

INTERNATIONAL WORKSHOP

organized in the framework of the **Youth in Action** programme, **Action 4.3**  
project no. RO-43-E080-2012-R3

**YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP**

Date & venue: 15 - 17 APRIL 2013, Bucharest, ROMANIA



- 5 partners from 4 countries: Romania, Portugal, Italy, Turkey
- Pro Global Science Association (**Romania**) - project coordinator
- Raise It Now – Associação (**Portugal**)
- ForTES Associazione Culturale (**Italy**)
- European Youth Society Association (**Turkey**)
- Informamentis Europa Association (**Italy**)
- 3 month project implementation (18.02.2013 – 20.05.2013)
- Contact: [office@reaser.eu](mailto:office@reaser.eu)



**YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP**

**Youth in Action, Action 4.3**

**RO-43-E080-2012-R3**



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**YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP**  
**Youth in Action, Action 4.3**  
**RO-43-E080-2012-R3**



**Cristina Barna (Pro Global Science Association)**

**YVSE presentation**





# Young Volunteering for Social Entrepreneurship



**Youth in Action, RO-43-E080-2012-R3**



# YVSE Presentation

- Project funded by the EU 'Youth in Action' Programme, Action 4.3 – Training and networking
- Period: 18.02.2013 – 20.05.2013
- International seminar on **Young Volunteering for Social Entrepreneurship**
  - ❖ 34 participants from Romania, Italy, Turkey



# YVSE Promoters

- [Pro Global Science Association](#) (Romania) - project coordinator
- [ForTES Associazione Culturale](#) (Italy)
- [European Youth Society Association](#) (Turkey)
- [Informamentis Europa Association](#) (Italy)
- [Raise It Now – Associação](#) (Portugal)





# Pro Global Science Association

- Scientific association; members – academic professors from Romania and other EU countries
- Online scientific journal – *Review of Applied Socio-Economic Research*
- Organizing international symposia
  - ! upcoming – *2<sup>nd</sup> Edition of the International Symposium on Advancing Socio-Economic Research, 24 – 25 May 2013*
- LLP projects Youth in Action, Grundtvig

See more: [www.reaser.eu/pgsa](http://www.reaser.eu/pgsa)



YiA RO-43-E080-2012-R3



# FORTES (Italy, Vicenza)

- active in Vicenza since 2002
- host partner for “Leonardo da Vinci” and “Erasmus” projects with other European countries
- in Italy organize internships for teachers and students from abroad
- Italian language courses (certificazione CELI)
- counseling and coaching to public and private entities for financing initiatives in multiple sectors (society, culture and training)
- See more: [www.fortes.it](http://www.fortes.it)

# European Youth Society Association (Turkey)





# Informamentis (Italy, Caserta)

- Association set up in 2012, with young members 18 – 35 experienced in EU projects
- Approved projects – year 2012 !
- V.I.S.I.T.
- E.N.C.L.O.S.E.
- The Young Journalist
- We Aren't Problematic
- IN.FOR.YOU.
- Learning to be EU
- Young Volunteering for Social Entrepreneurship

See more: <http://www.informamentiseuropa.eu>

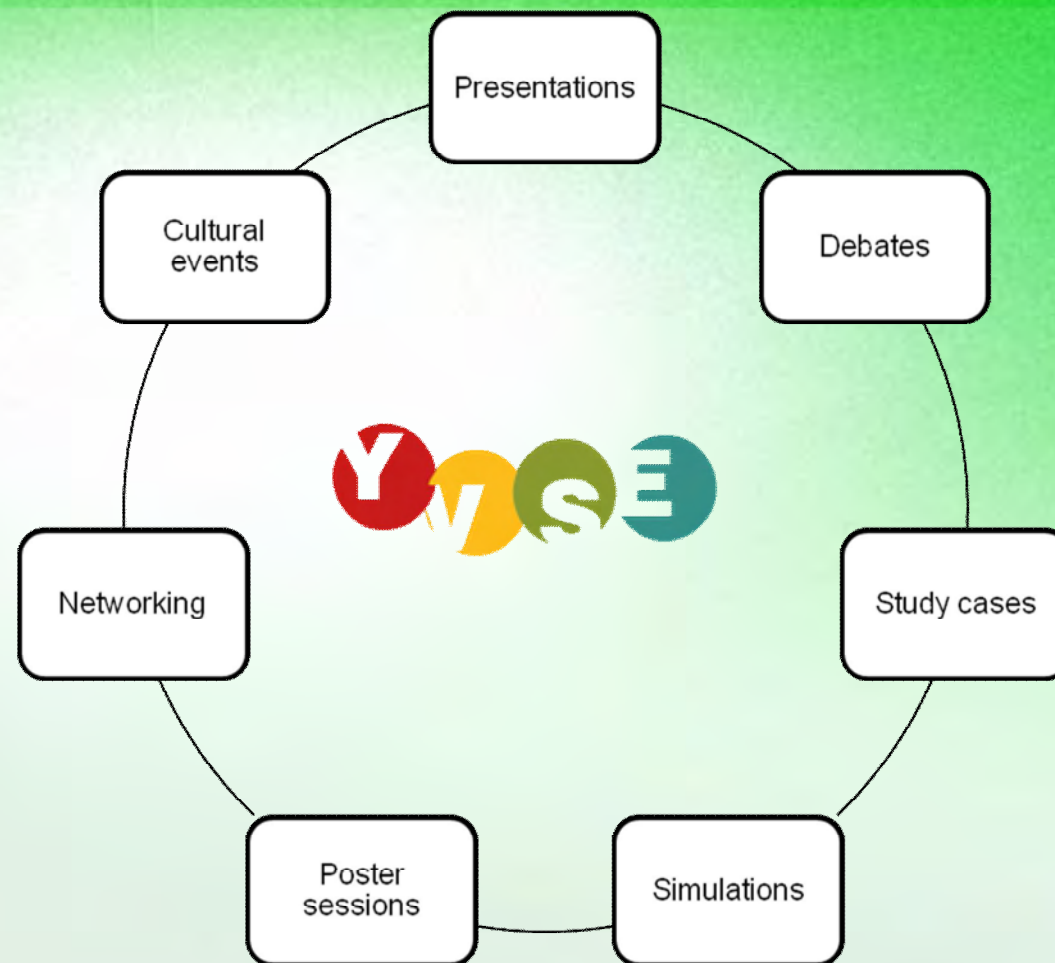


# YVSE Seminar

- 15 – 17 April 2013, Bucharest
- Involved 7 speakers/facilitators from PGSA, EYSA, Fortes, Informamentis
- 1 invited expert from PGSA – a real social entrepreneur!
- 1 support person from PGSA
- 26 young participants – pupils, students, members in youth organizations, members in volunteering organizations



# YVSE seminar

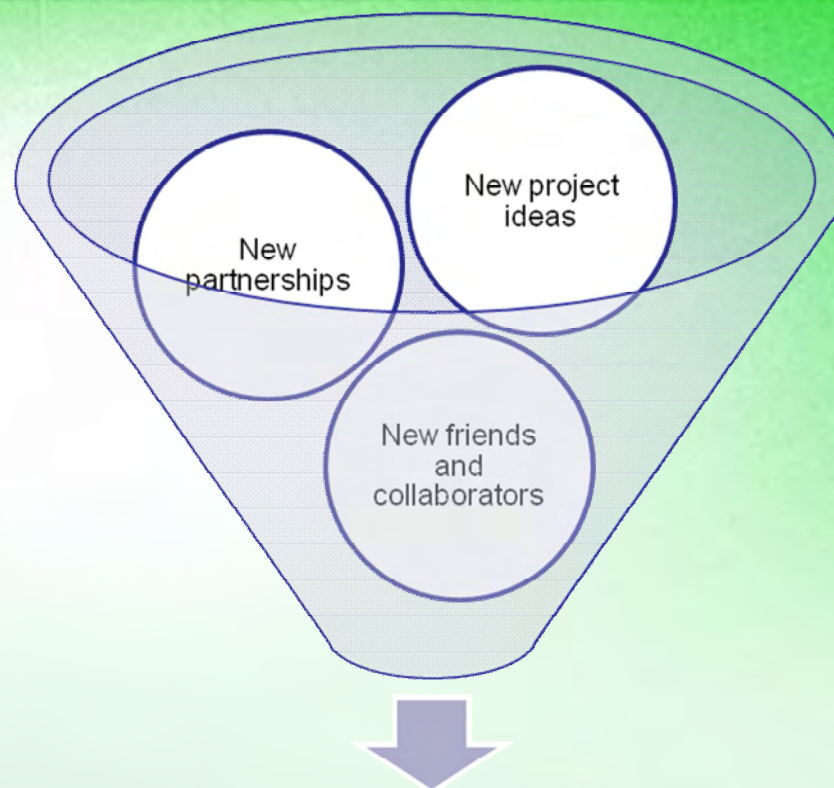


YiA RO-43-E080-2012-R3



# Dissemination

- YVSE web-site – [www.reaser.eu/yvse](http://www.reaser.eu/yvse)
- YVSE poster
- YVSE brochure
- YVSE workshop e-book (to be uploaded on project partners' web-site)
- YVSE project CD
- YVSE project results presentation in the 2nd Edition of the International Symposium ASER 2013
- Articles published in REASER journal, 5<sup>th</sup> Volume June 2013



YVSE Follow-up

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YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP

Youth in Action, Action 4.3

RO-43-E080-2012-R3



**Raluca Niculae (Pro Global Science Association)**

**Cultural Intermezzo: Let's know better Bucharest, Konya, Loures,  
Vicenza, Santa Maria Capua Vetere**



**[ PROMOTER: ]**

Pro Global Science Association **(ROMANIA)**

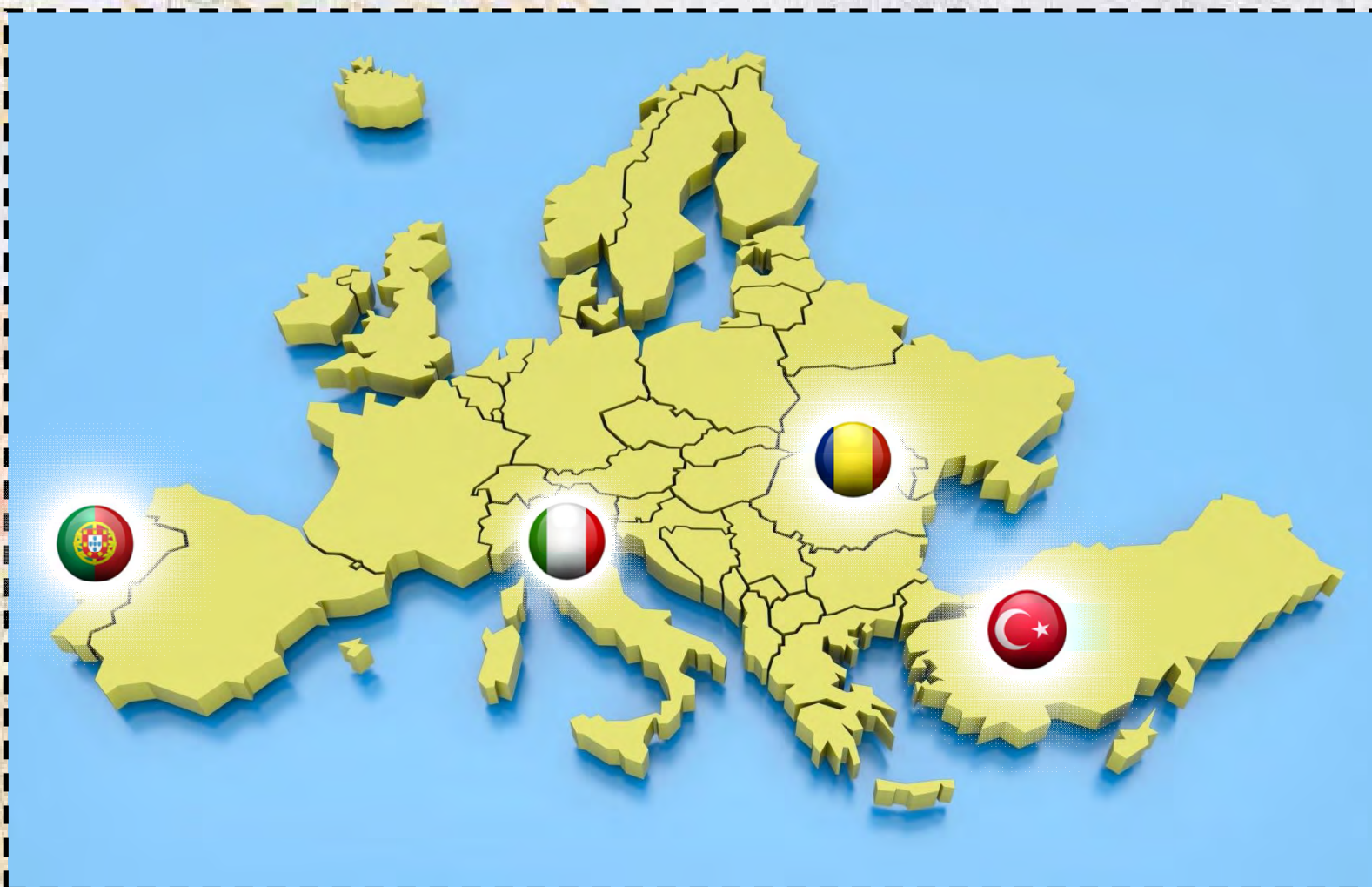
**[ PARTNERS: ]**

Raise It Now – Associação **(PORTUGAL)**

ForTES Associazione Culturale **(ITALY)**

European Youth Society Association **(TURKEY)**

Informamentis Europa Association **(ITALY)**





## Raise It Now – Associação (PORTUGAL)



[ Loures is a civil parish in the central Portuguese Greater Lisbon municipality of Loures having 27.362 habitants. ]



“Saloio” Carnival Loures



The historical church of Loures (Igreja Matriz Paroquial de Santa Maria)





[ Venice, capital of **Veneto Region** is a city in northeastern Italy sited on a group of 118 small islands separated by canals and linked by bridges. Venice is renowned for the beauty of its setting, its architecture and its artworks. The city in its entirety is listed as a World Heritage Site, along with its lagoon. ]



[ The winged lion, a traditional emblem of Venice, symbol of the apostle Mark the Evangelist, the city's patron]



**Doge's Palace- Venetian Gothic** architectural style combining Gothic Lancel Arch with Byzantine and Ottoman architecture influences. The style originated in 14th century Venice with the confluence of Byzantine styles from Constantinople.



[ A collage of Venice: at the top left is the Piazza San Marco, followed by a view of the city, then the Grand Canal, and (smaller) the interior of La Fenice and finally the Island of San Giorgio Maggiore. ]



ForTES Associazione Culturale (ITALY)



Florentina Rafaila



## European Youth Society Association (TURKEY)



[ Konya is a city in the Central Anatolia Region, the seventh most populous city in Turkey.]

Ince Minareli Medrese- today a museum that displays various artefacts from the Seljuk and Ottoman eras.

[ Konya, a cradle of many civilizations, became a center of culture and politics during the period of Seljuks. ]





## European Youth Society Association (TURKEY)



**Aziziye Mosque 1875**



**Alaeddin Camii built in  
1220 oldest Seljuk**



**Mevlana Celaleddin Rumi  
Turbesi ve Dergahi**

**[ Konya  
produced Turkish  
carpets that were  
exported to Europe  
during  
the Renaissance. ]**



**16<sup>th</sup> Century Carpet**



# European Youth Society Association (TURKEY)

Is Merkez



Kule Site (the Tower Place)



Florentina Rafaila



## Informamentis Europa Association (ITALY)



[ **Santa Maria Capua Vetere** is a town in the province of Caserta, part of the Campania region (southern Italy). ]



The Amphitheatre of the ancient Capua, the city's symbol. It was the second largest amphitheatre after the roman Colosseum and was mainly used for spectator sports, games and displays. The brickwork was entirely covered with precious marbles.





## Informamentis Europa Association (ITALY)



**Church of Saint Mary Major**

[A big structure including an impressive campanile of the 16th century, other religious buildings and the main church, whose facade is in a late flamboyant Baroque taste. ]



**Hadrian's Arch**

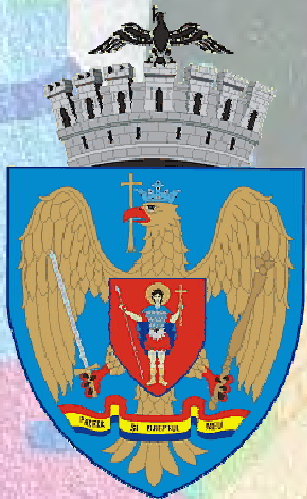
[This massive arch was erected in the 2nd century in honour of emperor Hadrian. It is located on the via Appia, the most important ancient Roman road that connected Rome to Brindisi. Via Appia passes through the city centre.]



## Pro Global Science Association (ROMANIA)



[ In the period between the two World Wars, the city's elegant architecture and the sophistication of its elite earned Bucharest the nickname of "Little Paris". ]



[ Bucharest is the political, cultural, industrial and financial centre of Romania, it lies on the Dâmbovița River and became capital in 1862. ]





# Pro Global Science Association (ROMANIA)

bucharestdailyphoto.ro



[ Bucharest: centre of Romanian media, culture, art and architecture - a mix of neo-classical, interbellum (Bauhaus and Art Deco), Communist-era and modern. ]



Florentina Rafaila

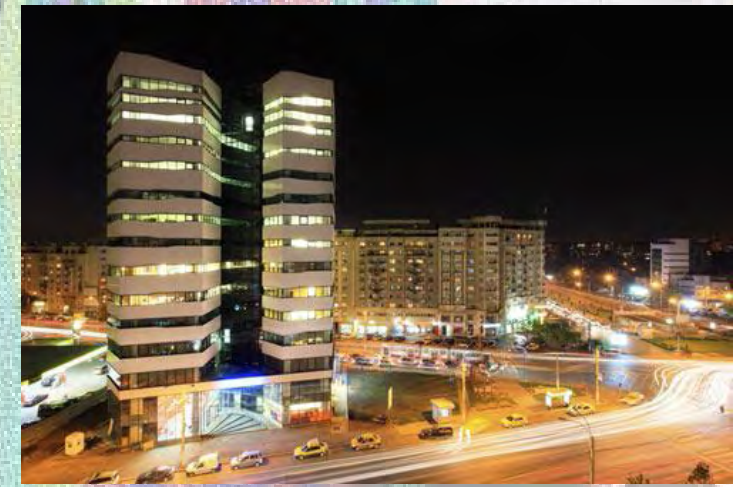
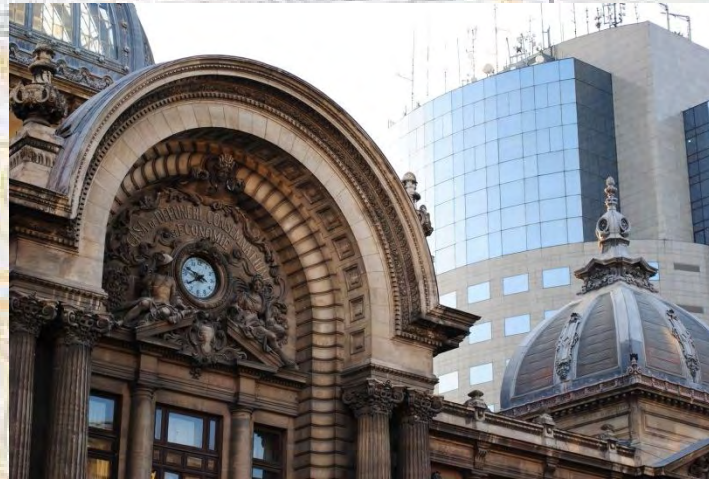


©Valentin Mandache, www.histori.wordpress.com



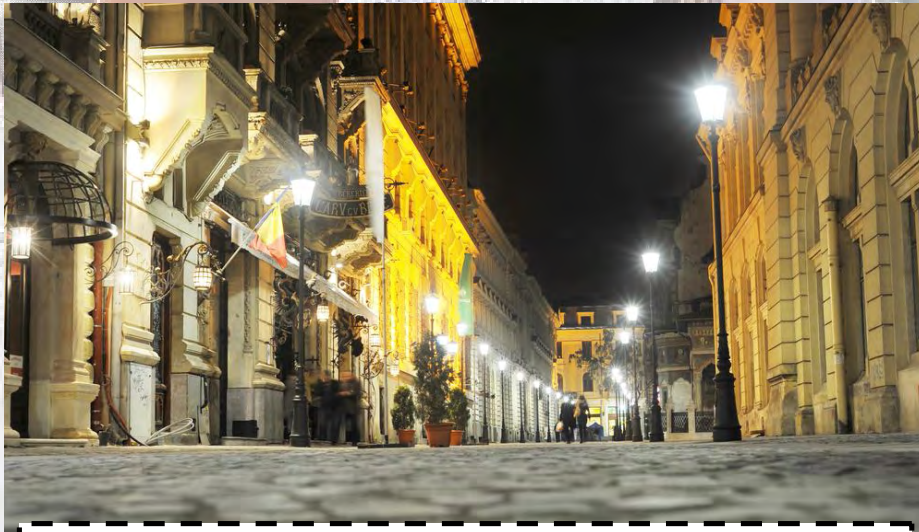
# Pro Global Science Association **(ROMANIA)**

[ Bucharest- collage of old and new architecture ]





# Pro Global Science Association (ROMANIA)

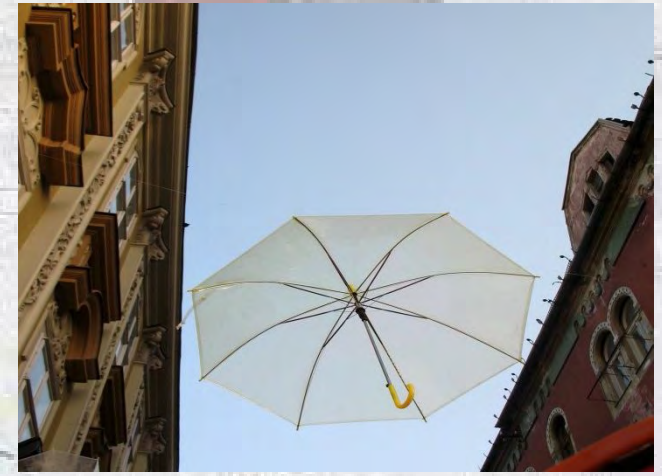


[ Old city centre ]





# Pro Global Science Association (ROMANIA)



[ Street Delivery- art & architecture urban event ]



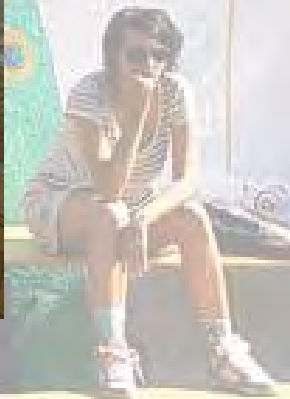
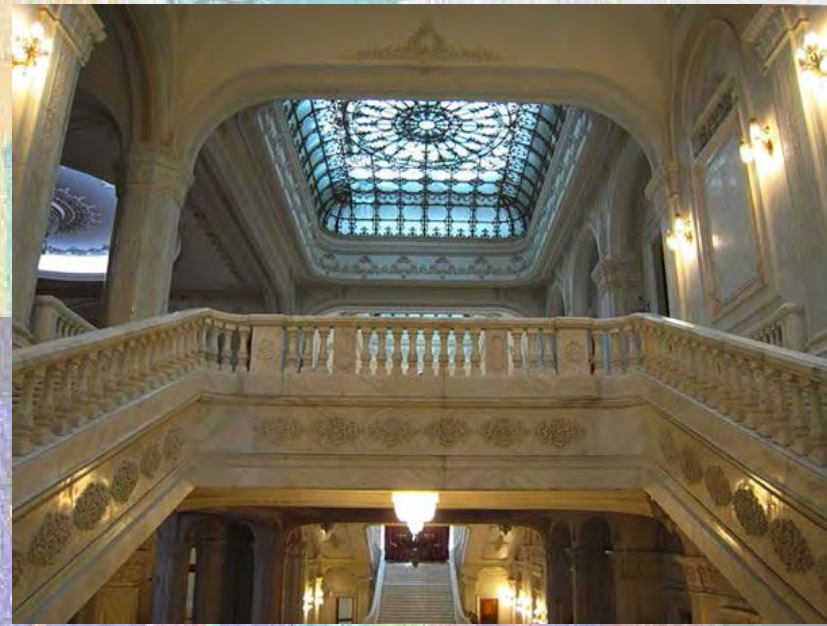


[ The **Palace of the Parliament** in Bucharest ( **People's House**), Romania is a multi-purpose building containing both chambers of the Romanian Parliament. According to the World Records Academy, the Palace is the world's largest civilian building, most expensive administrative building, and the heaviest building.

The Palace was designed and nearly completed by the Ceaușescu as the seat of political and administrative power. ]



# Pro Global Science Association **(ROMANIA)**





[**Mogoșoaia Palace** is situated about 10 kilometres from Bucharest. It was built between 1698-1702 by Constantin Brâncoveanu in what is called the Romanian Renaissance style or Brâncovenesc style, a combination of Venetian and Ottoman elements. ]



## Pro Global Science Association (ROMANIA)



[Mogoșoaia Complex was declared a historical monument, a popular tourist destination - the interior of the palace houses a museum and art gallery. (*Muzeul de Artă Brâncovenească*)]

[The Palace became an important cultural landmark. It gathers exhibitions, cultural events, or music performances. ]

[The Palace was to a large extent rebuilt in the 1920s by Princess Martha Bibescu. ]





[The Village Museum lyes on the Herăstrău lake shore in Bucharest, is one of the biggest and oldest outdoor museum in Europe ]

**Cristina Barna (Pro Global Science Association)**

**What is social entrepreneurship? How can we foster social entrepreneurship?**



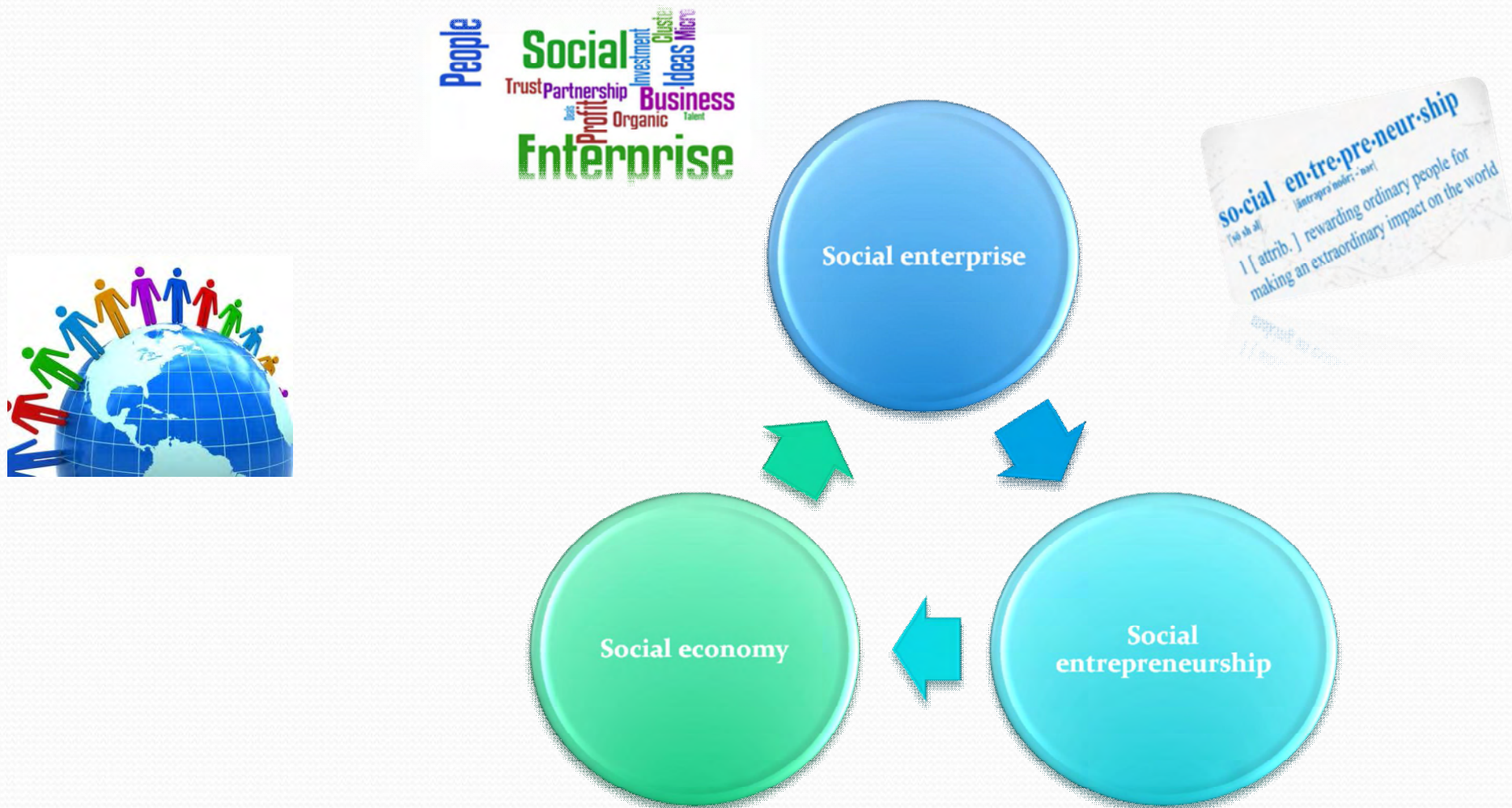
# *What is Social Entrepreneurship?*

## *How can we foster social entrepreneurship?*



**Cristina Barna**  
Pro Global Science Association

# A future of three SE pillars in EU?



# Social Economy – could be considered a response to the crisis in Europe?



**Social Economy is able to unlock social innovation, growth and jobs and to realize the set of ambitious objectives to be reached by 2020 in the five main areas: employment, innovation, climate change, education and poverty.**

Sustainable,  
largely non-  
exportable jobs

Social  
inclusion

Improvement  
of local social  
services

Territorial  
cohesion

# European social economy in figures

The social economy in Europe:

- employs 11 million people, that is 6% of the active population of the EU;
- the non-profit sector in Europe is contributing to 5% of the GDP and about 40 millions employees, that is 20% more than the transportation industry for example. (but this is structured around a variety of different type of legal status.)

- quoted from Speech/11/190 - José Manuel Durão Barroso President of the European Commission Europe leading social innovation Social Innovation Europe initiative Brussels (17/03/2011)



Let's understand!

Social Economy

Social Entrepreneurship

Social enterprise

# SOCIAL ECONOMY definition

**The social economy gathers enterprises of the co-operative movements, mutual benefit and insurance societies, foundations and all other types of non-profit organizations which all share some principles making them correspond to the "third sector" of modern economies.**

(definition by Jacques Defourny, quoted from EMES – European Research Network)

# SOCIAL ECONOMY: entities

Wide range of organisational forms:

- COOPERATIVES
- MUTUAL SOCIETIES
- ASSOCIATIONS AND FOUNDATIONS
- SOCIAL ENTERPRISES

# SOCIAL ENTREPRENEURSHIP

- **Broad range of activities and initiatives**
  - Social initiatives in for profit businesses
  - Institutional entities pursuing a social goal, relations and practices that yield social benefits
  - Entrepreneurial trends in non-profit organizations
  - Ventures developed within the public sector

*(Johnson, 2000; Roper and Cheney, 2005; Mair and Marti, 2006, quoted from Borzaga, Galera – EURICSE paper)*

# Social Entrepreneurship definitions

- **Broad definition:** a mindset that can have a place in any business and setting (Roberts and Wood, 2000), in the for-profit, non-profit, public sector or across sectors, such as hybrid organizations, which mix for-profit and non-profit approaches (Austin, Stevenson, and Wei-Skillern, 2006).
- **Narrow definition:** located strictly in the nonprofit sector and it refers to the adoption of entrepreneurial approaches in order to earn income.

*(quoted from Borzaga C., Galera G. – EURICSE paper)*

# Social Enterprise

Duality of objectives



## Video

# Promoting social entrepreneurship in the European Single Market

- <http://www.youtube.com/watch?v=tUAc7adBIRo>
- [http://ec.europa.eu/internal\\_market/social\\_business/index\\_en.htm](http://ec.europa.eu/internal_market/social_business/index_en.htm)



# Social Enterprise/Social Business definition

**A social enterprise is an operator in the social economy whose main objective is to have a social impact rather than make a profit for their owners or shareholders. It operates by providing goods and services for the market in an entrepreneurial and innovative fashion and uses its profits primarily to achieve social objectives. It is managed in an open and responsible manner and, in particular, involve employees, consumers and stakeholders affected by its commercial activities.**

Social Business Initiative

Brussels, 25.10.2011, COM (2011) 682 final

# Features of Social Enterprises

## Economic and entrepreneurial nature of initiatives

- Continuous activity of producing **goods** and/or selling **service**
- High degree of **autonomy**
- Significant level of **economic risk**
- **Minimum amount of paid work**

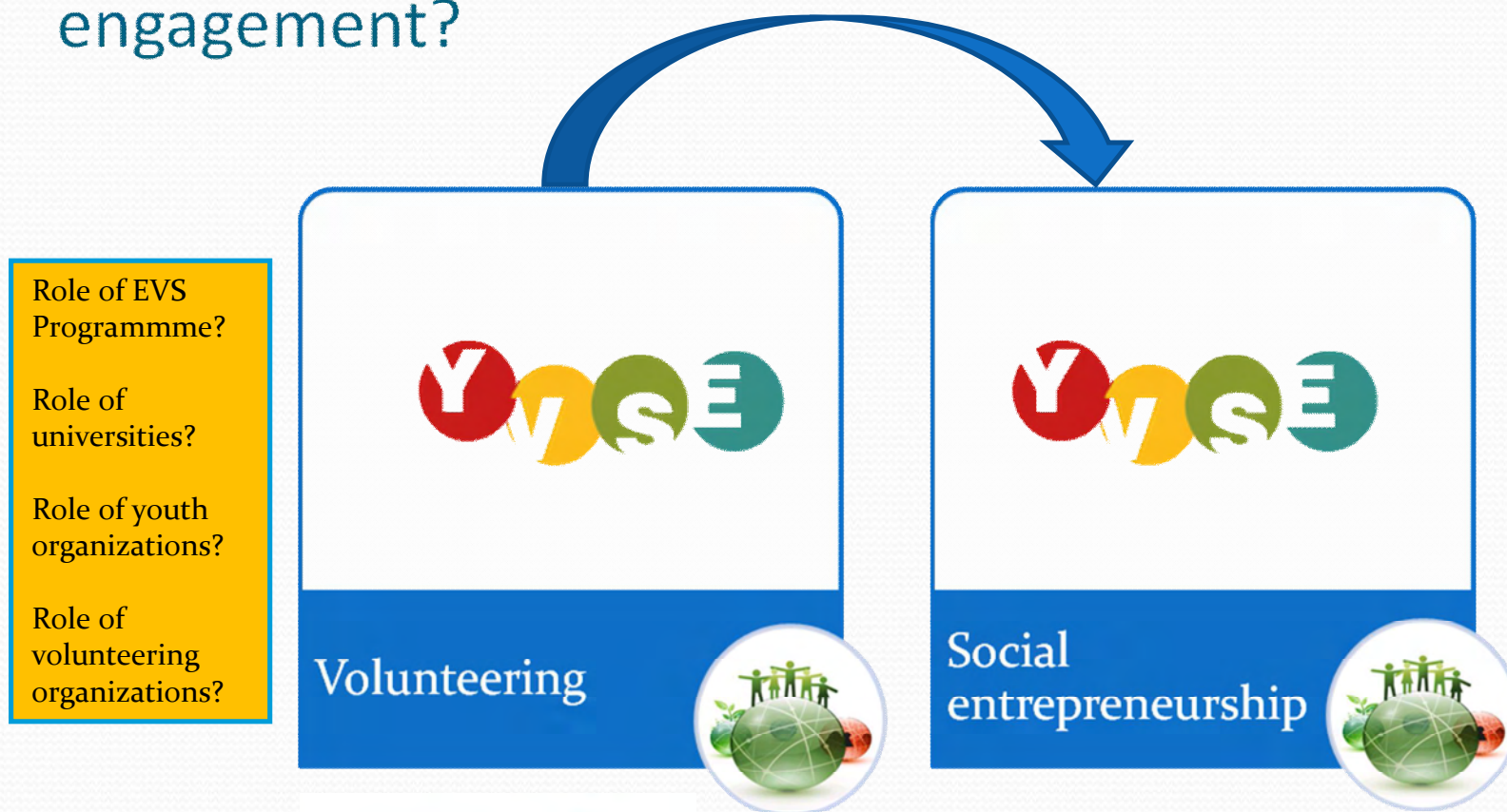
## Social dimension of the initiatives

- An initiative launched by a **group of citizens**
- A decision-making **power not based on capital** ownership
- A **participatory nature**, which involves the persons affected by the activity
- **Limited profit distribution**
- An explicit aim to **benefit the community**



Source: EC, DG Enterprise and Industry, 2011

# Can we foster social entrepreneurship by volunteering engagement?



# Be informed!

European Youth Portal



studying

working

VOLUNTEERING/EXCHANGES

Your rights

Portals for young people

Info on Europe

Active citizenship

Travelling Europe



YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP

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**Manuela Epure (Pro Global Science Association)**

**Types and domains of volunteering; Volunteering in the context of education and training**





# Types and domains of volunteering; Volunteering in the context of education and training

*Prof. Manuela Epure, PhD, CIM  
Pro Global Science Association*

# Concept

**Volunteering** = any activity that involves spending time, unpaid, doing something that aims to benefit the environment or someone (individuals or groups) other than, or in addition to, close relatives.

- ▶ volunteering must be a choice freely made by each individual.
- ▶ a formal activity undertaken through public, private and voluntary organizations as well as informal community participation.



- ▶ Volunteering is generally considered an altruistic activity and is intended to promote good or improve human quality of life. In return, this activity produces a feeling of self-worth and respect; however, there is no financial gain. Volunteering is also renowned for skill development, socialization, and fun. It is also intended to make contacts for possible employment.

# Domains

<http://www.keystone.asn.au>

- ▶ [Animal Welfare](#)
- ▶ [Arts and Heritage](#)
- ▶ [Community Action](#)
- ▶ [Courts](#)
- ▶ [Environment and Conservation](#)
- ▶ [Health and Social Care](#)
- ▶ [Management and organisational skills](#)
- ▶ [Micro-volunteering](#)
- ▶ [Policing](#)
- ▶ [Prisons](#)
- ▶ [Probation Services](#)
- ▶ [Restorative justice](#)
- ▶ [Sport](#)
- ▶ [Trustees](#)
- ▶ [Victim support](#)
- ▶ [Volunteering abroad](#)
- ▶ [Youth / Children](#)



Bucharest, 15-17 April 2013

# What should do a volunteer?

- ▶ **Take care in whatever you do.** As long as you act reasonably and take this guidance into account you are very unlikely to put yourself at risk of litigation.
- ▶ **Think about your safety and the safety of others around you.** Before you do anything it's a good idea to take some time to think about the risks it could pose to you and others. If there is a risk, think about what you can do to reduce it.
- ▶ **Involve other people.** Before you do something, think about who else it might involve or have an effect on. If you've noticed something needs doing, chances are someone else has too. By talking about it with others, you're more likely to identify potential problems – and be able to solve them.
- ▶ **Ask for help and information.** Most importantly, before you decide you can't do something or you're putting yourself at risk of litigation, look for the information. If you have concerns about health and safety, ask for help.
- ▶ **Be clear about what you are and aren't responsible for.** Various myths circulate about responsibility. For example, if you allow your land to be used by the community for an activity you only owe the same duty of care as to all other visitors.
- ▶ **Check your existing insurance policies to see what you are covered for.** If you already hold home insurance you might be surprised to find out what individual activities it covers you for. If in doubt, ask your insurance provider.
- ▶ **If you are volunteering for an organisation you are probably covered by their insurance.** It's the organisation that has a responsibility to ensure it has the right cover for its activities and its volunteers have the right information and training. If you are concerned, or just interested, you should ask what insurance the organisation has.

# Being a good volunteer ...can be learned?

*What are we confronting with?*

## Wicked social drag factors:

- Chronic and acute disease
- Mental health
- Lack of education
- Information asymmetry
- Degradation of social capital
- Environmental change
- Poverty
- Inequality







STRATEGIC  
SOCIAL MARKETING

**We should be optimistic**  
**Positive Change is Possible**



Bucharest, 15-17 April 2013



## What Social Marketing Delivers:



**Significant impact on social issues**



**Cost effective and VFM**



**Citizen centric approach = Value  
to social development**



# Volunteering ...social campaigns



Bucharest, 15–17 April 2013



Stories behind the Poppy

www.britishlegion.org.uk/support-us/poppy-appeal/stories-behind-the-poppy-appeal

### The Royal British Legion

Shoulder to shoulder with all who Serve

Home > Support us > Poppy Appeal > Stories behind the Poppy Appeal

Home About us Can we help? **Support us** Membership Campaigning Remembrance

#### Fundraising for the Legion

Support our work helping the whole Armed Forces family »

**Donate now**

#### Stories behind the Poppy Appeal

Double-leg amputee **Sapper Clive Smith** of 33 Engineer Regiment in the Army was injured in an IED incident during Operation Herrick 13 in Afghanistan in 2010.

He was part of an arrest team searching for IEDs when the blast happened, and he spent five days in critical care in the UK before he was well enough to be transferred to Headley Court for further rehabilitation.

Sapper Smith spent a week involved in adaptive sports and adventure training at the Legion's Battle Back Centre, Lilleshall.

Clive is featured on some of the 2012 Poppy Appeal posters.

“It's really helped me get back on track. That's down to the public's generosity through things like the Poppy Appeal and it's a great honour to be involved with it.”

[Read more about Clive's story here.](#)

Support us

- How to give
- Poppy Appeal**
- Some of our supporters
- Stories behind the Poppy Appeal
- New ways to support
- London Poppy Day
- Donate in memory
- Raffle
- Poppy Lottery
- Get involved
- Shop online
- Corporate Partnerships
- Major Gifts & Charitable Trusts

Search our sites

Support the Legion while you shop »

**Shop online**

Order your poppy online »

**Buy a poppy**

www.britishlegion.org.uk

EN 20:41 15/04/2013

**Andrea Cecchin (ForTES Associazione Culturale)**

**Volunteering and skills.**

**Case study: “Pomodoro”- Association of social utility - Vicenza**

## Volunteering and skills

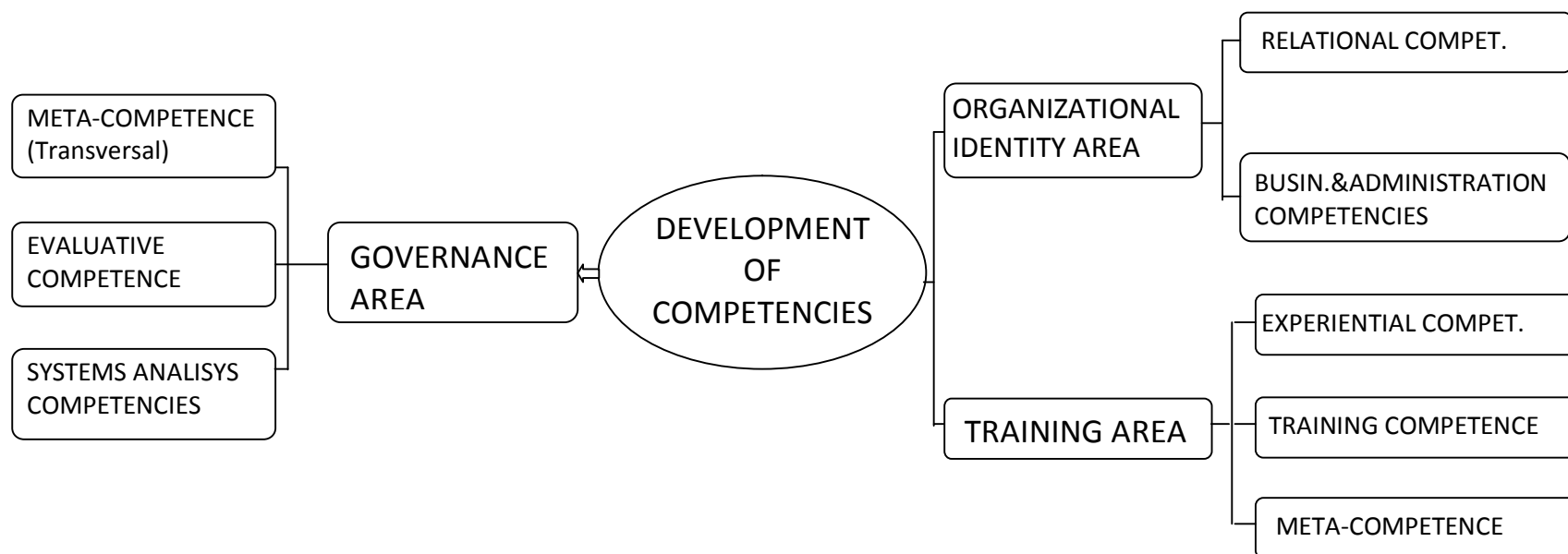
Volunteering is an excellent forum for learning. Within the organized volunteering develop, in fact, a whole range of key competences for citizenship, from relational ones to those useful to work in groups, from analytical and problem solving ones, to aid and social development ones.

The gratuitousness, the solidarity, the attitude to personal improvement, make volunteering a wonderful moment of active citizenship, of proposal for the social inclusion, of fight against poverty.

The learning outcomes achieved by volunteering deserve the same recognition of apprenticeship training given at school and workplace. The reason, summarizing, is that with their responsibility volunteers produce skills that can be defined "strategic" for themselves and for society in favor of which they undertake. Actively exercising citizenship in accordance with special talents and abilities, they contribute to strengthening the social bond.

UNIVERSITÀ DEGLI STUDI DI SIENA- Dipartimento Scienze Storiche, Giuridiche, Politiche e Sociali

*"Le nuove competenze professionali per le organizzazioni di volontariato nel welfare community"*



GOVERNANCE AREA
<p>TRANSVERSAL</p> <p>competence to work and link different fields, ability of imagination, strategic competence</p> <p>EVALUATIVE</p> <p>capacity to use this competence in all the levels of association, capacity to use the data results to increase the accountability's associations in specific context, capacity to change strategy in according to the results</p> <p>SYSTEM ANALYSIS</p> <p>ability to understand social and context's changes, ability to share management of the organizational identity in according to the results</p>

ORGANIZATIONAL IDENTITY	
<p>PLANNING COMPETENCE</p> <p>be flexible in planning, ability to analyze and support the organizational climate, ability to use the knowledge grown up by experience</p> <p>COMMUNICATION SKILLS</p> <p>ability to create internal network, be able to promote and imagine the future of the association</p>	RELATIONAL COMPETENCIES
<p>ADMINISTRATION</p> <p>be able to prepare people for fundraising, be able to be flexible in the relationship with public administration, specific knowledge in administration and management</p>	MANAGEMENT

TRAINING AREA
---------------

EXPERIENTIAL COMPETENCIES
---------------------------

improve the knowledge grown up by the experience, planning the ability that associations has already developed and others that have to acquire
---

COMPETENCE IN TRAINING
------------------------

be able to plan educational need in far future, estimate the different kind of the internal and external educational way
---

COMPETENCE IN THE COMPETENCIES
--------------------------------

ability in analysis in formal and informal association's competencies, ability to choose and manage the right educational way (internal and external)
--

## **Case study: "Pomodoro" - Association of social utility - Vicenza <http://ilpomodorovicenza.blogspot.it/>**

### **Description**

The long-term vision aims to recreate the initiative is to recreate in close proximity of Vicenza a "social farm" using patterns of experiences already successful in the Vicenza area - such as social farm "La Conca d'Oro" , Pove del Grappa <http://www.concadoro.org/> that for over 10 years has been managing an agricultural community accommodation with national awards.

The mission that the association aims is the acceptance, training and social inclusion of people with mental, mental and physical disabilities; agriculture is the tool to achieve this mission.

**Key concept** is social inclusion in which the disabled person gets rid of the user role to become active actor in his social development: be included in a context means to participate in its change, living and nurturing its evolution. No longer, therefore, a person / patient as to assist and to take care of, but a person to be given the opportunity to discover his potentials and put them to good use in a working environment in all respects.

A social farm is a business economically and financially sustainable which uses agricultural production, animal husbandry and activities related to them to provide the local community training, employment, educational and cultural services in favor of vulnerable groups (disabled, elderly, drug addicts, prisoners, children, adolescents). Social farming is a grassroots response to the various crises that are affecting Europe:

- crisis of the welfare state model;
- crisis of European agricultural policies and the model of agriculture (monocultural intensive, fully mechanized, chemical-based agriculture, globalized);
- crisis of urban life (depersonalization, fragmentation, individualism, loneliness, competition).

The social farm is proving the ability of the agricultural world to provide the area, besides the production of primary goods, material goods, assets and services. A farm is a social cross-eyed creature because it claims to combine two apparently contradictory logics: the business entity producing income and able to stay on the market with the supply of services of social value, in particular with regard to welfare. Indeed it bets on the creation of a virtuous circle between the two logics. The realities of social agriculture have anticipated and interpreted in a broad way the guidelines of European Community about the new role of agriculture summed up in the term "multifunctionality".



**YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP**  
**Youth in Action, Action 4.3**  
**RO-43-E080-2012-R3**



**Antonio Pellegrino (Informamentis Europa)**

**Volunteering and social entrepreneurship in the local development.  
Best practice in Casal di Principe territory-  
Committee “Don Peppe Diana”**





YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP

**«Volunteering and social entrepreneurship  
in the local development»**

Best practice in Casal di Principe territory

– Committee “Don Peppe Diana”

**17.04.2013 – Bucharest (RO)**

PARTNERSHIP



# INDEX



1. The context
2. Why “Le terre di Don Peppe Diana”
3. “Don Peppe Diana Committee”
4. New Organized Kitchen (Nuova Cucina Organizzata)
5. NCO Cooperation
6. NCO Trade
7. “ Un pacco alla camorra”

# The context



Casal di Principe, San Cipriano and Casapesenna, situated in the territory in the province of Caserta, are the towns where many members of the Camorra (a sort of mafia), the Casalesi precisely, were born and live. Their illegal activities spread in large sectors of the local and regional level, with even international ramifications.

On this towns Roberto Saviano wrote in his book "Gomorra", to be chosen as the undisputed centers of the Camorra.

# The context



“The Camorra today is a form of terrorism that strikes fear, imposes its laws and tries to become endemic component in our society. The Camorra impose with violence, weapons in hand, rules unacceptable extortion that have seen our areas become more and more areas subsidized, assisted without any self-development capability (...)”

## The context



“It is now clear that the unraveling of civil institutions has allowed the infiltration of power at all levels of criminality. The Camorra fills a power vacuum in the country that in the peripheral administrations is characterized by corruption, favoritism and delays. The Camorra is a State deviant parallel to the official one, however, is devoid of bureaucracy and of intermediaries who are the scourge of the state legal (...)”

# The context



- At 7:25 March 19, 1994, Don Peppe Diana was murdered in the sacristy of the church of St. Nicholas of Bari in Casal di Principe, while he prepares to celebrate the holy mass. A killer confronts him with a gun.

# The context



Thanks to “Libera. Associations, names and numbers against mafias”, which collects more than one million signatures of citizens for the presentation of a bill that strongly affirms the centrality of the monetary assets in the fight against the mafia. The one proposed by popular initiative becomes the Law 7 March 1996, n. 109 that allows the social re-use of confiscated estate from the mafia, as an alternative to the use by the State for purposes of justice, public order and civil protection. The social use shows, that as the gangs have taken resources to the community with violence, deception, abuse, this back to the same community with a purpose of a collective, civil growth. The different forms of social re-use are also a means to remove consent to the men of the mafia in the territories belonging, to see how justice prevails always illegality.

## Why “Le terre di Don Peppe Diana”



**The Committee Don Peppe Diana**, joining associations, non-profit organizations, other collective actors operating at local or national level and individual citizens, eager not to forget the martyrdom of the priest who died "for the sake of its people, "continuing its commitment to build communities free from the Camorra.

The committee was officially established April 25, 2006, as the result of an intended course of several years, a group of social organizations which decided that the message, commitment and sacrifice of Don Giuseppe Diana should not be forgotten.

The Committee has a number of initiatives and projects designed to promote the younger generation's memory, hope, commitment and accountability to transform the land of the Camorra in the **Lands of Don Peppe Diana**.

## Why “Le terre di Don Peppe Diana”



In recent years, its work has focused primarily on the promotion of community educational, supportive and healthy alternatives to the Camorra practices, including through support for the reuse of assets confiscated from organized crime, supporting the creation and reinforcement of initiatives, social entrepreneurship and social innovation actions.

This has resulted in the testing of a model of integrated local development, based on implementation of social economy, to make productive real estate assets confiscated from organized crime by replacing people with disadvantage, ensuring the general interest of the community and increasing the share capital of the legality.

## New Organized Kitchen (Nuova Cucina Organizzata)



NCO - "New Organized Kitchen", is emerging as a real innovative social entrepreneurial activity, a laboratory that constantly researching and developing modes of processing and sales of both local products and of those from land confiscated from organized crime, as well as service pizzeria, restaurant and catering services, value-added work integration of disadvantaged people (such as orphans, mentally disabled, minors subject to restrictive measures, etc)

# NCO Cooperation



## Safety and Prevention.

The Consortium offers specific advice and a professional service for safety and prevention aimed at businesses that share paths socially responsible and non-profit organizations. In the fields of:

- Disability and Work
- Risk Assessment in non-profit activities
- Food safety
- Cooperation with zero environmental impact



NCO - New Business Organized is a brand that promotes an ethical supply chain and aims to education, work integration and social recovery of persons in difficulty at the moment as minors, drug addicts, mental suffering through activities of social farming.

The New Business Organized transforms those places once symbols of violence and abuse in places symbol of redemption and Legality thanks to the collaboration between the institutions and all social groups in the area. Agricultural activities in favor plant species linked to the region, thereby supporting the product quality over quantity, trying to recover the ancient flavors with massive productions and hybrid plants are gradually disappearing.

# “Un pacco alla camorra”



Youth  
in Action



# “Un pacco alla camorra”



**“Facciamo un Pacco alla Camorra”** is the result of a project involving a network of 16 enterprises, including social cooperatives, enterprises having denounced the racket and associations supported by the "Comitato Don Peppe Diana". The initiative aims at promoting an ethical productive chain, based on social actions carried out in territories once known for violence and abuse, today born to new life thanks to the collaboration between institutions and social actors.

# “Un pacco alla Camorra”



The products in the “pacco” have gone through a careful quality check and will be sold under the umbrella of the single brand “NCO – Nuovo Commercio Organizzato”, based on the social and economic reuse of the confiscated criminal assets and common assets in “Le Terre di Don Peppe Diana”.

Thanks to the single brand, producers appear on the market with a common denominator, without renouncing to their identity. Nevertheless, the biggest challenge has been the social inclusion of disadvantaged people, who have contributed to management and recovery activities of the confiscated assets.

**Gabriella di Chiara, Miriam Vitale**

**The festival of social commitment. The lands of Don Peppe Diana**

THE FESTIVAL OF CIVIL COMMITMENT

*Festival  
dell'Impegno  
Civile* Le Terre di  
Don Peppe



# FESTIVAL DELL'IMPEGNO CIVILE

“Festival of Social Committment –  
*Le Terre di Don Peppe Diana*  
*The Lands of Don Peppe Diana*”

# Festival's Promoters

CASERTA LOCAL GROUP OF "LIBERA"  
*SINCE 1995 PROMOTES ACTIVE CITIZENSHIP AGAINST ALL FORMS OF  
MAFIA*



"COMITATO DON PEPPE DIANA"  
*THE ORGANIZATION IS NAMED AFTER GIUSEPPE DIANA,  
THE PRIEST KILLED BY CAMORRA IN CASAL DI PRINCIPE IN 1994.*



BOTH THE ASSOCIATIONS OPERATE IN "TERRA DI LAVORO" (THE NAME OF  
A HISTORICAL REGION OF SOUTHERN ITALY) TO COUNTER THE POWER  
OF ORGANIZED CRIME AND TO BUILD REAL ALTERNATIVES  
REDISCOVERING THE BEAUTY AND RICHNESS OF OUR TERRITORIES.



# GOALS

- To promote the values of commitment and legality and to fight criminal violence.
- The re-use of assets, confiscated from organized crime in accordance with legal provision which are now the "commons goods."



# IDEA

- The Festival is realized with the full involvement of local communities, starting with the youngest, schools and universities.
- A place for discussion and planning for the future development in the re-use of confiscated property.
- The Festival is a real "pull-factor".



# LIBERO CINEMA IN LIBERA TERRA

FESTIVAL ITINERANTE SUI BENI CONFISCATI ALLE MAFIE  
DI CINEMA

LOMBARDIA LIGURIA VENETO EMILIA-ROMAGNA PUGLIA BASILICATO CALABRIA SICILIA CAMPANIA ABRUZZO LAZIO

2-24 LUGLIO 2012 23-24 GIUGNO PARIGI  
ANTEPRIMA EUROPEA

[WWW.CINEMOVEL.TV/DIARIO](http://WWW.CINEMOVEL.TV/DIARIO)



## THEMES

- VI edition: Let's do enterprise - ri.pro.va. (reuse, promotion, enhancement)
- V edition: Good freed





# LABORATORY OF SOCIAL ECONOMY

- The harvest, production and marketing initiatives as "Facciamo un pacco alla Camorra"
- Some products:
  - "Fair Mozzarella";
  - Pasta in the name of Don Diana;
  - Peaches;
  - Eggplant, pumpkins, and many other vegetables;







*Camorra murdered our country. We have to let it rise again,  
we must go back on the roof and proclaim again the "Word of  
Life"*

Don Peppe Diana



ASSOCIATION "G.  
FRANCIOSI ONLUS"





# GOALS

- Help create a community alternative to gangs, lawlessness, corruption, violence, and the mafia
- Take action to fight against the Camorra and the Mafia.
- Contribute to the planning against Mafia.
- Be a center of research on Organized Crime.
- Create action and to promote concrete plans with the protagonists of the territories.
- Share and to support people affected by criminal violence.



# INITIATIVES

1. Projects with schools
2. Philosophy's training with children;
3. Project migration, illegal immigration, new forms of slavery: myth and reality;
4. Usury and racket;
5. From eco mafia to eco development;
6. Mediation of conflicts
7. Churches and mafias Notes on Pastoral Plan against the Mafia;
8. Confiscation of assets from the mafia;
9. Training courses for the School of Active Citizenship;
10. The fight against water privatization
11. Film and mafias





Gabriella de Chiara  
Miriam Vitale





**YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP**  
**Youth in Action, Action 4.3**  
**RO-43-E080-2012-R3**



**Cristina Stan**

**Case study: EDUCATIVO. Audio/ multimedia project**



# EDUCATIVO

audio / multimedia project



## **Description of “Educativo” Project**

- Original and educational stories, with moral lessons, adapted to social reality.
- Stories told as an interpretation act, which is interactive.
- The message is adequate to children by grouping the stories on ages.
- Permanent advice of a psychologist, who checks up the stories.
- The product will be available as :
  - audio CD
  - multimedia CD, with images and comprehension excercises at the end of the audition.

## **Description of the market**

- Adults having children
  - Age: 20 - 40 years old
  - used to internet and technology
  - open to innovation
  - willing to have activities with their children.

## Definition

„Social entrepreneurship means doing business for more than profit- for positive impact. It means creating value where it had been rejected the possibility to exist, to generate potential needs and sustainable social ecosystems. ”

RoPot (Community which develops social entrepreneurship projects)

Corporate social responsibility (CSR)= the responsibility that companies should assume for the impact they produce over the society. They must have actions to integrate social components ethics, for the environment, related to human and consumer rights, in order to create value for the internal management, but also for other stakeholder and the rest of society.

European Commission

## The business goal

- Positive impact in forming and educating children:
  - creative imaginary and individual thinking stimulation
  - improving creativity and the exercise of understanding a message by just hearing it.

- Alternative to traditional stories

- CSR elements of the project:

***1. The problem of non-formal educational system, formed by improper or wrong media products offered to children.***

***Solution:***

- ***stories segmentation on aged considerations***

- ***Alternative product: Stories with a modern moral - Educativo Project***

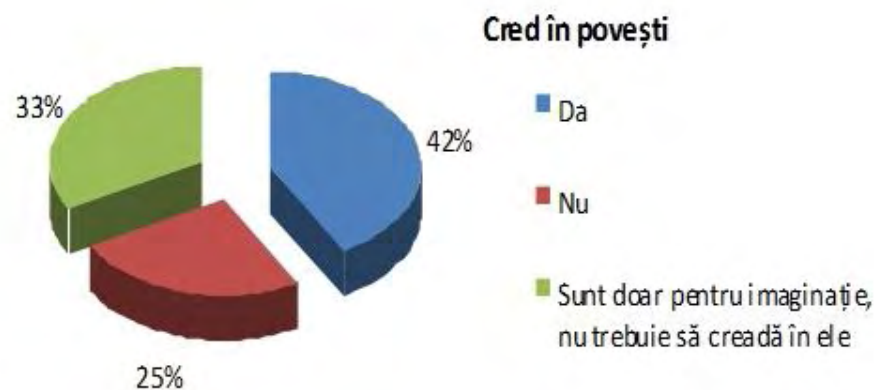
***2. The disability of managing people with disabilities on the labour market .***

***Solution: The advocacy of people with disabilities (children) and helping them feel useful from early ages, with the possibility of gaining money just by doing recording activities.***

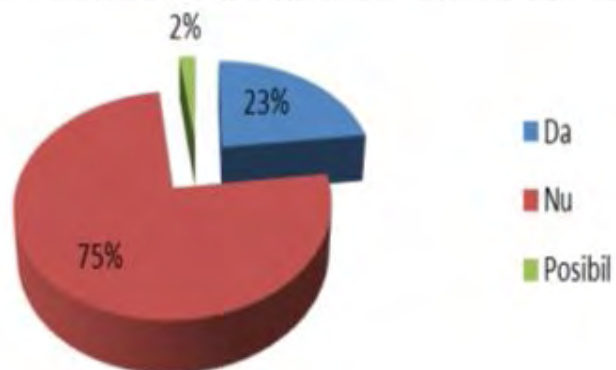
# Motivation

- Passion for education
- Interest in developing non-conventional education at a national level.
- Social responsibility act
- Serious research which confirmed the hypothesis

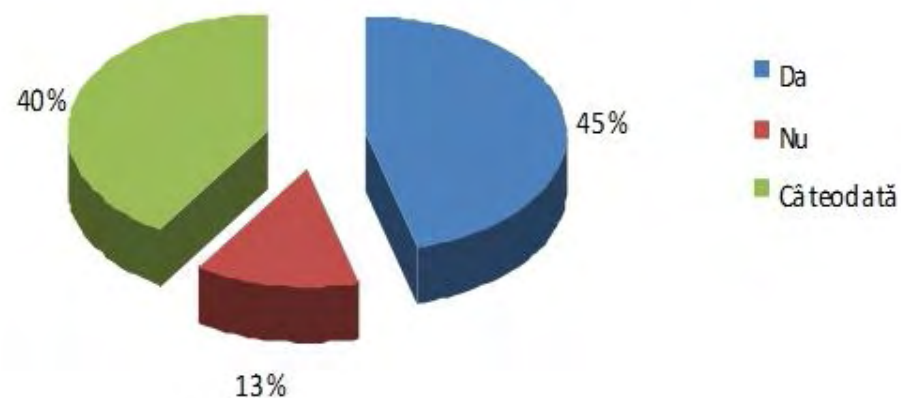
## Copiii



**Cred că există Harap Alb, Albă ca Zăpada sau Vrajitoarea cea Rea**

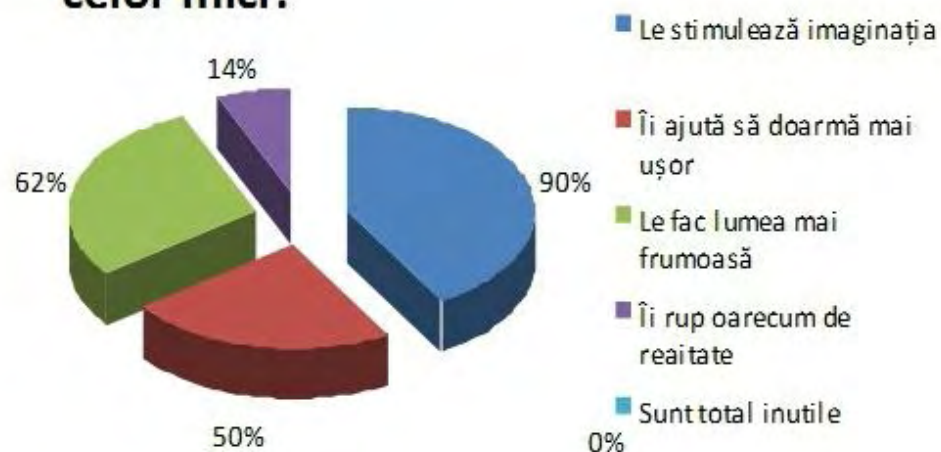


**Este viața ca în povești?**

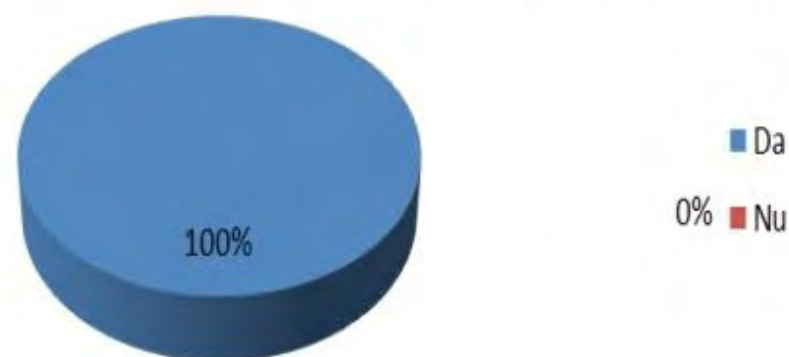


## Părinții

**Ce părere aveți despre poveștile citite celor mici?**



**Ați pune copiilor povești audio pe care ei doar să le asculte?**



# Competitive advantages

## 1. Blue Ocean Strategy

-**Uniqueness:** Educativo is a new concept of stories willing to save tomorrow generation from receiving wrong marks about society, marks which let them incapable of separating the reality from fiction.

-**Value:** The concept of modern moral lessons stories has a formative role, of learning from the power of a role model, promoting social values, important aspects of family life and many other situation helping children to learn new positive things.

2. Positive reactions from children participating at testing sessions.

## **Accessibility**

- Accessibility by having a web site.
- New media presence
- CSR campaign in schools
- Online marketing (mass-mailing, follow up)
- <http://www.facebook.com/ProiectEducativo>



**educativa**

POVESTI CU TALC CONTEMPORAN

[www.facebook.com/ProiectEducativo](http://www.facebook.com/ProiectEducativo)

*pentru ca lupul din padure  
se plimba pe strazile orasului...*



**YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP**  
**Youth in Action, Action 4.3**  
**RO-43-E080-2012-R3**



**Alexandra Irina Pânzariu**

**A united future through volunteering**



Florentina Rafaila

An abstract artwork featuring a hand holding a globe. The hand is rendered in shades of grey and white with thick, expressive brushstrokes. The globe is composed of vibrant blue, green, and yellow sections, also with visible brushwork. The background is a mix of dark and light tones, with some areas of red and orange. The overall style is painterly and emotional.

The heart of a volunteer is not  
measured in size,  
but by the depth  
of the commitment to make a  
difference in the lives of others."

DeAnn Hollis

**A United Future**  
**THROUGH**  
**VOLUNTEERING**



# WHO AM I?

- Studying International Relations @ University of Nottingham, 1<sup>st</sup> year
- Member of the League of Romanian Students Abroad (LSRS), Romania and UK branches
- President of the Romanian Society @ UoN
- Team leader of AIESEC Nottingham
- Vice-president of the Hispanic Society @ UoN
- Member of Rotaract Nottingham
- Participant for the position of International Students Officer@ Students' Union UoN
- A person that considers herself as being out-going and pro-active, enjoys to be around people, to be involved in as many projects and accomplish as many goals as possible.
- My career ambition is to find an appropriate role on the dynamic ever-changing multicultural stage and contribute to the development and implementation of foreign policy of a state. Looking for a responsible position as diplomat or cultural attaché.
- **WHO ARE YOU?**
- **Participants at the YVSE workshop and... Volunteers!**
- **WHAT CAN WE DO TOGETHER?**
- **Can we all be volunteers?**

An abstract artwork featuring a central green rectangular area containing a white hand reaching upwards. To the left of the hand is a blue and green globe. The background is a collage of various colors and textures, including red, orange, yellow, and brown, with white lines and shapes. The overall style is expressive and artistic.

## 5 REASONS TO BE A VOLUNTEER

- ❖ It's the best way to show that you care about what is happening around you and the easiest way to contribute to your personal development.
- ❖ Volunteering becomes a state of mind born in your heart, it is the joy of giving support to those who need it, through a donation of time and passion. It means to face the prejudices of a society that is poorly suited and not prepared to accept that a volunteer helps in a disinterested manner
- ❖ It means dedication, jumping into the unknown, without a guarantee of success
- ❖ Helps you to discover a new perspective, to be more open to others problems, without discriminating
- ❖ It is about tolerance and acceptance, about sharing time, skills and knowledge. A volunteer can succeed alone to change an attitude at an individual level.



# Volunteering in the UK

- There are provided a variety of different volunteering opportunities to suit your needs, through the University's Student Volunteer Centre, the City Council, at shelters, in the field of sports, by taking care of animals and also by becoming a volunteer for the Nottingham's Volunteer Centre.
- You are encouraged to take the leap and get involved with something you love doing.
- it's a free, easy way to enhance your University experience and your CV. You can get out, meet new people, learn new skills, and have a laugh – all whilst doing some good!
- ONE-OFF VOLUNTEERING (if you are lacking time)
- MICROVolunteering (from home) -you could bring a smile to an ill child's face by sending them a card, or you can help British wildlife flourish by reporting what's going on in your garden or local park.

You can't say you haven't found something that suits you. Your only excuse would be that you don't want to get involved and that would really be a shame because you'll be the one regretting it later!



**Campaigning for elections, another way of volunteering and improving the student society**

- In progress of playing the video... 😊
- 

An abstract artwork featuring a central green rectangular area containing text. To the left of this area, there is a vertical strip showing a stylized globe in blue and green, with a large white hand reaching up towards it. The background of the entire slide is composed of various abstract shapes and colors, including red, orange, yellow, and brown, with white lines and strokes. The title 'Volunteering overseas' is written in a large, white, sans-serif font at the top of the green area.

# Volunteering overseas

You can volunteer whenever you want, wherever you want through International Students volunteering programs in exchange of an amount of money. You can act as an English teacher in Peru or take care of a child in Uganda for 2 to 12 weeks throughout the year.

About costs and opportunities, please consider this websites:

<http://www.gvi.co.uk/>

<http://www.isv.co.uk/>

Or you can just google key words and find a wide range of chances for you to participate in.



# Searching for Volunteers





# ROMANIA NEEDS TO VOLUNTEER!

- There are also plenty of opportunities to volunteer in Romania! Many NGO's and projects are searching for devoted and enthusiastic people to help with the accomplishment of their projects.

EG: University based NGO's

- Club LMT
- ASPIRE
- Leaders School
- Akcces
- LSRS
- GRASP
- GEYC
- CROS
- AIESEC Bucharest etc.

The information is  
at sight and accessible,  
you just need to look for it!





## VOLUNTEERING AS A LIFESTYLE

Protection of the main social values like altruism and freedom of expression can be achieved only by imposing a set of personal values.

- In general volunteers are the interface between society and disadvantaged people, they can build a bridge between the two worlds.
  - To put it another way volunteering is a building block in the (re)building of a community whose walls are cracked or damaged by indifference, hatred, selfishness.
  - All things considered it is important what each of us does, in what field we work and how we participate in the process of improving our society, with desire to help and change the world without asking anything in return, just a smile or a `thank you`.
- By volunteering you can protect key social values, hopefully changing attitudes and at the same time giving moral support to the vulnerable ones, awakening in their hearts the desire to fight with their destiny.

What could be more motivating than that?

**START your volunteering carrer NOW!**





YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP

Youth in Action, Action 4.3

RO-43-E080-2012-R3



**Roxana Sisin, Andreea Roxana Anghel, Florina Daniela Baia,  
Antici Adina Luiza**

**Case study: AERS- Business, ethics and social responsibility**



# Business, Ethics and Social Responsibility

University of Bucharest, Faculty of Business and Administration



# Partnerships

- Our partners:
  - Vocational School No. 3
  - St. Ilie Grant Parish
  - P.A.V.E.L. Association
  - Romanian Association for Consumers' Protection
  - St. Irene Hospice

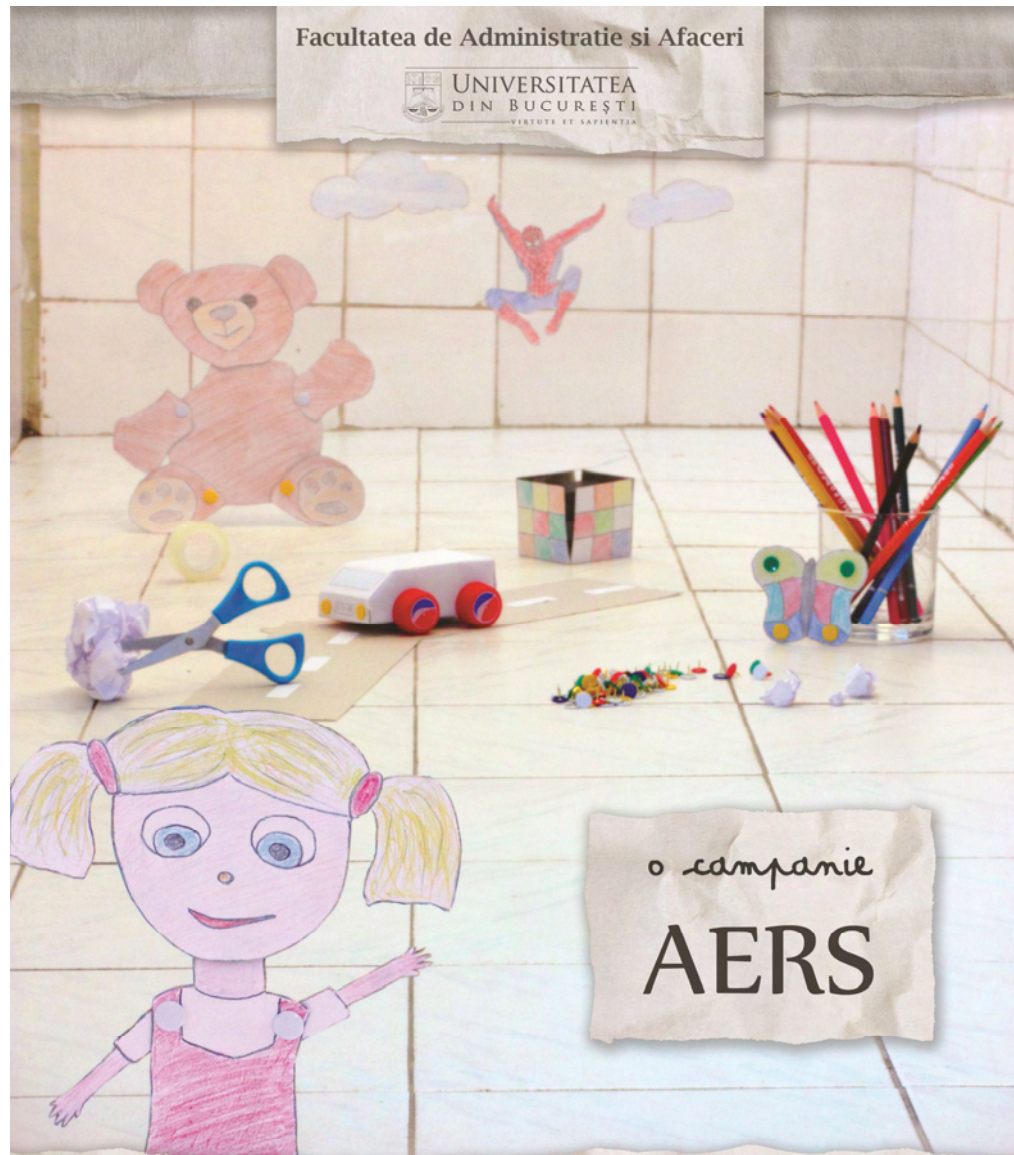
# Campaigns



2012

**Toy Campaign  
(P.A.V.E.L. Association)  
“A Toy for a Smile”**

Facultatea de Administratie si Afaceri

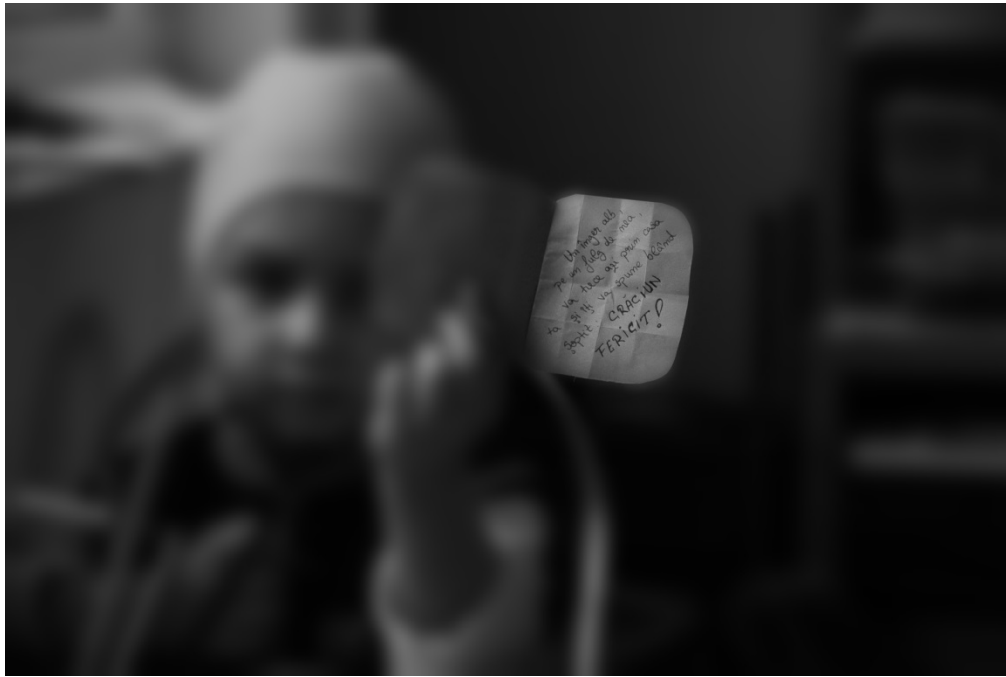


o campanie  
**AERS**

*O jucărie pentru un zâmbet !*

24.10.2011 - 28.10.2011

Pentru mai multe informații ne puteți contacta la adresa de mail [aers\\_faa@yahoo.com](mailto:aers_faa@yahoo.com)



# **Toy Campaign (St. Ilie Grant Parish)**



**”We are not indifferent, we  
are your friends” Campaign  
(Vocational School No. 3,  
Bucharest)**



**Spring Fest  
- Charity Ball -  
(P.A.V.E.L. Association)**

Universitatea din București  
Facultatea de Administrație și Afaceri



în parteneriat cu  
te invităm



## BALUL MARȚIȘORULUI

Joi, 1 martie 2012  
Club Guantanamo  
(Salsa 5)  
Ora 20<sup>00</sup>

Te așteptăm

Concursuri  
Premii surpriză  
Distracție din plin

Prețul unei invitații: **15 lei\***

*\*(toți banii strânși pe invitații vor fi donați în scopuri caritabile)*

Pentru invitații sau alte detalii: Irina: 0720.512.794 (nicolescu\_irina92@yahoo.com)  
Cristian: 0740.034.185  
Elena: 0749.591.12

Adresa Clubului Guantanamo: Str. Tăbăcarilor, nr. 7, Sector 4, București (în incinta fostei fabrici Pionierul)





## Asociația 'P.A.V.E.L.'

'Primind Ajutor, Viața Este Luminoasă'

Asociația părinților cu copii bolnavi de cancer, leucemii și anemii grave  
Membra a ICCCP, UICC, ECPC, IAPO, HOPE, EUROCHILD,  
ICSIG și a ALIANTEI pentru SĂNĂTATE din România

[www.asociatiapavel.ro](http://www.asociatiapavel.ro)

[www.asociatiapavel.home.ro](http://www.asociatiapavel.home.ro)

<http://apeluriumanitare.wordpress.com>

Cancer Helpline 0 800 800 421

Nr. 12.1.7.03 / 2

### Proces verbal predare primire,

Subsemnata, Victorita-Iuliana Ghidu, angajat al Asociației P.A.V.E.L., având funcția de director executiv, am primit, de la D-ra Roxana Sisîn, studentă la Facultatea de Administrație și Afaceri din Universitatea București, în calitate de coordonator al Cercului Afaceri, Etică și Responsabilitate Socială (AERS) al Facultății de Afaceri și Administrație, suma de 3705 lei, rezultată din colectarea donațiilor făcute de participanții la evenimentul caritabil **Balul Mărțișorului**, ce a avut loc în data de 1 martie 2012, în Clubul Guantanamo (Salsa 5) din București.

Mentionăm faptul că suma totală, rezultată din colectarea donațiilor făcute de invitați, a fost 3880 lei. Din aceasta, a fost reținută de către organizatori suma de 175 lei, reprezentând cheltuieli administrative și de organizare.

Totodată, menționăm și faptul că **Balul Mărțișorului** a fost un eveniment propus și coordonat de către studenții Facultății de Administrație și Afaceri din Universitatea București. Scopul lui a fost eminent caritabil și de solidaritate umană. Banii donați Asociației P.A.V.E.L. vor fi utilizați de către aceasta pentru sprijinirea familiilor cu copii bolnavi de cancer.

Asociația P.A.V.E.L. este asociația părinților cu copii bolnavi de cancer, acreditată în condițiile legii ca furnizor de servicii sociale pentru copiii bolnavi de cancer și familiile acestora.

Prezentul înscris a fost redactat și semnat în dublu exemplar, câte unul pentru fiecare parte semnatară, în prezența D-lui Sorin Toma, prof. univ. dr. în cadrul Facultății de Administrație și Afaceri din Universitatea București.

Asociația P.A.V.E.L. se obligă ca până la data de 15 mai 2012 să trimită către d-ra Roxana Sisîn și către Dl. Profesor Sorin Toma, un raport justificativ cu privire la modul în care au fost utilizată suma de bani primită.

Am predat,



Am primit,

Punct de lucru: Sos. Mihai Bravu 311 - 313, Bl. SB 1, Sc. 1, Ap. 1, Sector 3, București

Sediul social: Str. Sold. Lica Gheorghe 28, sector 4, București

Tel / Fax + 40-21-311 27 00; + 40-21-344 28 85; Tel: + 40-21-346 84 80; Mobil: +40 765244416

Cont: BANCPOST S.A., sucursala TITAN, București, România

ROL: RO81 BPOS 7100 3031 332R OL01 USD: RO92 BPOS 7100 3031 332U SD01

EURO: RO48 BPOS 7100 3031 332E UR01

Cod fiscal: 8956076 Autorizație: 885/ 96

**World Consumer Rights  
Day  
March 2012**



**Clothing Donation Campaign  
– Easter 2012  
(St. Ilie Grant Parish)**



# **Easter Card Campaign – St. Irene Hospice**



# **Student's Scientific Workshop**

Universitatea din București  
Facultatea de Administrație și Afaceri



în parteneriat cu

Ți-ai dorit vreodată să ai mai multă încredere în tine? Vrei să ții un discurs în public fără să ai emoții? Sau îți dorești să conduci o echipă?... Ei bine, atunci îți dăm invitație la „**SUCCES**”, ocazia ta de a te dezvolta.  
Te așteptăm vineri, **11 mai, 2012**, la **Sala Posdru**, la parterul Facultății de Istorie, în **intervalul orar 8-14**.

### Sesiunea de comunicări științifice

Cele mai bune lucrări vor fi premiate și publicate într-un supliment al revistei "Manager".

### Sesiunea de NLP - Libertate, Claritate, Bucurie, Echilibru

Andrei Alexandru Badea - Mediator, NLP Coach, Business Consultant

Mihaela Stroe - NLP Coach, Sales & Soft Skills Trainer

Olivia Frânculescu - NLP Coach, HR Consultant, Trainer

Valentin Cumpănici - Psiholog, NLP Teacher Trainer, Trainer Învățare și Citire Rapidă



### Sesiunea de Public Speaking

Paul Olteanu - Head of PR & Communications Universitatea Romano-Americână

Trainer și consultant pe branding personal și discurs public și fondator al Inoveco Energy.

### Responsabilitate socială a organizațiilor

Workshop ținut de domnii profesori coordonatori ai cercului AERS, prof. univ. dr. Paul Marinescu și prof. univ. dr. Sorin-George Toma

### Planters Club & Lounge

Oferă cadou vouchere pentru 9GAG PARTY, vineri la 22.30, pe Mendeleev Nr. 8 (Romană)



Pentru alte detalii: Oprea - Balaiș Răzvan: 0740 053 140 ([razvanopresbalais@yahoo.com](mailto:razvanopresbalais@yahoo.com))

Adresa: B-dul Regina Elisabeta, nr. 4 - 12, sector 3

**Anca Sorana Bolum**

**Case study: Volunteering at *Association of the Students of Foreign Languages Faculty, University of Bucharest***





-We are the “Blue Team”

-We represent the “Faculty of Foreign Languages” and the students that are currently studying here

The colour blue is generally known for its calming effect. It allows us to agree with everything that is new, to be tolerant and generous with others. Also, it has been demonstrated that the colour blue can rise productivity.



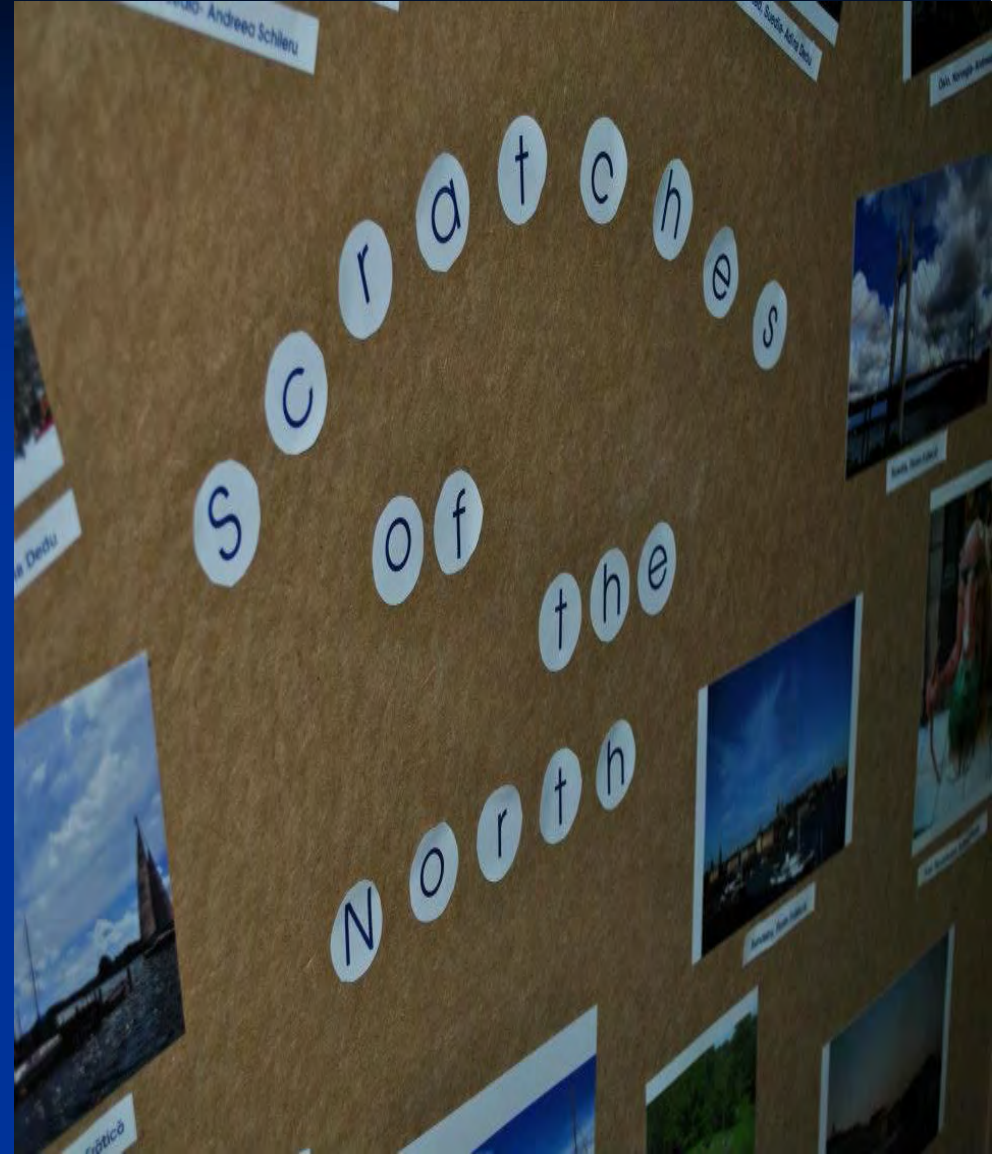
For the  
egyptians that  
were painting  
the temples in  
blue, it meant  
peace and  
harmony.

- We have many projects that are annually developed by our members.
- We organize Cultural Nights for different foreign languages, where students can learn more about the culture of a country, can go treasure-hunting or can simply watch a movie or read an article that defines that culture. Usually, our classrooms look like this when it comes to a Cultural Night.



We also organize  
special places for  
students to come and  
taste the traditional  
food of that country.







# ANSAMBLUL SOCIAL CRESTIN MAGURELE





# The campaign for preventing cervical cancer

- annual project
- conference for students
- on-line promotion



# A small part of the team...



# Working for the ruffle





Asociația Studenților  
de la Limbi Străine



# The Educational Fair





# Winter Camp

- annual project in which we go somewhere in the country for 4 days and we have team-building games, conferences and theme-partys
- by getting together in Winter Camps, we have a lot of fun, learn a lot and also make new memories every year



# Summer Camp









# ASLS Values:

- Equality
- Friendship
- Hard-work
- Devotion
- Auto-development
- Unity

Before:



©LITTLEMEWHATEVER0DEVIANART

After:





**Adina Ioana Popa**

**Case study: Volunteering at CONIL Association.  
From teaching to learning**



# CONIL ASSOCIATION



**Conil Association** was founded in June 2010 and its main goal is to integrate children with special needs in society, involving them in different educational activities and social networking.

Trying to achieve its goal, **Conil Association** has conducted several projects, like:

- **Free weekend courses** – *Develop your abilities with CONIL*, attended by 500 children with sensorial and neurological disabilities.



- **CONIL FEST** – an artistic festival for all children - typical and with disabilities. This festival takes place twice a year and the 6th edition was attended by almost 1300 children, 300 of them children with sensorial disabilities.



- **Integration camps** – where children with special needs share the same place with typical children.



- **Where?**

Conil's Camp is situated at **22 km from Bucharest**, in a village called Vadu Anei, situated in Branesti - Ilfov County.

The main villa is located on a field of 3000 square metres and provides a wellcoming place in the middle of nature, near the lake Branesti. The camp also includes 5 comfortable bungalows, all staying in the shadow of old birches and walnuts.





■ **Benefits:**

- involving children in various types of educational activities;
- transmitting and learning fundamental skills children will use in their social life;
- psychological counselling to children and organizing different activities of support;
- socialize and team work in mixed groups of typical children and children with disabilities;
- psychological evaluation for children, as well as identifying specific needs.

- **Contact:**

- <http://asociatiaconil.wordpress.com/>

- *Adela Hanafi – President of Conil Association*  
*0721.914.034*

- *E-mail: [adeladacris@yahoo.com](mailto:adeladacris@yahoo.com)*

- *Adina-Ioana Popa – Volunteers Coordinator*  
*0721.653.502*

- *E-mail: [adinapopa27@gmail.com](mailto:adinapopa27@gmail.com)*



**YOUNG VOLUNTEERING FOR SOCIAL ENTREPRENEURSHIP**  
**Youth in Action, Action 4.3**  
**RO-43-E080-2012-R3**



**Anna Burtea**  
**(Social entrepreneur invited by Pro Global Science Association)**

**Study case: Heart of a child foundation**





*Fundația Inimă de Copil*

# Heart of a Child Foundation

„BRIDGES AMONG PEOPLE.  
SOLIDARITY. INVOLVEMENT. SO THAT  
EVERY CHILD CAN HAVE  
A HOME AND A FAMILY.”



*Fundația Inimă de Copil*

Our mission is to offer help and bring hope to children and youth in difficulty and their families, by enriching their quality of life and promoting healthy integration into society.



*Fundația Inimă de Copil*

# Volunteering Clubs

## Heart of a Child

First steps towards social enterprise



*Fundația Inimă de Copil*

The concept of volunteering, of willingly getting involved in helping the ones in need is an essential part of “Heart of a Child” philosophy, considering that the foundation itself was set up by a group of volunteers.

The first volunteers club has been functioning since 2006 at the organization level and it offers the opportunity for volunteers to actively participate to the projects for children, young people in need and families in difficulty.



*Fundația Inimă de Copil*

Activities are meant to train volunteers, to provide them our values, to offer them the possibility to learn about the responsibility of helping others.

From March 2010, due to a partnership with New Horizons Foundation from Hunedoara, within the **Project "Connect yourself to the community"**, our organization opened 9 more volunteer clubs, called IMPACT in high schools and gymnasium schools in Galati.



*Fundația Inimă de Copil*

The purpose of the project:

help young people to develop their civic spirit and  
focus on their personal development.

Also the volunteers identify some community needs that  
serve as a ground for making projects, implementing  
them and evaluating the results they get.



*Fundația Inimă de Copil*

## Results:

- ❖ 10 IMPACT clubs
- ❖ 7 high schools and 2 gymnasium schools involved
- ❖ 36 teachers involved in coordinating the volunteers from the educational institutions
- ❖ more than 250 children and high school pupils have worked as volunteers



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## Results:

- ❖ 5 training courses for teachers
- ❖ almost 430 meeting of the volunteers where games and free talks lead to the development of **leadership**, of 5 key competences in the project management area, communication, innovation and creativity, of competences in the technical area, personal and group management
- ❖ 50 service projects for the community which were written and implemented in Galati city (80 % with social competency)



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2013





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## Examples of implemented projects:

### 1. "Help us to be able to help!" - IMPACT Club Colegiul National "Mihail Kogalniceanu"

13 children in needy families who were affected by the floods in Danube Delta benefited from the school materials and clothing that were purchased with funds gathered during a fundraising street campaign. The total sum was 2854,25 lei (around 600 euros)



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## 2. "Choose to be free!" – Heart of a Child IMPACT Club

Volunteers at the Heart of a Child IMPACT Club had information sessions in schools for 7<sup>th</sup> and 8<sup>th</sup> grade, regarding the negative effects of alcohol, smoking and drugs. The sessions started by watching a film and finished with the distribution of informative flyers made by the club volunteers.

800 children (13-15 years old) were the beneficiaries of this project.





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### 3. "Christmas hope" - Heart of a Child IMPACT Club

Humanitarian project that enabled the club volunteers, by means of the money gathered at two charity events held at two kindergartens, to buy food and a decorated Christmas tree for each of the two large families having poor living conditions, to offer a rich Christmas meal and presents for needy children.

This was made possible as long as almost 200 children from the two kindergartens involved in the project paid to see the event and the gathered sum was 1200 lei (almost 300 euros).



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Other activities of the organization where volunteers are currently involved:

- ❖ Activities of Day Centres for children and families in difficulty (25-30 volunteers weekly)
- ❖ Soul-to-Soul Workshop - art workshop of the organisation for creating decorative objects (6 volunteers weekly)
- ❖ Fundraising campaign - Christmas Caravan (180-200 volunteers yearly), the 2% campaign, etc.



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2011/03/24 09:32



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# **„Heart of a Child” Foundation**

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