



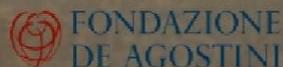
EUROPEAN CORPORATE FOUNDATIONS KNOWLEDGE EXCHANGE

RISKS AND OPPORTUNITIES
HOW TO MAKE THE MOST OF THE RELATIONSHIP
BETWEEN A CORPORATE FOUNDATION AND ITS
FUNDING CORPORATION

22nd - 23rd November 2018
Palermo, Italy

dafne

Donors and Foundations Networks in Europe



Assifero and DAFNE are grateful for the support for the organization of the European Corporate Foundations Knowledge Exchange provided by Costa Crociere Foundation, De Agostini Foundation, Enel Cuore Foundation, Eni Foundation, SNAM Foundation.

Programme

Venue: Palazzo Branciforte

Via Bara all'Olivella, 2

Thursday 22nd November

09:30 - 11:00 *Optional Guided visit to Museo Salinas, Piazza Olivella, 24*

(see below for details)

11.30 – 13.30 Arrival at Palazzo Branciforte and registration with brunch / structured networking

12.00 – 12.45 *Optional - Tour of Palazzo Branciforte and collection*

12.45 – 13.00 *Optional - briefing for first time European Corporate Foundations Knowledge Exchange participants*

13.30 – 14.00 **Welcome and introductions**

Leoluca Orlando, Mayor of Palermo
Salvatore Carrubba, Vice-Chair of Fondazione Sicilia
Felice Scalvini, Chair of Assifero and ASM Foundation

14.00 – 14.50 **Keynote presentations**

From corporate values to systemic value: strategic partnerships for social impact, Laura Orestano, CEO SocialFARE.

Building multi-stakeholder alliances among companies and corporate foundations for SDGs: lessons learnt on risks and opportunities, Enrico Giovannini, ASviS- Italian Alliance for Sustainable Development.

14.50 – 15.30

Electronic Participative Meeting (EPM)

Facilitated by James Magowan and Hanna Stähle, DAFNE and Priscilla Boiardi, EVPA.

Use of smartphone or tablet by participants is required - questions / discussions will focus on how to make the most of the relationship between the company and the foundation.

15.30 – 16.00

Break

16.00 – 17.30

Working Session 1

3 x 25 min Elephant in the Room discussions in rotation.

1. Does strategic and operational alignment enhance or inhibit the work of the foundation?

Moderator: Max von Abendroth, DAFNE

Discussion lead: Priscilla Boiardi, EVPA

2. Is the work of the foundation valued by the corporation – if so, how and how can its impact be fully recognised?

Moderator: Rosa Gallego, Spanish Association of Foundations (ES)

Discussion leads: Laura De Carlo, TIM Foundation (IT)

Angela Melodia, SNAM Foundation (IT)

3. Walking the communications tightrope – how can we offer balanced representation of interests (corporate, foundation, grantees/causes)?

Moderator: Beate Eckhardt, SwissFoundations (CH)

Discussion lead: Tina Gwynne-Evans, BUPA UK Foundation (UK)

18.45 - 22.00

Guided visit, cocktail and dinner at Galleria di Arte Moderna

Guided visit of a selection of the GAM art works and of the exhibition dedicated to *Antonio Leto* (1844-1913), an extraordinary protagonist of landscape painting in Sicily.

The exhibition, promoted by the City of Palermo and organized by Civita Sicilia, also traces the special relationship between Leto and the Florio family, the artist's mecenate.

Catering will be provided by a social enterprise, *Cotti in Fragranza*, a bakery located

inside the Malaspina juvenile detention centre in Palermo. This is a cutting-edge social business that uses high quality local ingredients, engaging youth in juvenile justice in a creative and proactive way.

Friday 23rd November

08.30 – 9.15

Networking

09.15

– 10.15 Working Session 2

Parallel Group Discussions

1. Utilising non-financial assets of the funding corporation (physical, human, technical) to achieve societal impact

Moderator: Beatrice de Durfort, French Foundation Centre (F)

Case study: KayCameron, Lloyds Bank Foundation (UK) - Bank Mentoring Scheme

Case study: Karoline Heitmann, EVPA – Creating impact-driven engagement activities

2. Brand leverage – how the corporate brand can help build social capital

Moderator: Anke Pätsch, German Association of Foundations (D)

Case study: William Gartland, Fundación Repsol (ES)

3. Impact assessment – specific requirements and dimensions for a corporate foundation

Moderator: Esther Thompson, Association of Charitable Foundations (UK)

Case study: Tina Gwynne-Evans, BUPA Foundation (UK)

4. Innovative methods and modalities of financial and non financial support (of specific relevance to corporate foundations)

Moderator: Hanna Stähle, DAFNE

Case Study: Dario Manigrasso SNAM Foundation (IT)

10.15 – 11.00

Knowledge harvesting

Plenary session facilitated by James Magowan, DAFNE

11.00 – 11.30

Break

11.30 – 12.30

Grand Finale

Orchestrated by Carola Carazzone, Assifero
Conducted by James Magowan, DAFNE

A chorus of reflections and take-aways featuring soloists:
Andrea Gáborné Haáz, MOL Foundation (Hu)
Rien van Gendt, GSRD (G Star Raw Denim) Foundation (NL)
Khatuna Kazarashvili, C&A Foundation (B)
Liz McKeon, IKEA Foundation (NL)
Novella Pellegrini, ENEL Cuore Foundation (IT)

Closing remarks, Stefania Mancini, vice chair of Assifero

12.30 – 14.00

Lunch

14.30 – 16.30

Optional site visits (see below for details)

Site visit 1 - Palazzo Butera and la Kalsa: cultural heritage for social change

*Site visit 2 - Environment, cultural heritage, social innovation: ECOMUSEUM
Mare memoria viva*

Site visit 3 - Fighting violence against women with ONDE ONLUS

Site visit 4 - Standing against mafia with Addiopizzo

Site visit 5 - The Cantieri Culturali della Zisa

Site visit 6 - The TAU Center and Danisinni

Biographies of the key note speakers

Enrico Giovannini

Enrico Giovannini is an Italian economist and statistician. Since 2002 he is full professor of economic statistics at the Rome University ‘Tor Vergata’. In 2013-2014 he was Minister of Labour and Social Policies in the Italian Government. From 2009 to 2013 he was President of the Italian Statistical Institute (Istat). From 2001 to 2009 he was Director of Statistics and Chief Statistician of the Organisation for Economic Cooperation and Development (OECD), where he established the ‘World Forum on Statistics, Knowledge and Politics’ and launched the Global Project on the ‘Measurement of Progress in Society’, which fostered the setting up of numerous worldwide initiatives on the issue ‘Beyond GDP’. He is the founder and the spokesman of ASviS the Italian alliance for sustainable development, a network of over 180 subjects of Italian civil society.

Laura Orestano

Laura Orestano (@lauraorestano) is CEO at SocialFare |Center for Social Innovation Italy (www.socialfare.org) and President of the recently-launched first impact seed fund in Italy, SocialFare Seed.

Laura has extensive experience in social entrepreneurship and social innovation ecosystems and has worked for large multinational corporations and institutions worldwide (Ferrero Group, Alpitour, Lear Corporation). She was Visiting Professor at MIIS (<https://www.middlebury.edu/institute>), USA.

She focuses her work on how to leverage social value so that it may generate economic value for communities and society as a whole. Laura is co-author of UN-ILO Paper ‘Social Innovation and the Future of Work’, EU Expert on Social Innovation, Fellow of the Royal Society of Arts and in 2016 was awarded with the WEF Prize ‘Iconic Trail Blazer Woman of the Decade’. In 2018 Laura was appointed ActionAid Partner.

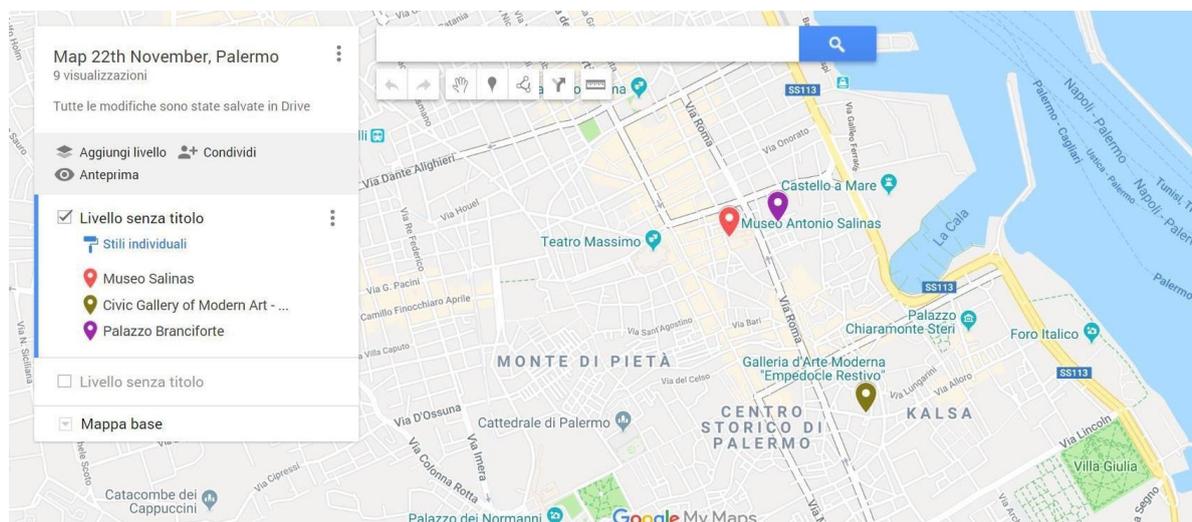
Optional visits Thursday 22nd November

Guided visit to Museo A. Salinas *Piazza Olivella, 24*

The Regional Archeological Museum Antonio Salinas owns one of the richest collections of Punic and Ancient Greek art in Italy, as well as many artwork related to the history of Sicily. The museum is dedicated to Antonio Salinas, a famous archaeologist and numismatist from Palermo. It is part of the Olivella monumental complex, which includes the Church of St. Ignatius and the adjoining Oratory.

Tour of Palazzo Branciforte and collection *Via Bara all'Olivella, 2*

In the framework of promoting the cultural development of the city of Palermo, Fondazione Sicilia decided to restore Palazzo Branciforte to its original glory. Major restoration work began in 2007 on a project by the world-renowned architect and designer Gae Aulenti, who made the building more modern and functional, maintaining the heritage of the past and adding a contemporary design. Palazzo Branciforte is a unique place, combining identity and innovation. A place where history, archaeology, modern and contemporary art, books, and the great Italian culinary tradition come together. Opened to the public in May 2012, the Palazzo hosts the offices of the Fondazione and houses some of the Fondazione Sicilia collections, which are open to the public.



Optional site visits Friday 23rd November

What are the site visits?

As part of the optional programme, the European Corporate Foundations Knowledge Exchange 2018 offers 6 parallel site visits. Site visits are an opportunity for participants to get out of the conference room and learn about local programmes aimed at tackling social, cultural, environmental issues, while interacting and learning from each other. Participants will be able to ask questions and discuss informally. Each site visit, organized in groups, will be guided in English by an expert on the subject explored/approach and will involve walking outside. The site visits are not funding pitches, NGO office visits, lectures / presentation, or tourism.

When?

The site visits will take place at the same time on Friday 23th November from 14.30 to 16.30.

Site visit 1- Palazzo Butera and la Kalsa: cultural heritage for social change

Via Butera, 18

The magnificent Palazzo Butera of Palermo, located in the historical Kalsa district, is the first palazzo to be released as the venue of Manifesta 12, the European nomadic biennial contemporary art exhibition held in a different city every two years and currently going on in Palermo.

Palazzo Butera's architecture dates back to the 18th century. The palace belonged to the noble family of Branciforte and Butera. In 2015 Palazzo Butera was purchased by Massimo and Francesca Valsecchi, who began a complete restoration of the site which will host Valsecchi unique art collection. From this endeavour a new vision has been developed: how to generate social impact via the transformative power of art and culture. Such vision is generating convergence of ideas, resources and networks at national and international level to shape a unique Mediterranean hub prototyping innovative solutions to address some of development challenges of our time.

Palazzo Butera will hence design a new landmark where to experiment philanthropy and impact investing for the common good.

From Palazzo Butera it will be possible to continue the visit for one more hour to Museo delle Marionette and then Palazzo Steri and Orto Botanico.

Site visit 2 - Environment, cultural heritage and social innovation with

ECOMUSEUM Mare memoria viva *Via Messina Marine, 27*

The urban multimedia ecomuseum 'Mare Memoria Viva' is the result of a work of research and community-building on the memory and the present of Palermo's

relationship with its sea. The work was designed and carried out by CLAC as part of the project MARE MEMORIA VIVA, supported by the Fondazione con il Sud historical-artistic fund for 2011.

‘Mare Memoria Viva’ project worked in the neighbourhoods of the coastal area of Palermo to create a community map of the city’s waterfront, meeting and interviewing residents and workers, mapping notable places, collecting stories, photographs, videos and recipes, organising activities and meetings in public spaces and community areas. The ecomuseum of Palermo’s relationship to its sea is a result of this work: a sustainable space made of culture and relation aimed both at tourists and residents, which directly engaged the latter in the mapping and rediscovery of heritage. Palermo’s relationship to its sea is very telling of the city that was, that is and that could be. There are stories of resistance, travel, commerce, holiday and work. There are memories, faded photographs, forgotten places, fairy-tales and postcards. Seafarers, dockers, writers, poets, sunbathers, ship-workers, captains and sailors. People who go out to sea, and people who carry the sea in them wherever they go.

The ecomuseum is a space that welcomes proposals from the grassroots, a space for specifically plural cultures and the coming together of all age groups. It promotes a shared social responsibility, care for the territory and community tourism creating a space for cultural activities, tourism, teaching, alternative economy and active citizenship.

Site visit 3 - Fighting violence against women with ONDE ONLUS

Viale Campania, 25

Onde Onlus is an association of women that has been operating since 1992 with the mission of producing systemic actions to counteract violence against women and girls. It was established in order to become a safe and accessible place for women who suffered violence, to which women could refer to in Palermo. With a team of psychologists and professionals, it accompanies women victims of violence in a process of recovery of their person and integration into the job market. The Onde Onlus receives funds from Italian and international Foundations, such as Kering Foundation. The site visit of the Onde Onlus will provide an opportunity to interact with operators and some of the women who had experienced the Onde Onlus on the methodology and approach.

Site visit 4 - Standing against mafia with Addiopizzo *Via Lincoln, 131*

Until the 1990s Palermo was universally known as the mafia capital. The nonprofit association Addiopizzo established in 2004 and supported by different private donors and foundations will accompany the participants in the alleys of the historic center and old town of Palermo along a path on the places-symbol of the fight against the Mafia, to discover the legacy of a city that today wants to stand against the racket.

Participants will also get to know some of the shops and small entrepreneurs who decided to join the 'Pago chi non paga' campaign.

Site visit 5 - The Cantieri Culturali della Zisa *Via Paolo Gili, 4*

The Cantieri Culturali della Zisa is the most renowned cultural district in Palermo, located above the arab archeological site of the Zisa Castel built under the Islamic domination of the 1st Century b.C.

In the early 20th Century, the whole area was occupied by the Officine Ducrot S.A., a factory that produced some of the most important furnitures in the Liberty and 'Thonet' styles designed by Antonio Basile, the architect of the Teatro Politeama and Villa Igea resort and bath.

After decades of decadence the area was included in a general masterplan of urban restoration that generated the contemporary skyline of the industrial plant: a district that hosts research and exhibition functions located in a 'Pavilion System' opened to the city, where the Accademia di Belle Arti has found its headquarters.

Between shed-structure buildings and iconic chimneys, the visitor will see the performing art theatres of the scenography departments, the exhibition docks dedicated to the contemporary photographers research in the Mediterranean area, the underground laboratories of the young Palermitan artists and some of the most impressive archives that preservate the collective memory of the city.

Site visit 6 - The TAU Center *Via Cipressi, 9* and **Danisinni community building** *Via Danisinni*

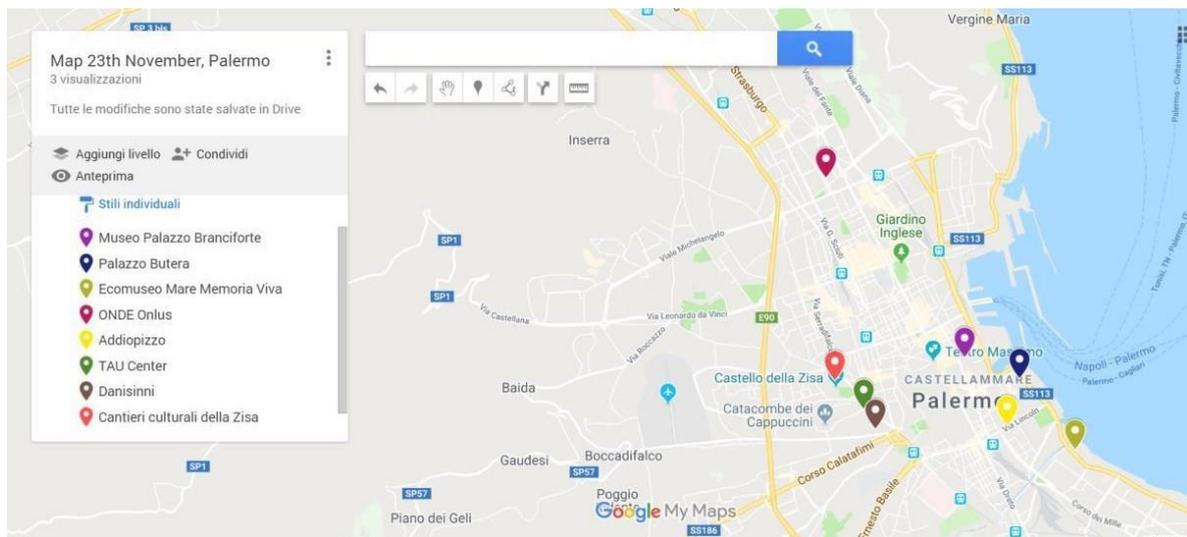
The Tau Center a long term investment with youth at the center. The Tau Center is a 'home for all'- designed and structured to be a place of aggregation, conviviality, sociality and interculturality for the children and young people and their families living in the deprived Palermitan neighborhoods of Cipressi, Ingastone and Danisinni.

The Tau Center was founded in 1988 thanks to the initiative of some volunteers and the commitment of some young Franciscans of the Parish of St. Mary of Peace. In 2015, thanks to the corporate foundations involved in the 'Openspace' project, the multimedia spaces of the Centro Tau were infrastructured also with the 'Zisoundlab' music and videomaking laboratory.

From the Tau Center the participants will walk to Danisinni. Danisinni is an oasis of greenery and silence unknown to most citizens and tourists. Just a stone's throw from the Palazzo dei Normanni, Danisinni is a small and marginal neighbourhood that in the recent years is experiencing social capital regeneration by hosting street art and the

tent of a social circus, in the premises of a church, the hub of the community, which also houses an educational farm, inhabited by donkeys, horses, goats, geese and turtles.

The *site visit will allow participants to explore* a hidden part of the city and offer the opportunity to meet the community organisers who produce art, social innovation and community building of capacity, trust and assets.



Palermo as host city of the European Corporate Foundations Knowledge Exchange

Given that 2018 is European Year of Cultural Heritage, Palermo is the **Italian Capital of Culture**, and that Sicily has for several millennia been a location for the merging of cultures, we want to ensure that we take the opportunity to have, as a thread through the Exchange, the broader transformative significance of culture and heritage as assets and socio-economic drivers.

Palermo in such a timely and meaningful place to be in Europe today. Throughout history, the city of Palermo – a wonderful natural harbour in the very heart of the Mediterranean Sea - has been a **laboratory** for diversity and cross-pollination. Continuous **migration** – from the Ancient Greeks, the Arabs and the Normans to the recent arrival from Africa, Asia and the Middle East – has constantly redefined the city and its people. Palermo's streets, architecture, parks, cultural legacy and personal histories are the result of a long-lasting syncretism of cultures across the Mediterranean and beyond.

The just launched [Palermo Atlas](#) reveals Palermo as a node in an expanded geography of movements – of people, capital, goods, data, seeds, germs – that are often invisible, untouchable and beyond our control. Palermo is shaped by these flows and journeys, from Somalia to Scandinavia, from Indonesia to Gibraltar and the Americas. Palermo is a global city, but one of the problematic-global, a place where key transnational issues converge – from climate change and illegal trafficking to the simultaneous impact of tourism and migration.

Palermo's position at the **crossroads of three continents** makes it an ideal location to investigate some of the key changes of our time. But it is also a place where the current model of globalisation is contested with new perspectives on civic engagement. In the 1990s the **Primavera di Palermo social movement** against the mafia helped the city emerge from decades of criminal control, with a determination to establish new forms of civic agency. Similar ambitions arise in Palermo today, as it embraces migration and proposes new models of citizenship (the ambition to abolish the residence permit) and human rights (Mayor of Palermo Leoluca Orlando's proposal to establish mobility as a human right).

Collaborating closely with Palermitan partners for site visits and with [Wonderful Italy](#) venture philanthropy and social impact fund for the event organisation and logistics, DAFNE and Assifero propose to the corporate foundations participants a **laboratory for the challenges of our time**, looking for traces of possible futures.

DAFNE

DAFNE is an informal network gathering donors and foundations associations in Europe with the aim of providing a platform to share knowledge and learn from best practices. With 26 member associations with a collective membership of more than 10,000 foundations and grant-makers, DAFNE underpins individual activities of its members by encouraging dialogue and collaboration between the national associations. Each DAFNE member individually serves public benefit foundations and other donors at national level: their roles and services vary from country to country.

The diversity among the various DAFNE members brings the opportunity to gain different perspectives, enrich each association by learning from peers' experiences and get to know the wider European context. DAFNE creates an effective mechanism for Europe-wide collaboration; exchange of know how; and the creation of a pool of knowledge at the level of the DAFNE network among philanthropy support organisations.

DAFNE provides a collective voice for Foundations thus supporting the representative role that Associations play at national level. DAFNE works with two main strategic partners EFC and WINGS to strengthen the voice and representation of the philanthropic sector at European and global levels.

Assifero

Assifero is the national membership association of Italian grant-making foundations and private institutional philanthropy. Founded in 2003, it currently supports 90 private foundations: family, corporate and community foundations.

Assifero's vision is promoting visible and effective Italian philanthropy, recognised as a strategic partner of human and sustainable development. Our mission is to be the natural partner for those seeking to strengthen the Italian philanthropic sector.

Assifero is a member of DAFNE, WINGS (Worldwide Initiatives for Grant-makers Support), ARIADNE (European network of funders for human rights and social change) and is associated to the EFC - European Foundation Centre, GFCF - Global Fund of Community Foundations and ECFI - European Community Foundation Initiative.

Assifero is also a member of ASviS, the Italian Alliance for Sustainable Development and of the Italian Alliance of social generativity.