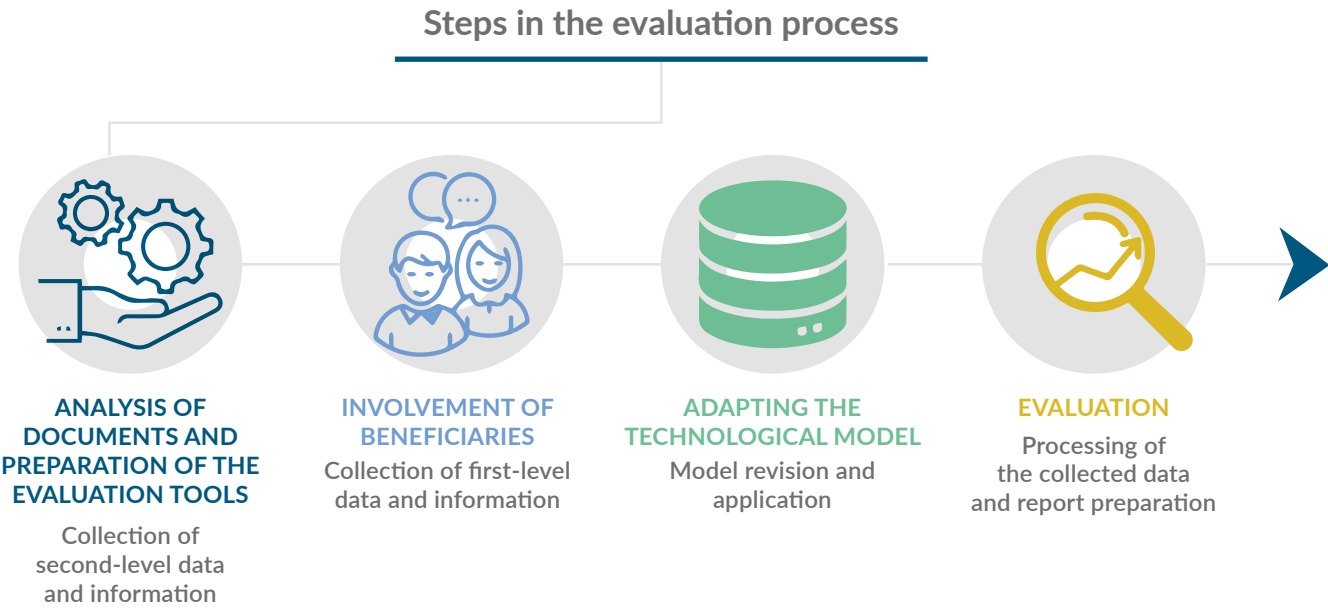
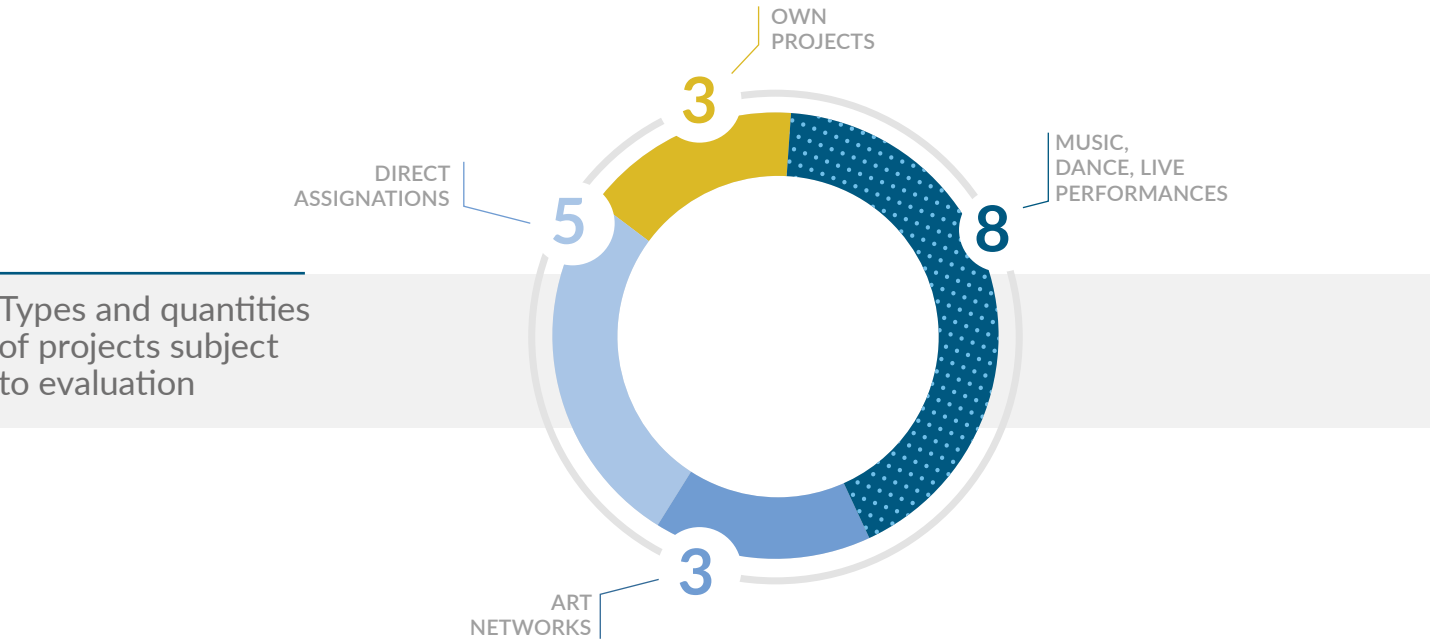


FOREWORD

The evaluation of projects in the Art, cultural heritage and activities sector for 2019 continues on the path started in 2017 by Fondazione Cariparma, as the same interpretation model has been used again, albeit updated, which is structured on quantitative and qualitative indicators, aimed at reconstructing the information framework on the genesis and on the process to organize and realize the Beneficiaries' projects. The focus assigned to PTSCLAS S.p.A, concerned 19[1] projects to which the Foundation disbursed and contribution in 2019. The sample consists of 3 dossiers on own Projects, 5 on direct Assignations, 8 regarding the "Music, Dance and Live Performances" call for tenders and 3 regarding the "Art Networks" call for tenders.

The analysis process has been divided into **four** main **steps**, which consisted, at first, in collecting the secondary data in the documents already made available to the Foundation by the Beneficiaries and then in speaking directly with the project managers of the initiatives that were given contributions for the collection of primary data and in-depth assessment of behaviours, attitudes and opinions, then in adapting the methodological process and its application and, lastly, the actual evaluation of the outputs and outcomes.

NOTE: Of the 21 dossiers, 2 were excluded from the evaluation as the related data were not sufficient for the analysis.



STEP 1 – Document analysis and preparation of the evaluation tools

In the first step, the indicators were selected and populated starting with the data that were already available in the documents provided by the Beneficiaries upon submission of the projects and applications for contributions or upon business and financial reporting, at the closure of the activities. Thanks to this first review, a complete dataset of the projects could be prepared, containing the main features of each one of them in terms of: *applicant, contribution applied for, amount resolved, co-funding amount, any government grants received (e.g. from the Single Fund for Performing Arts and Art Bonus), other entities involved, target audience*. Using the information thus collected and classified, the evaluation model, which had already been designed for the previous years, could be worked on and adjusted to the new needs determined by the sample under examination.

As done since the first trial year, the model has retained the distinction between **output**, measuring the products realized by the beneficiaries through the projects, and **outcome**, expressing the effects that are defined as changes in the intervention setting directly and indirectly generated by the project realization. Conversely, the revision concerned the metrics used for the various measurements, in accordance with an approach aimed at streamlining survey and at making data more and more comparable. Therefore, the first stage was the selection of the **output indicators** already identified, in order to build a dashboard balancing the need to be crosswise and the need to give the right weight to the specificity of the activities carried out and of the players involved. The resulting model comprises **27 indicators**, which, as shown in table below, refer to **7 observation scopes**.



## COMMUNICATION



Thanks to the grids thus constructed, for each project a detail analysis is available and, on the other hand, synthetic indexes can be built to evaluate the performance against the Foundation's strategy. Indeed, by crossing the **output indicators**, **29 indexes** have been built that measure the rate of achievement by the project and its promoters of the objectives stated by the Foundation in its Budget and Medium Term Plan and in its Forward-looking Strategic Plan, as well as in the evaluation criteria set out in the various calls for tenders. Therefore, as shown in the table below, each index results from a strategic objective and from a phenomenon, which, intentionally and

once again consistently with the approach set in previous years, make reference to the analysis pattern used for the evaluation of past contribution cycles. The score obtained by each project on different indexes is then supplemented with the average of the values stated in the **outcome** measurement, in order to reach a **synthetic evaluation** of the effects achieved by the projects, thanks to effective balance between quantitative and qualitative methodologies, which measures the productive potential, as well as the potential for community and social growth of the projects of the Province of Parma.

SCOPE	PHENOMENON	INDEX
AUDIENCE DEVELOPMENT	Participation of the audience	Audience interest
	Participation of the audience	Audience propensity to consume
	Participation of the audience	Propensity of the audience to enjoy innovative contents
	Participation of the target school and university audience	Interest of school and university audience
	Participation of the target school and university audience	Participation of young audience in the production process
ENHANCING OF TALENTS	Management of artistic resources and professional skills	Artists and supply system
	Qualità ed esperienza artistica e professionale delle risorse coinvolte	Artists and the community
	Qualità ed esperienza artistica e professionale delle risorse coinvolte	Artistic quality
QUALIFICATION OF THE SUPPLY SYSTEM	Proposal of innovative products and contents	Innovative supply
	Proposal of innovative products and contents	Artistic quality of the innovative supply
	Upgrading of the enjoyment systems	Propensity to service innovation

SCOPE	PHENOMENON	INDEX
CREATION OF TOURISM-CULTURE INTEGRATED SYSTEMS	Activation of structured networks	Promotion of the network
	Activation of structured networks	Integration of the resources of the area and of the community
COMMUNICATION	Promotion and dissemination of the project values	Online communication
	Promotion and dissemination of the project values	Traditional communication
	Promotion and dissemination of the project values	Social engagement
	Promotion and dissemination of the project values	New apps
EFFICIENCY	Management ability	Planning of Human Resources
	Management ability	Contribution disbursed by reached user
	Management ability	Contribution disbursed by involved human resource
	Management ability	Planning management
	Management ability	Management of Human Resources
	Self-financing capacity	Own resources
	Fundraising	Integration with the public chain
	Fundraising	Integration with the private chain
	Support to demand for culture	Contribution disbursed by realized event
	Support to demand for culture	Cost of audience conversion
	Support to the increase in supply standards	Contribution disbursed for new goods and serviced realized
	Support to the increase in supply standards	Driving production of new goods and services



## STEP 2 – involvement of Beneficiaries

A critical success factor of the first experimentation, **direct involvement of Beneficiaries** in the evaluation process was a benchmark also in applying the evaluation model to the 2019 funding activity, with a twofold objective: a short-term objective of increasing the quality of the data collected to prepare the report; the other, a forward-looking one, of obtaining feedback inputs, useful to set the evaluation in coming years, from those directly involved in design and realization of the interventions. The listening activity was structured as **one-to-one meetings** - in person and online - with all the project owners: during those meetings, the project owners answered the questions of the interview designed for the survey of outcomes

and had the chance to specify or supplement the output information collected, on a preliminary basis, by the work group in a desk mode. The first run of meetings was held over three days in October 2019 with the participation of:

- 11 beneficiaries at Fondazione Cariparma headquarters;
- 1 beneficiary with a visit at the institutional premises (Magnani Rocca Foundation);
- 3 beneficiaries interviewed on the phone.

A second listening survey, for all those that could not participate in the first set of meetings and for the beneficiaries of the projects identified in December 2019 by Fondazione Cariparma, was held in January and February 2020.

This is the reason why, the analyzed cases have been subdivided into **five clusters**, based on the total budget for the realization of all the planned activities, in order to parametrize

the achieved results to the resources available to the beneficiary, in accordance with the chart below:

Total cost of the project (budget)	Cluster
1 – 50,000 euro	1
50,001 – 100,000 euro	2
100,001 – 200,000 euro	3
200,001 – 1,000,000 euro	4
1,000,001 – 2,500,000 euro	5

## STEP 3 – Methodological model adaptation and application

The methodological model was adapted in order to assign an unambiguous and synthetic evaluation to each funded project starting from two summary intermediate values: One regards the evaluation of the **outputs**, is expressed in tenths and was calculated through a model comparing the values of the **synthetic indexes** scored by each project; The other regards the evaluation of the **outcomes**, is also expressed in tenths and was calculated processing the information inferred from the **qualitative judgements** from the interviews to the Beneficiaries. The synthetic score was obtained calculating the average of these two values; as their importance was deemed equal, they were given the same weight, i.e. the same weighting coefficient of 0.5 (50%). As the value of the

two components of the synthetic score is expressed in tenths, also the resulting value - the average value - is expressed in tenths. In other words: **the maximum score that each project can achieve is 10**. The model to calculate the output score had to take into account the marked difference between the 19 projects being evaluated, which were different in terms of promoter, theme field, activity format, timeline. Therefore, in methodological terms, the issue to be solved was how to smooth the effects of the extreme variability of the output results caused by the very wide case range under examination and, at the same time, to mitigate the risk of too penalizing a judgements given to “small scale” projects, had the judgment been based on the comparison of figures only.

The same reasoning led to the choice of giving each index a weighting coefficient fit to ensure that the part played by the project in pursuing the Foundation’s strategy be taken in all due account. Lastly, this methodology required that the value of each synthetic index be taken to the unit: to do this, for each index (i) the highest value scored out of all projects was identified and set at 1; the remaining projects were assigned a lower index value, in proportion between the value of the index within the specific project and the maximum value scored for that index. Once again, in order to mitigate the variability of the output results, in all those cases in which one or more indicators could not be calculated for a given project because they were not relevant in terms of scope of inter-

vention or the planned activity format, the weight originally associated to those indicators was spread, proportionally, only over the other active indicators. As regards the outcome evaluation component, the score was calculated based on the information obtained during the guided interviews with the Beneficiaries. For each survey object - 12 in total - a specific question was asked. The information obtained from each question was translated into a numerical value based on a scale from 1 to 10. The project outcome score is the weighted average of the 12 values.



## STEP 4 – Evaluation

**PRODUCTION.** 76% of the projects selected by Fondazione Cariparma in the Art, Cultural heritage and activities sector operated continuing activities already realized in the previous years, in order to pursue a more stable organization of the resources, structures and skills of the leading cultural players in the community and, therefore, to ensure better planning of the activities. In line with the Foundation's objectives, the increase in the cultural supply quality was pursued, albeit to a lesser extent, not only by strengthening projects that had already started, but also experimenting new services and products: indeed, 29% of the Beneficiaries aimed with their projects at extending already existing services, whereas 23% submitted utterly new projects.

The production output highlights consist of 1,169 events including concerts, performances and exhibitions realized within the selected projects, for an average figure of 39 initiatives per project. Quite an intense artistic production, which is, on a priority basis, linked to the activities of the projects submitted to obtain the resources allocated to the Music, Dance and Live Performances call for tenders, but with a significant part played also by projects belonging to other categories. Indeed, 156 initiatives collateral to the core theme were deployed by Art Networks projects, Direct Assignations and the Foundation's own projects, in order to attract new audience and propose an activity and performance system able to stimulate a new enjoyment experience, also for "long-standing" users. On the other hand, the 424 events produced by the Music, Dance and Live Performances projects, 28 of which were first stage productions, ensured a supply in 2019 featuring on average more than one proposal for every day of the year.

Furthermore, some projects have left a tan-

gible legacy in the community. In two cases, both projects under direct assignation, restoration and consolidation works were carried out on buildings, whereby a total area of 2,950 square metres was made available for public use. Through the 3 Art Networks projects, 311 devices were installed in the community for joint promotion of assets and for the enhancement of cultural and wildlife heritage, linked by a consistent historical, philological or touristic thread, and, to enjoy one of these paths, an app for IOS and Android devices was created, which had 2,254 downloads

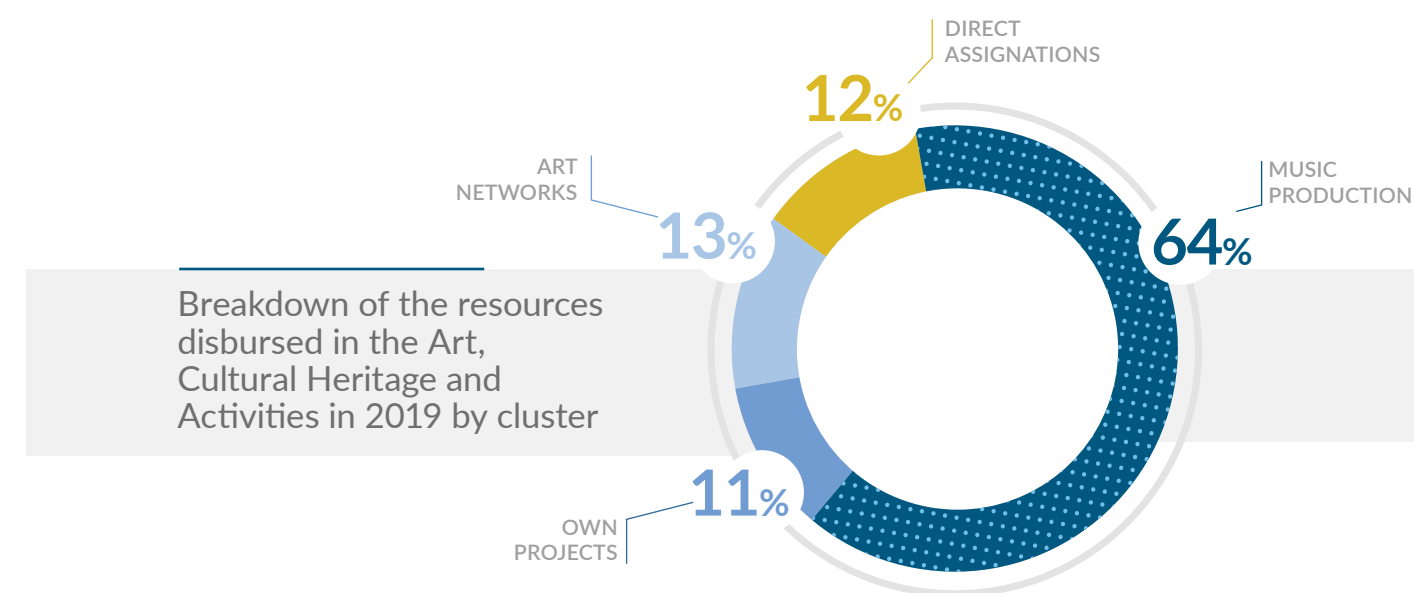
*NOTE: Considering the wide difference between the projects examined, the average figure regarding the produced events was calculated without taking into account the extreme valued, in order to reduce any distortion effects on the analysis.*

**FINANCIAL DIMENSION.** The 19 projects that were evaluated received a total amount of €1,907,292.55 from Fondazione Cariparma in 2019. Most of these resources, approximately 64%, were used to cover the eight projects in the "Music production" category, with an average contribution given to each project of €160 thousand. The remaining resources were allocated with no material differences between the eleven projects in the other categories, with an average contribution of slightly more than € 57 thousand. Excluding the Foundation's own projects, for which the contribution disbursed in 2019 was structurally the only funding source, the support provided by Fondazione Cariparma accounted for 34% of the realization of the examined projects. The category that mostly benefited from such support was the Art Networks one, for which the contribution had an average weight of 76%.

A closer reading of the composition of the budgets of the projects in the sample showed good ability of the Beneficiaries to carry out fundraising activities. Indeed, the total co-funding portion, excluding the Foundation's own projects, amounted to €2,391,539.31 (€3,836,667.44 taking into account the proceeds from the events and performances). Therefore, the average co-funding value by project was approximately 46%, with a peak at 92% and a trough at 25%. The projects in the Music production category attracted the higher share of co-funding resources, with an average contributed amount of €381.1 thousand in addition to the contri-

bution disbursed by the Foundation Next came Direct Assignations, with an average co-funding amount of €142.5 thousand, whereas Art Networks' attractiveness proved lower, with a total co-funding amount of little less than €74 thousand, with average participation in the costs for the realization of the initiative coming to €24.9 thousand.

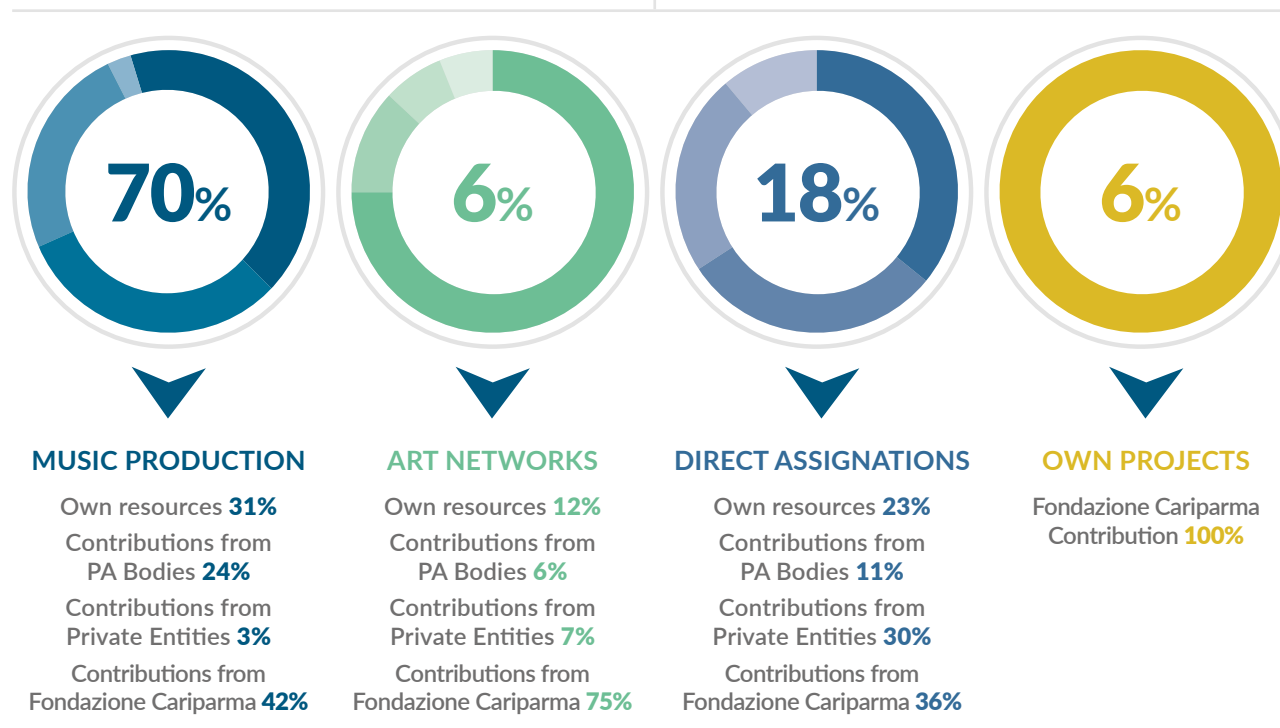
*NOTE: To the €1,907,292.55 amount already taken into account, an amount of €57,500 is to be added, which was disbursed by Fondazione Cariparma to the 2 projects that were not included in the measurement and evaluation process.*





Co-funding share brought  
by the beneficiaries, by category

### PROJECT BUDGETS



**REACHED AUDIENCE.** he examined projects had 185,088 users, as the total of visitors and audience, over 57% of whom paying ones. A favourable figure, which is even more valuable considering that for 3 projects, i.e. those including building and restoration works, the number of direct users could not be measured and not even estimated, due to the fact that, at the intervention sites, there were entrance detection systems.

Similarly, the figure of student audience was also underestimated, as there were no methods and no tools for user profiling at the Beneficiaries' venues. The data, which were provided by only 9 projects in the sample, report 28,343 students, equal to 15% of the total number of

users involved in the activities that were supported by Fondazione Cariparma.

The audience figure can be examined against some key indicators of the economic dimension, obtaining useful elements for the affordability analysis of the projects. For example, cross-referencing this figure with the data on the contributions disbursed by Fondazione Cariparma, the contribution index calculated for each actual user - visitor or audience member - is €10.30. The total budget allocated by the Beneficiaries for the audience development and engagement actions promoted was, on average, €24.68. Likewise, the figure of actual users can be cross-referenced with that of proceeds from the projects, in order to verify to

what extent each users contributes to the project affordability: the average value of the revenue index by visitor/audience member (paying and non-paying) came, for the set of projects as a whole, to €7.80 and proved higher than the one for State monuments and archeological sites (€3.41) and essentially in line with the performances of independent museums and of foundations (€9 and €10 respectively); the index came to €10.30 for music production projects, consistently with the SIAE figures in the 2018 Statistical Show Business Yearbook, which reports a value of €11.00. Data source: Sistan MiBACT 2018.

S. Consiglio - M. D'Isanto, I modelli di business delle strutture museali italiane: fondazioni e musei autonomi a confronto, in, Impresa Culturale. Comunità, Territori, Sviluppo, XIV Rapporto Federculture.

**NETWORKING.** The results of the networking activities carried out by the Beneficiaries, when cross-referenced with those of production and economic dimensions, provide interesting insight into the design and management processes of the projects comprised in the observation sample. Indeed, on the one hand, they give evidence of the exchange of skills required to develop the rich program of collateral activities and peripherals - that is to say, additional services - which increased the accessibility and enjoyment level of the various initiatives. On the other hand, they reflect the Beneficiaries' attention to fundraising, which cannot but go through the involvement of an adequate number of partners in a shared project. This activity does not aim at finding financial resources only, but also tangible and human resources, the so-called "people raising". Overall, the examined projects proved able to reach a good networking level, involving in the design, realization and production

network 231 partners (approximately 8 per project), including public administration bodies and private entities.

The promoters of the projects that were the recipients of direct assignments proved the most active in scouting for project partners, with 104 partners involved, although this figure mostly resulted from the institutional activity of a single player that, in just one year, established a network of over 90 partners. The Art Networks projects were second best with 38 partners in total and an average of 12.6 partners per project, and a qualitative figure giving evidence that the partnerships were established to meet the need for provision of services linked to the project, rather than to exchange information, skills and to develop abilities. The Music production projects showed lower propensity to networking - with 69 partners in total and an average of 8.6 per project.

It is interesting to note that the partnerships have a private connotation, as the public partners account for only 18% of the total and are mostly - i.e. by half - in the Music production projects.

**HUMAN RESOURCES.** The different activities directly associated with the realization of the projects under examination involved a total of 2,400 human resources - of whom 1,795 artistic ones and 605 non-artistic - with an average of 33 resources per project.

All the activities under examination are human-intensive and feature high professionalism and contents and processes that can hardly be standardized.

Most of these professional skills were absorbed by the music production projects, where the materiality of the human factor is even more obvious, as success is strictly linked to the performances of the human resources involved



and to their interactions with the audience. The figure of involved human resources also includes 662 students of junior and high secondary schools based in the Province of Parma, who, consistently with an experiential educational approach, worked with the Beneficiaries in the various phases of design, organization and management of the projects, giving their contribution in terms of innovation and creative contents.

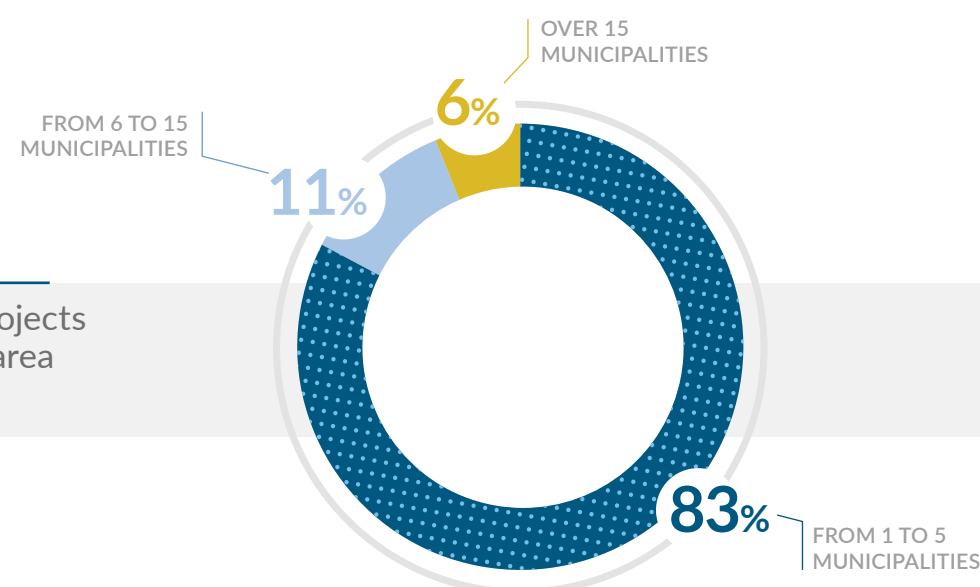
In the Music production cluster, the projects included music workshops and concert activities, whereby 992 students from music schools based all over Italy and in other European Countries had the chance to perform in public. The average figure was calculated without taking into account the extreme values, in order to mitigate their effects on the analysis.

**PLACES AND VENUES.** Consistently with the objective of fostering the highest and widest possible enjoyment of the historical, artistic and wildlife heritage of the community, the projects supported by the Foundation have

promoted the realization of initiatives and venue systems aimed at spreading cultural and live performing arts opportunities throughout the Province and at enhancing the places of culture in the territory. Some initiatives have by now become traditional and went together with targeted ones, intended especially for young people and aimed at research, experimentation and audience training.

A good balance has been reached between the cultural supply system of the city and that of its province, thanks to 57% of the projects being held in a municipality other than that of Parma. Furthermore, the projects in the evaluation sample show wide-ranging space and/or geographical locations, with evidence of this given by the number of municipalities and places of culture involved in the realization of the initiatives. Indeed, 23% of the projects included activities and events in the territory of more than one municipality. Most of these - over 80% - belong to the cluster up to 5 municipalities, but some were wider ranging, such as one of the Foundation's own projects which had activities in 24 municipalities of the Province of Parma.

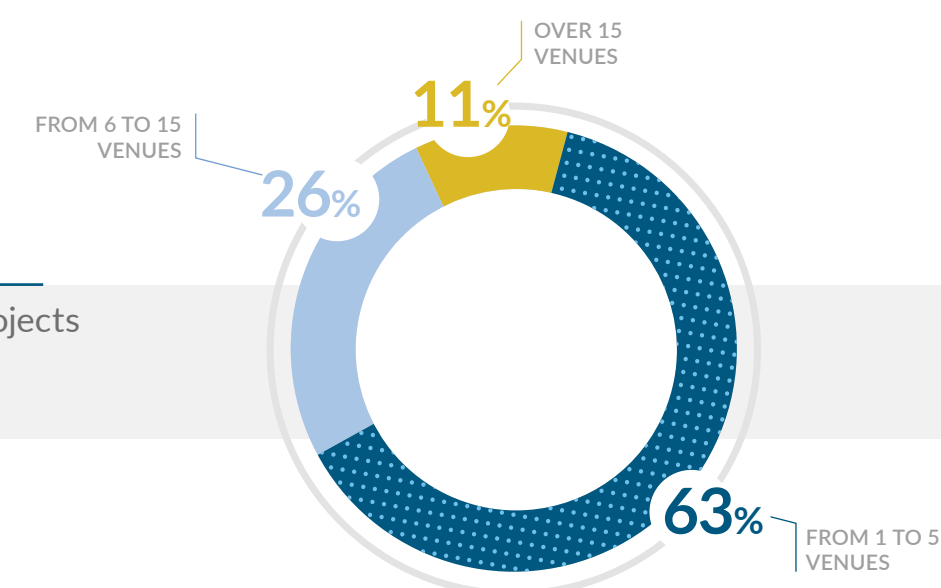
Breakdown of projects by geographical area



The types of projects selected by Fondazione Cariparma, which had activities scheduled over several days, weeks and sometimes months (such as the big museums, theatres and music institutions), ensured high coverage of the topography of the different urban settings. In-

deed, the venues of 53% of the projects were 2 or more monuments, museums, theatres of other places of culture throughout the Province territory, up to as many as 36 connected places, thanks to one of the projects funded within the Art Networks call for tenders.

Breakdown of projects by venue



**COMMUNICATION.** The outputs generated by the projects in the sample give evidence that the planning of communication activities is not yet kept fully under control by the Beneficiaries during the project life cycle and also that the opportunities for ex post analysis given by the main online tools free of charge are not yet fully exploited.

The most penalized projects were those concerning building and restoration works, for which no communication tool was activated. Conversely, propensity for press office and institutional relations activities proved higher, with evidence given by the 29 press conferences organized. Over 71% of the projects in the

sample organized at least 1 press conference and 24% held from 2 to 8 press conferences, which were spread over time and throughout the Province territory.

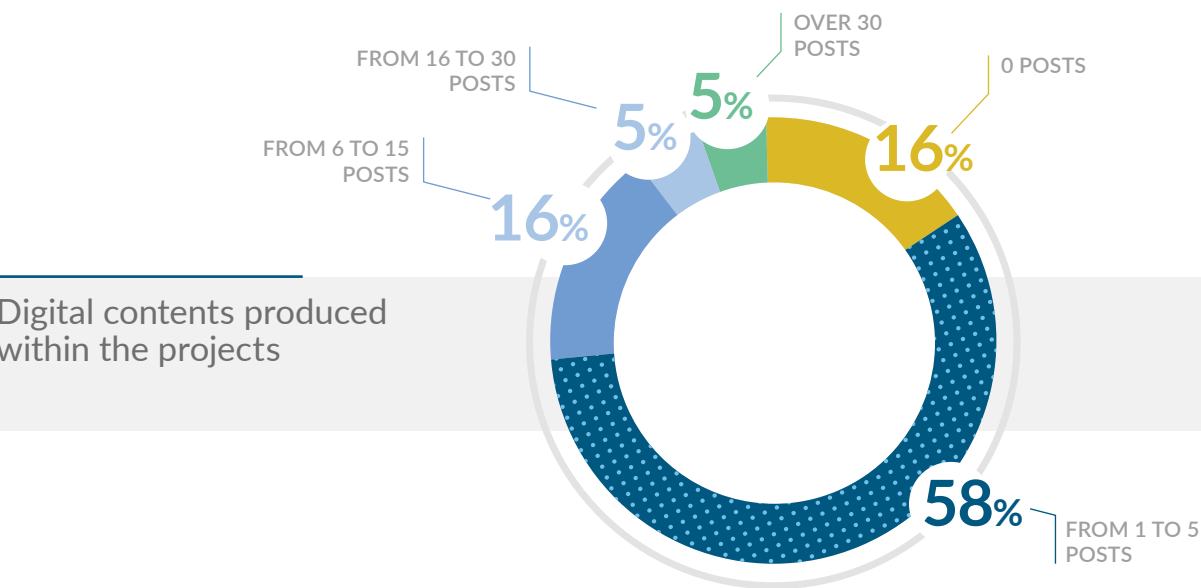
Digital communication activities were essentially the dissemination of contents through the main social networks, as was the case for 84% of the projects, for a total of 120 posts published regarding the project. However, in 16% of the cases, no digital content was produced and 56% of the projects originated a modest number of posts. The projects in the Music production category were the most active online, generating 78% of the digital contents produced by the sample.

For the communication of 7 projects in the



sample, specific website were developed and, in one of the Music production projects, an app for IOS and Android devices was created to receive news, updates and multimedia contents. Still considerable the investment made by the

Beneficiaries in traditional offline communication, with 270 thousand of paper items produced, for an average value of over Euro 10.5 thousand worth of brochures and flyers distributed for each project.



THE CHANGE PERCEIVED BY BENEFICIARIES.

The survey questions for the outcome evaluation were asked to understand, through the perception of the project managers of the initiatives in the analysis sample, the effects generated by the various phases in the project realization on the local system of skills in the cultural and creative supply chain and to report the change that the Beneficiaries see as generated by the contribution they received from Fondazione Cariparma. In line with the objectives set out by the Foundation in the budget and medium term planning documents in force, a first set of questions concerned the in-depth analysis of the effects of the project on the background setting, in terms of richness and quality of the supply system and of integration opportunities. The

Beneficiaries saw good potential for change in the projects included in the sample, assessing as positive (8.3) especially the effect of widening and innovation of the cultural supply already available in the community; the ability to spread that supply throughout the area, also out of the traditional places of culture (7.4) and the integration opportunities given by the project (7.7) were deemed lower. The ability to attract tourist flows from outside the Province was again deemed modest (7.0), with such flows having a big component of one-day trips, with no overnight stay. The effects of the projects on the background setting were also interpreted as their ability to represent places for cultural training and participation in the social and civil life, both in terms of support to the demand for culture by young

people and in terms of qualification of the professional profiles of the new generations of workers and artists involved in the production cycle. The Beneficiaries thought that, in their implementation phase, the projects succeeded in fostering a good level of involvement of young people in the short term (8.2), but that they were less effective in attracting this target also on a forward-looking basis (7.3). The action to enhance young talents was deemed barely sufficient (6.5) which was carried out especially by the project in the Music production category. As regards specific and crosswise skills of the Beneficiaries' production teams, the respondents have attached a very high value (8.5) to

the development or strengthening of design, organizational and management skills, whereas networking skills were deemed still modest: the main difficulties were found in the relationship with the parties in the chain of private enterprises (6.7), while institutional relationships with both public and private entities were assessed as smoother (7.73). Based on these considerations, the Beneficiaries acknowledged that the support provided by Fondazione Cariparma generated a very positive impact on the process for the realization of the projects (8.6): 26% of respondents assigned an average score of 7 and 74% of respondents assigned a high score, between 8 and 10.

The table below reports the results of the evaluation process. It is worth reasserting that the scores do not represent any evaluation of the quality of the project or its realization, but only of its ability to contribute to the achievement of Fondazione Cariparma's objectives.

DOSSIER	BENEFICIARY	PROJECT	AMOUNT DISBURSED	FINAL SCORE
2018-0072	ASSOCIAZIONE CULTURALE È-MOTIVI A.P.S. - PARMA	BAREZZI FESTIVAL 2018	20,000.00	0*
2018-0085	TEATRO NECESSARIO CULTURAL ASSOCIATION - COLORNO	TUTTI MATTI PER COLORNO 2018	20,000.00	7.6
2018-0088	ASSOCIAZIONE I MUSICI DI PARMA - SALSOMAGGIORE TERME	IX SALSO SUMMER CLASS & FESTIVAL YEAR 2018	50,000.00	7
2019-0044	PARMA OPERART ASSOCIATION	LA CAMBIALE DI MATRIMONIO BY G. ROSSINI STAGED BY MAESTRO R. BRUSON, 2019 ACADEMIC YEAR END PERFORMANCE	20,000.00	6.1

\*For this project, the output and outcome scores could not be measured because the Beneficiary did not participate in the information collection process.



DOSSIER	BENEFICIARY	PROJECT	AMOUNT DISBURSED	FINAL SCORE
2017-0102	MUNICIPALITY OF BUSSETO	VERDI L'ITALIANO - FESTE MUSICALI A BUSSETO	30,000.00	6.4
2017-0425	MUNICIPALITY OF FONTANELLATO	EXTRAORDINARY MAINTENANCE WORKS TO THE ROOFING OF ROCCA SANVITALE	61,560.00	6
2017-0105	MUNICIPALITY OF LANGHIRANO	2017 'RENATA TEBALDI' FESTIVAL IN TORRECHIARA	20,000.00	6.3
2018-0312	MUNICIPALITY OF LESIGNANO DE' BAGNI	RECOVERY AND USE OF PART OF THE ANCIENT THERMAL BATH BUILDING IN LESIGNANO DE' BAGNI GROUND FLOOR	37,094.50	0*
2016-0083	MUNICIPALITY OF SALSOMAGGIORE TERME	SALSOMAGGIORE TERME LANDSCAPES. SALT, WATER AND NATURE.	99,872.25	7
2017-0315	ECHO   EDUCATION CULTURE HUMAN OXYGEN	TALKING TEENS 'ALSO STATUES CAN SPEAK!'	39,691.63	7.2
2018-0102	ARTURO TOSCANINI FOUNDATION	CONCERTS IN PARMA AND ITS PROVINCE - YEAR 2018	100,000.00	7
2018-0012	FONDAZIONE CASSA DI RISPARMIO DI PARMA	AT SCHOOL IN MUSEUMS 2018/2019	29,339.99	7.9
2019-0006	FONDAZIONE CASSA DI RISPARMIO DI PARMA	PALAZZO MONTE DI PIETÀ DI BUSSETO - LIBRARY CONTINUING OPERATIONS EXPENSES FOR 2019	59,306.03	6
2019-0001	FONDAZIONE CASSA DI RISPARMIO DI PARMA	MUSEUM ACTIVITY OF PALAZZO BOSSI BOCCHI IN 2019	77,899.29	6
2018-0009	MAGNANI ROCCA FOUNDATION - MAMIANO DI TRAVERSETOLO	REALIZATION OF CULTURAL INITIATIVES FOR 2018	50,000.00	6.6
2019-0016	MUSEO BODONIANO FOUNDATION	SUPPORT TO THE ENTITY'S INSTITUTIONAL ACTIVITIES	20,000.00	6.9
2019-0146	TEATRO DUE FOUNDATION	ARENA SHAKESPEARE ESTATE 2019	40,000.00	7
2019-0148	TEATRO REGIO DI PARMA FOUNDATION	TEATRO REGIO DI PARMA 2019 INSTITUTIONAL ACTIVITIES: OPERA SEASON, CONCERT SEASON, PARMADANZA	1,000,000.00	7.1

\*For this project, the output and outcome scores could not be measured because the Beneficiary did not participate in the information collection process.

DOSSIER	BENEFICIARY	PROJECT	AMOUNT DISBURSED	FINAL SCORE
2018-0058	PARMAFRONTIERE CULTURAL ASSOCIATION	2018 XXIII PARMAJAZZ FRONTIERE FESTIVAL	20,000.00	6.4
2017-0331	PELLEGRINO P.SE PARISH CHURCH DIOCESE OF FIDENZA	SCIENTIFIC RESTORATION WITH CONSOLIDATION OF THE BACK WALL AND REMEDIATION OF THE INTERNAL WALLS OF THE S. GIUSEPPE CHURCH IN PELLEGRINO P.SE - 1ST LOT FOR STRUCTURAL WORKS	51,903.20	6.6
2016-0117	UNIONE MONTANA APPENNINO PARMA EST	"SULLE TRACCE DI ANTICHE VIE"	69,080.16	6





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All the Divisions and Offices of Fondazione Cariparma  
cooperated in the preparation of the 2019 Report

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*Più valore al nostro territorio.*

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