



**2011 Year of Volunteering**  
**Red Cross Red Crescent activities and events**

**June 2010**

<b>Country</b>	ITALY
<b>Organiser</b> <i>(National Society, local branch, etc.)</i>	Italian Red Cross
<b>Partner organisations</b> <i>(organisation, network, authority, etc.)</i>	
<b>Name of the activity</b> <i>(if applicable)</i>	Campaign for the recruitment of young volunteers
<b>Type of activity</b> <i>(event, campaign, etc.)</i>	The campaign will be based on the <b>2009 Youth Declaration – Youth on the move</b> - and will be associated to a particular theme such as climate change. The final objective of the campaign is to motivate people to volunteer in Red Cross.
<b>Geographic scope</b> <i>(national, regional, local, cross-border, etc.)</i>	National campaign
<b>Participants' scope</b> <i>(broad public, volunteers, young people, elderly, etc.)</i>	Volunteers, young people, broad public
<b>Time frame</b> <i>(start/end, duration, link to 5 December, etc.)</i>	From 1 January 2011 to November 2011
<b>Dedicated website</b> <i>(indicate http link)</i>	A part of <a href="http://www.cri.it">www.cri.it</a>
<b>Contact for further questions</b> <i>(name of organisation, contact person, phone, email)</i>	Croce Rossa Italiana Direzione Generale Servizio 3 Programmazione e Comunicazione Ufficio Comunicazione Marzia Pizzariello +390645797209 marzia.pizzariello@cri.it

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<p><b>Description of the activity</b> <i>(short &amp; sweet please)</i></p>	<p>Organization of awareness weeks on various themes, particularly on climate change and their environmental consequences, conferences and publications on Red Cross Activities in the voluntary sector, particularly related to the issue of climate change.</p> <p>The beginning of the campaign will be marked by the launching of a short film on Red Cross volunteers and their handling of emergencies (for example activities carried out by volunteers during the earthquake in Abruzzo or the disaster in Sicily)</p> <p>The film should highlight feelings felt by the beneficiaries and by the volunteers engaged in helping them. Stress should be given to the concept of giving time and what volunteers receive back in terms of emotions, experience and personal growth. The word "volunteer" should not be stressed too much. Rather, it should be stressed the simple act of giving once own energy, talent and vision of the world. The aim of the film is to change the stereotypical image of the volunteer (ie. somebody with not much to do in life). Volunteers should be depicted young (age between 25 and 35), dynamic and professional.</p> <p>The film should last not more than 15 minutes and should also be projected in cinemas throughout the year.</p>
<p><b>Photo material</b> <i>(insert files jpg, jpeg, bmp, etc.)</i></p>	<p>Not available yet</p>