



ANNUAL REPORT



2011

- 1 STRUCTURE
- 2 DEVELOPMENT COOPERATION PROJECTS
 - 2.1 ALBANIA
 - 2.1.1 Enhancement of professional and human capital of Albanian migrants
 - 2.2.2 Professional training centre for young people - Bardhaj
 - 2.2.3 Albania Tomorrow: programme for the relaunch of key areas of economic and social development in Albania
 - 2.2 KOSOVO
 - 2.2.1 Training, Microcredit, Agricultural development
 - 2.3 MOZAMBICO
 - 2.3.1 Development programme in rural areas in the province of Quelimane
 - 2.3.2 Socio-economic development through sustainable tourism in the province of Inhambane
 - 2.3.3 A future for mothers and children, Maxixe
 - 2.4 ZAMBIA
 - 2.4.1 Sustainable management of the forest, Mongu
 - 2.4.2 Basic Education Support, Lusaka
 - 2.4.3 Empowerment Micro Finance Institution, Southern Province
 - 2.4.4 Olga's Italian Restaurant, Livingstone
 - 2.4.5 Strengthening the domestic economy in the southern province of Zambia
- 3 EDUCATIONAL ACTIVITIES FOR GLOBAL CITIZENSHIP
 - 3.1 Training projects / Intercultural and global citizenship education
 - 3.2 Mmaban N'Toma Project
 - 3.3 Waral Project
 - 3.4 Erba's citizens project
 - 3.5 *Fa' la cosa Giusta*
 - 3.6 Women and Development Workshop / University of Foggia Faculty of Education
 - 3.7 *Scrivere sui margini*
 - 3.8 Working camps
 - 3.9 Coordination
- 4 RECRUITMENT AND TRAINING
- 5 INFORMATION, COMUNICATION AND FUND RAISING
 - 5.1 Tools
 - 5.2 Fund raising initiatives
 - 5.3 Foundations and sponsors
 - 5.4 Events
- 6 ASSOCIATIVE LIFE
 - 6.1 Assembly
 - 6.2 Two days
 - 6.3 Christmas Eve

Attachments

Balance sheet
 Financial statement
 Auditor's report

Ce.L.I.M. MILANO

ACCOUNT OF ACTIVITIES 2011

1. STRUCTURE

Regarding the paid staff:

- The **Development Cooperation Projects** department has maintained its staff with 1 *Africa Manager and Department Coordinator* and 1 *Balkans Manager*; the employees have been consistently supported by two volunteers for the Balkans area and Mozambique;
 - The **Administration** department, with 3 employees, an occasional collaborator and two volunteers, has been working on projects abroad and the education department;
 - The **Global Citizenship Education** department has 3 employees, including 1 coordinator and 2 project managers and educators, and 1 volunteer trainer.
 - The **Communication and Fund raising** department has 1 communication manager and coordinator and 1 person in charge of banking and grant-making foundations. A person coming from the education sector has been added to strengthen communication activities since September.
 - No change to report for the **Human Resources** department (SSF-IRIS) that has 1 employee.
- There have been **18 expatriate volunteers and experts** and **17 Civil Service volunteers** abroad.

2. DEVELOPMENT COOPERATION PROJECTS

2.1.1 Enhancement of professional and human capital of Albanian migrants

The project started in March 2011, covers the broad community of Albanian immigrants in Lombardy and in particular those interested in returning in the country of origin; it offers tools and services to facilitate them going back to Albania and increasing the value of professional skills acquired, in order to contribute to the development of their country.

During the implementation of the project the following activities have been carried out:

- It has been created a **"job info point"** operating at the offices of Ipsia/ACLI in Lombardy and Unions ACLI, and in Albania, at the offices of Ipsia/ACLI of Shkodra and Tirana. It addresses migrants interested in returning to their country of origin or who have already returned, who are looking for a job or would like to start-up a business;
- In order to allow a more rapid and extensive meeting between employment demand and supply it has been created a **web site www.sportelloalbania.it** accessed by both job seekers and people



offering employments. Until the first of March 2012 there have been registered **745 job applications** and **628 job offers**;

- It has been organised **1 course on Business Education and Management** attended by **15 entrepreneurs candidates**.

The 38 hours training was held at the headquarters of ACLI Lambrate in Milan by counsellors and CeLIM volunteer teachers.

2.1.2 Professional training Centre for young people in Bardhaj (Shkodra)

The project, started in September 2008, has as its primary beneficiaries about 450 young people, aged between 15 and 30 years, residents in the outskirts of Shkodra, which are vulnerable boys and girls living in difficult conditions. The project gives particular attention to women. Beneficiaries of the project are also management and local teachers, who learn new and more effective methods of management, organization and teaching.

During 2011 the following activities have been carried out:

- Set a system of management and direction of the Centre. **3 people trained** (1 manager of all activities, 1 person in charge of the educational and training activities, 1 secretary)
- Boosted **4 productive laboratories** to produce income to cover the costs of the school: flowers growing, woodcarving, tailoring, and tire repairer.
- **21 trained teachers** (8 teachers of professional and vocational courses, 5 teachers of literacy courses, 4 teachers of the courses of health and nutrition, 4 tutors);
- **Delivered 15 job grants** each year.

The project ended in September 2011.

2.1.3 Albania Tomorrow



The three-year project, launched in May 2011, covers the districts of Scutari, Lezhe, Tirana and Berat and operates in four areas: renewable energies, social business development, agriculture and tourism / restoration of Albanian artistic heritage. There is also a cross-sectorial area that covers all the project activities and concerns the involvement of the Albanian diaspora in Italy, with particular attention to migrants who demonstrate the interest to return to their

country of origin, capitalizing on the skills acquired in Italy. The partnership is composed of 13 Italian members of different legal nature, each responsible for an area of the project. In particular, CeLIM plays the dual role of project coordinator and manager of the renewable energies sector.

In this regard, during 2011:

- The **Analysis "Framework reference country"** for renewable energies, mechatronics / electro medical have been realized;
- After having decided the intervention strategies, the resulting **partnership agreements** have been signed with the key national and international actors involved: UNDP, Ministry of Economy, Trade and Energy, Ministry of Labour, District of Scutari, professional training schools of Shkodra and Tirana;
- **3 training seminar cycles** called "Local Development: Taking Care of the territory" have been held, with 15 participants for each one.
- **1 seminar** on "Renewable Energies and Energy Efficiency in Buildings" have been held and attended by 40 persons.
- **Preparation to start-up and business management courses** to be held in 2012 and which will have about 40 students.
- **Start of territorial analysis** that will lead to the creation of a Technology Transfer counter during the second year of the project.

2.2 KOSOVO

2.2.1 Training, Microcredit, Agricultural Development

The 3-years-project plans to support 570 small companies to start up or develop their activities, to improve the market access of 270 entrepreneurs through the creation of six cooperatives, to promote the participation of women and ethnic minorities in the socio-economic life and to enhance the operational capabilities of 3 Microfinance institutions.

In 2011 5 agricultural cooperatives have been established:

- **1 cooperative of dairy production** in the area of Klina;
- **3 fruits and vegetables processing cooperatives** (in the areas of Klina, Gjakova e Dragash);
- **1 honey production cooperative** (Prizren)

The work on the cooperative of dairy production was carried out in close coordination with RTM (partner in Kosovo), who connected 5 milk collection centres and agreed with the municipality of Klina to use a public building for the installation of the machinery.

The three fruit and vegetable processing cooperatives have been revised in their statutes and internal regulations, the adaptation of the premises in accordance with European standards has been completed, the machines have been installed and the production has been started. The honey production cooperative has to be formally established yet. During 2011, the selection of the membership has been made. In addition, the production and the management of the Association ABK, a dairy manufacturer, have been supported.



With regard to the microfinance institutions, CeLIM has worked to achieve their *management and credit supply improvement*, as well as their social mission renewal. In pursuit of these goals, it has organized computer training courses on the use of management software, language courses, the production of impact studies and new credit packages. It has also organized exchanges with other microfinance institutions in Italy and Macedonia.

2.3 MOZAMBIQUE

2.3.1 Development programme in rural areas in the province of Quelimane

The project addresses Mopeia and Chire rural communities and has activities in four main areas: agriculture, apiculture, micro-credit, cooperatives and marketing.

2011 was an intense year aimed at consolidating the several activities undertaken, to make them sustainable and self-sufficient:

- *23 cattle, together with 9 carts and 9 plows*, bringing to 15 the total of both equipment purchases, have been purchased and delivered to the families;
- It has been held a training course for animal traction, attended by 23 people;



- Regarding the microcredit sector, the hand over to the ACAWE association, established for this purpose, has begun and *75 loans have been granted*;
- *20 catching boxes e 50 new modern hives*, as well as suits, masks and new ripeners of 100 litres have been delivered to the families. The production delivered to the Mopeia house of honey for packaging has exceeded *4.000 kg*; marketing channels have been enhanced at the shop run by the A Zero cooperative, in farms and in several shops and supermarkets in Quelimane;
- Regarding the rice cooperative, *19 rise farmers have been financed for the cultivation of 25 hectares*;

- The cooperative *bought and stored 36 tons of rice* to ensure a controlled price to producers, avoiding to sell when the price is lower, in order to have cash;
- The farms doubled the sales compared to 2010, and *the new farm in Licuar opened*.

2.3.2 Socio-economic development through sustainable tourism in the province of Inhambane

The project started in April 2008 and having as partner LVIA, envisages the creation of a training school for workers in the tourism sector and the construction of two community lodges (Inhassoro and Zinave), to let the local population enjoy the benefits of this important resource In 2011 were carried out the following activities:

- Courses to become cooks, waiters and receptionists have been carried out for the **180 students** from the first to the fourth year ;
- The curricula of hospitality and tourism courses have been approved by the Ministry of Education of Mozambique;
- The lodge in Inhassoro, **Estrela do Mar, has been completed** and in September it has been opened to the public with accommodations and a restaurant;
- After a long process, requested and accompanied by the Ministry of Tourism and the World Bank, **the lodge in Zinave has been entrusted to an African private tour operator**;
- A convention between the park, the private tour operator and the Vuka Zinave Association (representative of the indigenous communities living in the park) has been signed for a fair distribution of the proceeds of the lodge.



2.3.3 A future for mothers and children, Maxixe

The project, now completed, had the aim to contribute to the improvement of the socio-nutritional conditions -through training activities and promotion of human resources, targeting families in the districts of Maxixe, Homoine and Panda, ensuring a greater food security, strengthening socio-economic conditions, improving - health of mothers and children, thanks to a better nutrition.

Here the results of 2011 are the following:

- Being now at the end of the project, the activities were mainly aimed at strengthening what have been done in previous years. The continuity is guaranteed by the partners parishes in the three communities, coordinated by Caritas of Inhambane;
- Nutritional programmes allow to currently assist **37 children in Homoine and 26 in Panda**, all aged between 2 and 24 months, and **30 in Maxixe**, aged between 2 and 14 years;
- Agricultural activities have been carried out with the production of cabbage, lettuce, rice, banana and onion;
- A programme of Microcredit has been developed. **146 loans** have been granted. Funded activities are mainly on petty trade (food and clothing) and chicken farming;
- The construction of the fourth well in Barane ended, preceded by awareness courses among the community.

2.4 ZAMBIA

2.4.1 Sustainable management of the forest, Mongu

The objective of the project is to reduce environmental degradation and promote sustainable and controlled management of forest resources in the district of Mongu, with economic returns for the population involved.

To achieve this objective, the project aims to make experimental measurements of conservation of 200 hectares of forest in the district; improve or provide income-generating activities related to the sustainable use of forest resources by assisting 200 rice farmers and 500 women; reduce and control the cut of the forest; improve the knowledge of the forest heritage and enhance it.

The objectives achieved in 2011 are:

- Together with the Forestry Department, CeLIM set up the nurseries, prepared the land, planted trees and plants (**4.473 trees** have been distributed to schools and **2.178 jacarandas** to the city of Mongu, then other **5.000 plants** have been distributed to private people and institutions who made the request), and worked on training and monitoring;

- **Fire-fighting avenues** in the forest of Likonge has been completed with the collaboration of the Forestry Department;



- Creation of a laboratory for the **soap production**: different essences have been tried out together with the Jathropa oil used as a base (cinnamon, lavender and lemon grass); other oils from native plants, and in particular the mungongo oil, have also been tested;
- Continuation and strengthening of the soap production in three villages: thanks to the **manual presses**, all groups are autonomous in all stages of production;
- The **production of briquettes** made from rice

husk has been started together with the experimentation and demonstrations, in order to propose the use of briquettes as an alternative to charcoal.

2.4.2 Basic Education Support, Lusaka

The project, started in April 2009, aims to ensure a good primary education to the children of the Southern Province and the Province of Lusaka, by increasing access to primary education by orphans, disadvantaged, marginalized and therefore more vulnerable children. This goal is achievable thanks to the existence of a network of Community Schools, which are community-based schools promoted by the civil society.

The activities at the end of 2011, less than three months before the end of the project, have achieved the following results:

- **1 new school** built in a suburb of the capital;
- **3.564 boys and girls**, - 34% of them orphans of one or both parents - accessing education;
- **95 teachers updated** and trained;
- **584 parents involved** in schools management and self-financing activities;
- **250 literate mothers**;
- **12 income generating activities undertaken** to help cover the costs of the schools.

2.4.3 Empowerment Micro Finance Institution, Southern Province

E-MFI is a Micro Finance Institution founded by CeLIM in 2008, which works in the Southern Province of Zambia and contributes to improve socio-economical conditions of local families through microcredit. The main objective of E-MFI is giving women and men in rural areas the chance to generate income through small business.

E-MFI has 2 branches, one in Siavonga and the other one in Monze, which respectively have two branches, Chirundu and Gwembe. The institution currently employs **18 local workers**: two branch managers, 2 accountants, 2 coordinators of credit officers and 12 credit officers (6 operating in the district of Siavonga and 6 in the districts of Monze and Gwembe).

Since the beginning of the financial year (April 2011) until March 2012, E-MFI supported, through the activities of microcredit, **more than 2.000 community members**, mostly women, and paid a total of € 800,000 in small loans to start-up and to strengthen small businesses. The loan repayments during this period had a rate of **90%**.

During these 4 years, the institution has almost achieved sustainability and it's able to cover its operating costs. CeLIM, who hasn't sufficient resources to continue to support and invest in the institution, decided to sell E-MFI Micro Finance Institution to another local microcredit institution, so that the community of Siavonga and Monze and the customers, who have benefited from the support of E-MFIs, can continue to benefit of microcredit services.

2.4.4 Olga's Italian Restaurant, Livingstone

During 2011 Olga's confirmed the **20 employees** of the previous year : 12 of them have been trained at the Youth Community Training Center (YCTC) Employees who has been working at Olga's for

several years, now have reached a high degree of autonomy in the technical and administrative management of the restaurant.

The restaurant continues to be a great success attracting both tourists and locals. Thanks to the good turnout of customers, the restaurant has repaid most of the CeLIM loan (it has only to paid 6,000 euro out of 60,000) and has been able to *donate about 13.000 euro to YCTC*.

In August, thanks to a grant from Cariplo Foundation and a private donation from Diappi family, it has begun the construction of a structure composed of *nine en-suite rooms that can accommodate up to 27 people*. The plan is to launch the accommodation facility during the second semester of 2012 and employ other six former students of YCTC.

2.4.5 Strengthening the domestic economy in the Southern Province in Zambia

The integrated intervention to support farmers has been completed in 2011, starting from the preparation of the land coming to the market access, through on going support in the cultivation, harvesting and post harvesting. The provision of financial services during the various stages strengthened farmers responding to opportunities to increase their income and their living conditions.

Main phases of the intervention were:

- Promotion of appropriate agricultural practices
- Promotion of post-harvest handling and storage
- Strengthening the capacity of food processing and preservation
- Development of agro-business, marketing practices and links to commercial markets
- Access to financial resources and production inputs

The direct beneficiaries of the project were:

- 28 farmers managers in each of the 10 target fields, who in turn will select 15 farmers on the bases of the completion of the proposed action, for a total of 4480 farmers.
- 400 women organized into groups that will participate in the activities of processing and storage of food products.

The project carried out the following activities:

- *43 courses on conservation farming*, which involved other 3.239 farmers;
- *1.130 farmers trained* on the use of the fitarelli manual seeding machine;
- 22 farmers trained on composting techniques;
- 8 warehouses built or renovated and used by the community for the storage of the harvest;
- *190 women trained on techniques of processing and storage of agricultural products*;
- 247 farmers trained in marketing and agribusiness;
- *113 farmers accessing the loans* from E-MFI;

The final evaluation, carried out on a large sample (almost 500 questionnaires have been distributed and completed) showed a general improvement of the abilities of the beneficiaries and in particular a much broader ability to diversify crops.



3. EDUCATIONAL ACTIVITIES FOR GLOBAL CITIZENSHIP

3.1 Training projects / Municipality of Milan and Municipalities of the Province

Intercultural and global citizenship education at schools, in companies, community centers and parishes

This Project was financed by local authorities and private donators. During the year, it reached a total of 5 class and youth groups, providing training activities for *100 children and*

for 10 educators and teachers of *Buon Pastore* primary school and of the *Pavoni* parish recreation centre in Milan.

The proposed paths developed active citizenship, fundamental rights and job issues in the global North and South. They enhanced the awareness of children on the value of meeting and exchange with different people and culture, using photos and videos and through storytelling techniques, role-playing games and hands-on workshops for a creative recovery of waste materials.

In addition, it was held a first training course for a number of *65 adults*, who work at Leroy Merlin Company.

3.2 Cariplo Foundation Project

Mmaban N'Toma – paths of education for global citizenship

With this project, CeLIM provided a number of intercultural education courses for the *Cadorna* Institute School, for the *Cesare Cantù* State Institute in Milan and for schools in *Cinisello Balsamo* municipality. Between January and June, the project reached 66 classes of kindergarten, primary and secondary schools, for a total of *1,209 children and 202 teachers*. These activities aimed at improving a better understanding both of ourselves and other people, by encouraging the creativity, the respect, the solidarity and the awareness of the importance of being active citizens in the Community. The paths with these classes represent the follow up of a previous similar initiative launched in September 2010 at the *Francesco d'Assisi* Institute in Milan.

3.3 Cariplo Foundation Project / Call on Intercultural Education

Waral

In September 2011, CeLIM launched a two-years project of education for the active citizenship and participation and of enhancement of language skills, aiming at improving the integration of local residents with different backgrounds and cultures (in collaboration with some public authorities located in *Bruzzano* district, area 9, Milan).



All the class groups, from the kindergarten to the secondary classes, were involved in the project (with the further participation of the public library and the local newspaper).

In 2011, the course of Italian as a second language started for 4 groups of foreign students belonging to the secondary school (20 students); the classes involved in the intercultural education path for global citizenship were totally 11 (*220 children and 22 teachers*). In 2012, it will be added other 15 classes.

3.4 Project of the Provincial Foundation of the Comasca Community

Erba's Citizenship Project

Erba, located in Como Province, is characterized by places with high landscapes value, by a significant industrial and commercial development and a high population density.

The maintenance of the natural environment as a public good is fundamental in order to guarantee a good balance between the manufacturing activities and the environmental saving (with special attention to water resources).

On the basis of these observations and thanks to the direct knowledge of local territory, CeLIM Erbian group involved 800 students and 40 teachers of secondary school in an environmental education course for sustainable development. It pushed the participants to

put into practice good behaviors aimed at protecting the natural environment (through the means of practical workshops, role-playing games and a photo contest).

3.5 *Fa' la cosa Giusta* / Critical Consumption and Sustainable Lifestyles' Exhibition

From 25th to 27th March 2011 CeLIM realized 2 workshops for 59 students of the secondary school on following topics: cultures of different populations, available natural resources, food and crafts (by using role-playing games and handling materials with different origin). The workshops have been included into the *School Project*: it is that part of the exhibition which offers every year to the students some training activities aimed at improving their awareness of different models of consumption, in order to promote among new generations responsible choices, contributing to a peaceful future with social justice.

3.6 Women and Development Workshop / Foggia University, Science of Education Faculty

On 5th and 6th April a two-days workshop on gender issues for university students and inhabitants took place, which involved **200 people**.

All over the World the woman covers an important role in taking care of family and home. In developing countries they are very active also in the environmental managing: they are farmers, livestock keepers, providers of water and fuel. In spite of that relevant role, women are under-represented in decision-making processes related to the environmental issues and the local and international development. It means that female experience and knowledge have been ignored for years: now, female groups want to rise their voice and to be listened. In addition, they advocate an integrated approach for the sustainable development since political, economic, social and environmental issues are all closely tied.

3.7 *Scrivere sui Margini* Local Event / Festival of Literature and Society

"Places, maps and territory" is the central thread of the 3rd edition of *Scrivere sui Margini* Festival, which took place in Barona Village in Milan, on 27th-28th-29th May, 2011. Belonging to present time means actually crossing places and nations. During this travel, borders play a significant role: indeed, they show crisis areas and reveal the need to constitute bridges between places. In Barona Village a high number of writers, who are interested to the geographical component of the writing, met each others.



CeLIM was member of the promoter committee of the Event and it realized **2 workshop which were attended by 40 children and adults**.

3.8 Working Camps

During summer 2011 (from July 31st to August 21st), CeLIM organized a working camp in Mozambique, which was attended by **10 people** with a Civil Service Volunteer as a guide. This activity wanted to give a chance for participants to improve their knowledge on the Mozambican social context, especially on the Inhambane area. In this perspective, it was both a cultural exchange and a training activity, related to international cooperation and development topics. During the camp, the participants experienced also communitarian life and worked as entertainers for children and youth.

All these activities were realized involving Community kindergartens, the Pedagogical University, Youth Centre and several projects of International Cooperation. This working camp provided for the participants training opportunities, regular meetings, free moments both in Italy and on-site.

3.9 Coordination

For the second year, CeLIM supervised the Coordination for Global Citizenship Education of CoLomba, a group of NGOs in Lombardy: the Coordination planned the Week for Development Education, which took place from 2nd to 7th May into 3 schools in Milan and involved **17 NGOs and 30 classes** of primary and secondary schools.

Moreover, in view of Expo 2015, the Coordination promoted new partnerships with the local authorities.

The research meeting between experts, teachers and trainers belonging both to the study group "**Bringing the World to school**" and to the "**Network ELLIS** - languages, literatures and histories", continued during all the year.

CeLIM is a partner of the network for the promotion of children and youth's rights and participation, called **PIDIDA**. For the anniversary of the Convention on the Child Rights, CeLIM managed, in partnership with *Arciragazzi* Association, the Youth Local Council in the 9th district, in town Mayor presence.

4. RECRUITMENT AND TRAINING

In 2011 the work team was constituted by an office responsible, a professional part-time employee and some interns for the secretary activities and the database management.

Relating to the **Information and Vocational Guidance**, the following activities should be mentioned:

- Information meetings on the territory (for a total of 5 meetings in 2011), in collaboration with the Federation Volunteers in the World - FOCSIV.
- Collaboration in realizing of a training course on International Cooperation (promoted by Friends CeLIM Onlus).
- Guidance Services: qualitative and quantitative interviews, (during the year, 13 interviews and professional orientation were carried out).
- Through the SSF service, in June 2004, CeLIM became a partner in a network of information and recruitment (PPV), along with other institutes, promoted by the Volunteer Service Center in Milan (Ciessevi). This Convention ended up in August 2009 and changed in a more complex network which was launched in 2009 with the label, Network Volunteer Orientation (ROV). It developed in 2011 when other 28 charity associations join the group.

Relating the **Recruitment service** the following activities should be mentioned:

- The recruitment activities was performed according to the previous years standards, by providing this service to the consortium board.
- The most relevant activity was the recruitment of the Civil Service Volunteers (for a total of 76 interviews). Thanks to the approval of SCV project, the Office looked for **14 volunteers for abroad** and **5 volunteers for Italy**.

The Office achieved the following results: 577 curricula vitae were checked with the consequent return of 52 information sheets, 112 interviews were carried out and the

assignment to 5 different institutes of 115 candidates who meet the asked requirements was completed.

Relating to the **Training service** in 2011 the following activities should be mentioned:

- There was a relevant increase of the training activities internal to the organization, especially in the before-departure training sessions and in checking sessions for Civil Service volunteers who ended their experience.
- Collaboration as lecturers for different training programs and courses:
 - Master in International Affairs (MIA), ISPI, Milan
 - Diplomas NGOs and Development at ISPI Milan

5. INFORMATION, COMMUNICATION AND FUND RAISING

5.1 TOOLS

5.1.1 “Ad Lucem” magazine, newsletter and Volunteer for Development

During the year, the six-monthly Ad Lucem magazine was published, sent by paper and electronic mail, and it was charged on CeLIM official website (in a Pdf format); the monthly on-line newsletter was sent.

Ad Lucem is read by more than 3,500 people, including donors, sponsors, volunteers or people enrolled in the *mailing list*.

The collaboration with *VpS* continued both for the printed version and for the website support (www.volontariperlosviluppo.it), by sending letters, articles proposals and reporting of different kind of events.

5.1.2 CeLIM on the web

The website www.celim.it is always in progress: two new sections have been created (Press Area, Enterprises Area), in order to facilitate the communication and the contact with journalists and entrepreneurs; a quick translation of the website in English and Portuguese language remains a current issues; the explanation of the project has been simplified by aligning the text to a standard format.

The website framework is always more dynamic thanks to several links to internal pages (for which the same page can be reached through different channels), but also thanks the promotion of other multimedia platforms and social networks where CeLIM is a partner.

In order to finance the website, some sponsors have been found and their logo appear at the bottom of the website homepage. In CeLIM channel on youtube, new videos have been charged: three short films in Italian and English realized by a group of film-makers and dedicated to CeLIM projects in Zambia (Olga’s- the Italian corner, Community School, Food Facility); 2 amateur videos made by volunteers in Zambia and dedicated to Community School and sustainable management of forests project; the spot “Positivi nell’Anima” and a documentary-film realized by the director Pitscheider support the hospital in Chirundu.

In summer, a working team belonging to the workshop InformAnimation, which have been organized by the University of Alghero, has realized a video dedicated to sustainable forest management project.

CeLIM page on Facebook is updated daily and has reached 976 friends.

5.1.3 Corporate image

CeLIM corporate image has been renewed: the *claim* under the logo has changed in “craftsman-like approach to development” which is considered better than the previous one, “volunteer in the world” . The new *claim* is indeed more representative of the working model used by the NGO; the official colors and the font used in the documents have been defined; as a consequences of the new style changes (as well as the new logo adopted by the FOCSIV Federation) the letterhead has been changed.

Finally, thanks to an external expert advices, CeLIM presentation improved focusing on its *mission* and its abilities.

5.1.4 Leaflets and brochures

As usual, some leaflets on running projects in Italy and in developing countries have been published. The official leaflet was renewed, but the new corporate image and the new *mission* presentation were not yet included.

5.1.5 Communication and Press Office

It was conducted press office activities on main newspapers, radio and web sites through periodical advertisements on our fund-raising activities and social campaigns.

Stories of our volunteers appeared in some web sites (www.immigrazioneoggi.it, www.viaggisolidali.it, <http://europa.eu>, www.sconfinare.net) and magazines (The Trip, VpS). In Zambia, two articles on Community School and Food Facility projects were published in The Post and Mazabuka Times magazines.

Some news regarding CeLIM projects in the developing countries and in Italy appeared also in the Ecoideare bulletin (belonging to Leroy Merlin enterprise), in the Amici di Telettra and in the ABC bulletins; while the NGO has been mentioned several times (regarding *Positivi nell'anima* campaign) on national magazines *L'Avvenire* and *Famiglia Cristiana* .

Finally, CeLIM staff has taken part in a radio interview on a local station, speaking about the Association and the voluntary activities, and in two other interviews on a streaming radio , promoting Food Facility and sustainable forest management projects.

5.2 FUND-RAISING ACTIVITIES

5.2.1 Services to donors and direct mailing

The sending of the six-monthly letter to donors is regularly performed with the aim to update them on projects and raise some funds. Starting by this year, the sending is performed both by paper and electronically.

The year-end mailing is sent along with the report on running projects. The report highlights the goals achieved during the year and the goals planned for the coming year.

Due to the postal rates, the communication by paper is done exclusively for active donors, about 550 recipients; while the online sending reaches almost 2,500 people.

5.2.2 RID

The chance to donate by domiciliation collects few adherents: till now, less than 10 persons make a donation or pay their associative fee through this system, which conversely remains the best way for CeLIM to do a efficient planning of its activities.

5.2.3 - 5 PER MILLE

During the year, the results of the 5x1000 (2009) campaign were published: it shows a slight increase in signatories and contributions from the previous year: 444 preferences for a total amount of 22,556.30 euro.

This year, it has been decided to focus on this type of funding: for the first time, we studied a campaign aimed at announcing the CeLIM tax code and explaining how the NGO actually uses the collected funds.

Some postcards, posters and brochures were realized with a coordinated graphic. Then, they were widely delivered among donors and the local businesses or commercial services that potentially could promote the name of CeLIM: for instance, the accountants (an ad hoc meeting has been made) and businesses close to our headquarter.

Due to the time of formalization of preferences by the Department of Finance, campaign results will not be known for a couple of years.

5.2.4 Wedding favor

The promotion of CeLIM initiatives during special occasions continue: wedding favors and solidarity wedding lists were chosen also this year by many people. The certificate of good deed as a gift for *guest of honor* for a donation in his/her name gives good results especially before Christmas.

5.2.5 Christmas items

Gadgets: in Christmas time, four new types of greeting cards and one type of wall calendar dedicated to the Food Facility project in Zambia have been realized.



Handcraft: This year, the sales of gadgets and craftsmanship was excellent because it was decided to set up a market in the lounge of our headquarter: every Saturday, in the months of November and December, it was kept open for the public. The market was promoted through an opening at the *Ostello Bello* in Milan and through a promotion in newspapers.

This year, the sale of greeting cards was well accepted by some companies, while the calendars were also released at three other sales point.

5.2.6 Foundations

During the year, 14 foundations and corporations have been reached. Informative materials (such as brochure and leaflets), created *ad hoc*, has been sent to those foundations.

A total of 5 foundations have given a positive feedback by providing some funds for CeLIM projects. Especially Leroy Merlin Enterprise has shown a high interest: in their *Green Week*, it used a whole day in favor of the Sustainable forest management project in Zambia, by covering the CO2 emissions used by customers to arrive in the store by planting new trees.

The initiative has collected 7,705 euro (almost 30% more than the expected amount), that were used for planting of 1,200 seedlings in the district of Mongu.

5.3 SUPPORTING GROUPS

5.3.1 Warrantors

The warrantors team – formed by personalities sharing CeLIM values from academia, church, business and social entrepreneurship - has been involved in our initiatives and contributed on several occasions. During the year, one meeting was organized exclusively for them. Till

now, the group was officially formed by 15 people usually joined by six other people which are not officially into the warrantors team.

5.3.2 Amici CeLIM

In view of the European Year for Volunteering, the **volunteer group “Amici CeLIM”** found new members which helped to organize CeLIM initiatives in Italy and realized new activities such as the Spanish course (in favor of the Food Facility project in Zambia) or the course in International Cooperation (in favor of the co-development project in Albania).

5.3.3 Bethesda Association

For this Christmas, the Milanese Association has supported one of CeLIM projects in the developing countries (sustainable forest management project in Zambia).

5.4 CAMPAIGNS AND EVENTS

5.4.1 “Abbiamo riso per una cosa seria”

For the 6th time, CeLIM joined the FOCSIV national event, organizing in the weekend of May 14th-15th, with 12 points for the selling of rice in Milan and hinterland and other 2 points in the province. A total of 1,860 packages of rice has been sold and the funds collected were used for the Food Facility project in Zambia.

For this edition, the rice was provided by the Coldiretti, while previous years it came from the fair trade: indeed in the past edition of the event, 40 packages were sold through Chico Mendes cooperative.

5.4.3 Events

- *Strasingle* – Milan – June 19th

Non-competitive 5km walk. Half of the registration fee of the participants for CeLIM supported NGO's activities.

- *Football Cup* - Milan, Centro Sportivo Parenzo – April 16th/17th

Football tournament organized in partnership with Capramagra Onlus: the fees of playing teams were used to support Food Security projects of the two organizer associations.

- *Un mondo di libri* - Milan, Piazzale Cadorna – October 2nd/9th

Ninth edition of the charity book market which was located for the second year near the railway station. This year the period for the charity market was shorter than past edition.

Money raised was used to support projects in developing countries.

- *From Russia, whims and ballets* - Milan Auditorium – 23rd October

Planned Concert by LaVerdi Foundation, which gave some tickets to CeLIM. Money raised was used to support the sustainable forest management project.

- *Jatropha Evening* - Milan, Tempio d'oro Restaurant – 4th December

Happy Hour buffet in support for sustainable forest management project and opening of the photo exhibition dedicated to the project: it was exposed until the following year.

- *Babbo Running* – Milan – 18th December



Non-competitive 5 Km walk. Half of the fee of participants for CeLIM was used to support NGO's activities.

6. ASSOCIATIVE LIFE

In 2011, the CeLIM associative life's activities were planned like past years, with a total of 3 meetings: the assembly in spring season; the two-day meeting in September; Christmas eve in December.

6.1 General Assembly for members in April

The Annual General Assembly, scheduled on 30 April 2011, had a total number of 34 members. The following activities were realized during the Assembly: inquiring of the Advisory Board 2010, budget review 2011. The Assembly focused on thinking CeLIM planning and the NGO future in front of the current crisis.

6.2 Two day associative meeting in Autumn

The two-day membership meeting was held in *Besana Brianza* on 17/18 September 2011, with 38 among members and supporters and 14 children. The main topic of the meeting was: is it possible change the tread?

It was strongly perceived the need to change and find new strategies for NGO, in order to improve its ability to effectively act by sustainable projects in global North and South.

In the first part of the meeting, the Board Council representatives spoke about the current situation of the Italian Cooperation and of CeLIM: they did not hide the relevant difficulties for Italian economy and especially for the cooperation sector.

In the afternoon, they focused on analyzing some empirical hypothesis to support our activities in the South and especially in Zambia. This analysis touched several viewpoints and perspectives both in short and long terms planning.

The Zambia Country representative, Gianclaudio Bizzotto, and the Olga's Livingstone project manager, Giuseppe Damiano, provide some proposals that will be valued in 2012. On Sunday, Luca Moscatelli, theologian and mission expert, made a intervention titled: "History and the essential change"



6.3 Christmas Eve

For a sudden strike of public transport service, the traditional Christmas eve, planned on 16 December, did not took place. It was proposed a meeting with members during the CeLIM charity launch, 19 December 2011.

Additional activities with the participation of active members

In addition to the above mentioned moments and activities, members and supporters had several occasions for meeting and to participate in the associative life, especially through the Information, Campaigns and Fund-raising events.

Council meeting

The Council Board met 13 times during the year.