



The FAI experience: the involvement of the new generation

“Too old and too boring” Workshop

Alessandra Varisco, FAI International Manager

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FAI, with the contribution of everyone:

TAKES CARE OF special places in Italy for the benefit of present and future generations

PROMOTES education, appreciation, awareness and enjoyment of the Nation's environmental, natural, historic and artistic heritage

MONITORS the protection of Italy's natural and cultural assets, in the spirit of article 9 of the Italian Constitution (*The Italian Republic promotes the development of culture and of scientific and technical research. It protects the landscape and the historical and artistic heritage of the Nation*).



MEMBERS AND VOLUNTEERS

150,000 MEMBERS and active donors who commit every year to our mission

About 300 VOLUNTEER GROUPS across 20 regions with more than 2,000 volunteers throughout Italy



PROPERTIES AND VISITORS

58 PROPERTIES restored and managed for the public to enjoy and use

775,000 VISITORS in 2016 with a 116% increase over the last 6 years with a total of over **8 MILLION** since 1975



EDUCATION AND PARTICIPATION

270,000 STUDENTS involved each year in educational activities

Over **750,000 VISITORS** to the 2017 edition of Giornate FAI di Primavera (*FAI Spring Days*) + 7% vs 2016



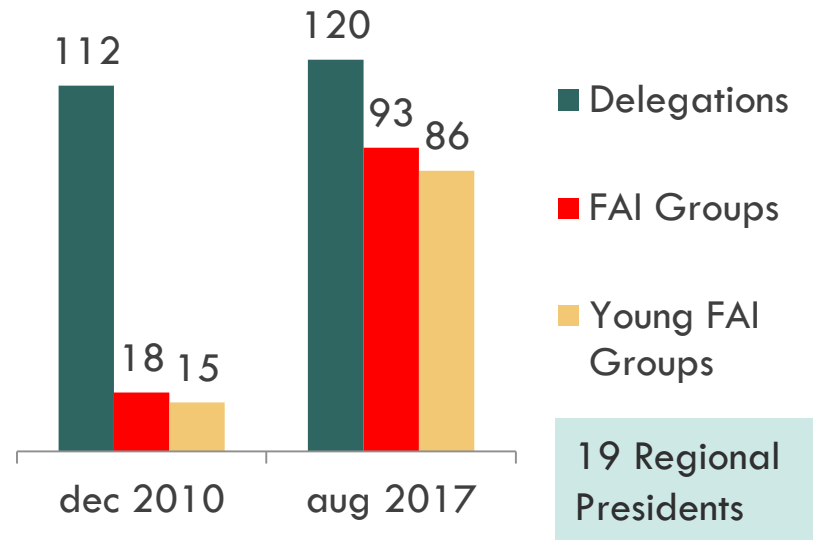
Young and younger, no more too old and too boring!

The involvement of the new generations at FAI is four-fold:

- **A new frontier: A younger volunteers' network**
- Class Membership and Education Programs for all ages
 - School visits in the properties and a national contest
 - Apprendisti Ciceroni
 - FAI Winter Mornings
- Collaboration with Universities
- FAI Summer Camps



The FAI Volunteers Network today



FAI'S BYLAWS provide for a volunteers' network: the Delegations.

Their main objectives are:

- Representation
- Membership development and loyalty
- Awareness raising and local presence on the territory

**Staff and
volunteers
work together**

**First
guidelines
in 2003**

**Continuous
update and
sharing of
guidelines**

The Delegation



A group of members who act as **volunteers**, coordinated by a Head of Delegation and with specific roles

A point of reference for members in a given territory

FAI Group



Active volunteers group created by the Regional President and the Head of Delegation in answer to the needs of territory (may become a delegation)

The Local Committees

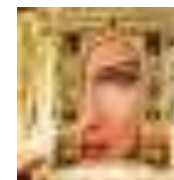


Created in 2003 to respond to **legal and fiscal issues** deriving from the activities of the Delegations.

What does a Delegation do?

Major national events

FAI Spring Days, FAI Autumn Day, Places I Love survey, Winter School Mornings



Local initiatives: *Puntiamo i riflettori*, care of small properties, FAI Golf Cup, events and lectures, etc.





- Since 2010, strongly wanted by the delegations
- At first, it involved youngsters from age 18 to age 40
- Strategic project within a process of renovation and repositioning strategy of FAI on a local and national level



University Students (18-25 year olds)
Focus on raising awareness about FAI's mission, involving young people in events (trekking, sports events, bicycle tours, pre-dinner aperitifs) as well as a relationship with Universities and local and national youngsters organizations

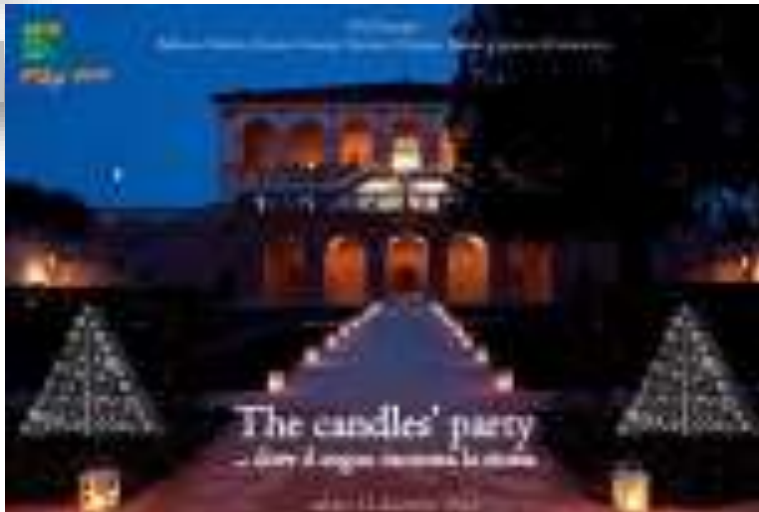
Young Professionals (26-40 year olds)
Specific approach on young professionals with more focused events linked to professional growth and networking with a cultural backdrop. Would serve a recruitment method for the future delegations

- Maximum age of 35 since 2016
- Young people 18-35 for events and projects for young members
- Their focus is to
 1. Educate and raise awareness on FAI's mission
 2. Get new members and volunteers
 3. Create a virtuous national network









The candles' party
- festa di origine romana la notte
del 11 dicembre 2011
L'occasione di questa festa è stata la visita
della mostra "L'arte e la cultura del
Villaggio di Villa di Stabia" a cura di
Vittorio Scalet, Via di Villa di Stabia, 4
Lungotegola, 101 - 80138 Napoli





- Spontaneous
- Coordinated by young delegate
- At least 5 volunteers
- Have a start-up budget of € 400
- Events for young members
- Official e-mail address on FAI's website
- Use only social network
- Specific logo
- Administration issues managed by Committee
- Duration as that of Delegation

- **Universities:** 55 internship agreements
- **Apprendisti Ciceroni** ®
- **Recruitment Campaings** (events and social networks)
- **FAI Summer Camps**



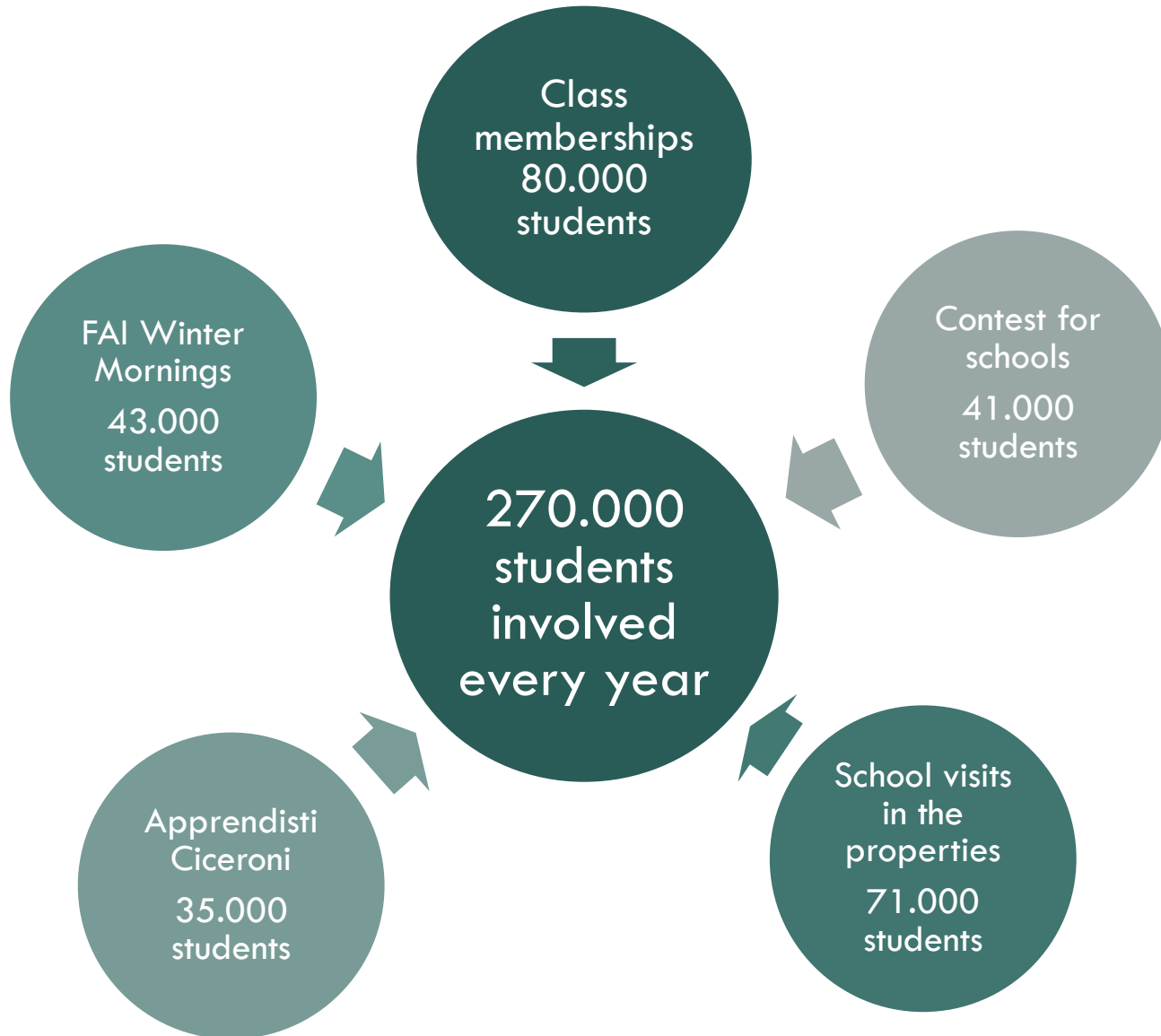
- **86 Young FAI Groups in Italy, between 18 and 35 years old**
- **800 active volunteers** involved in the promotion of FAI's mission + 300 in the properties
- **290 events organized in 2016 by Young FAI Groups, with 17,500 participants**
- **81 Groups on Facebook, with over 86,000 fans**
- **40 associations in their network** (young professionals, Rotaract, Leo Club, young lawyers, etc.)
- **55 universities** involved
- **30 years** is average age of young volunteers



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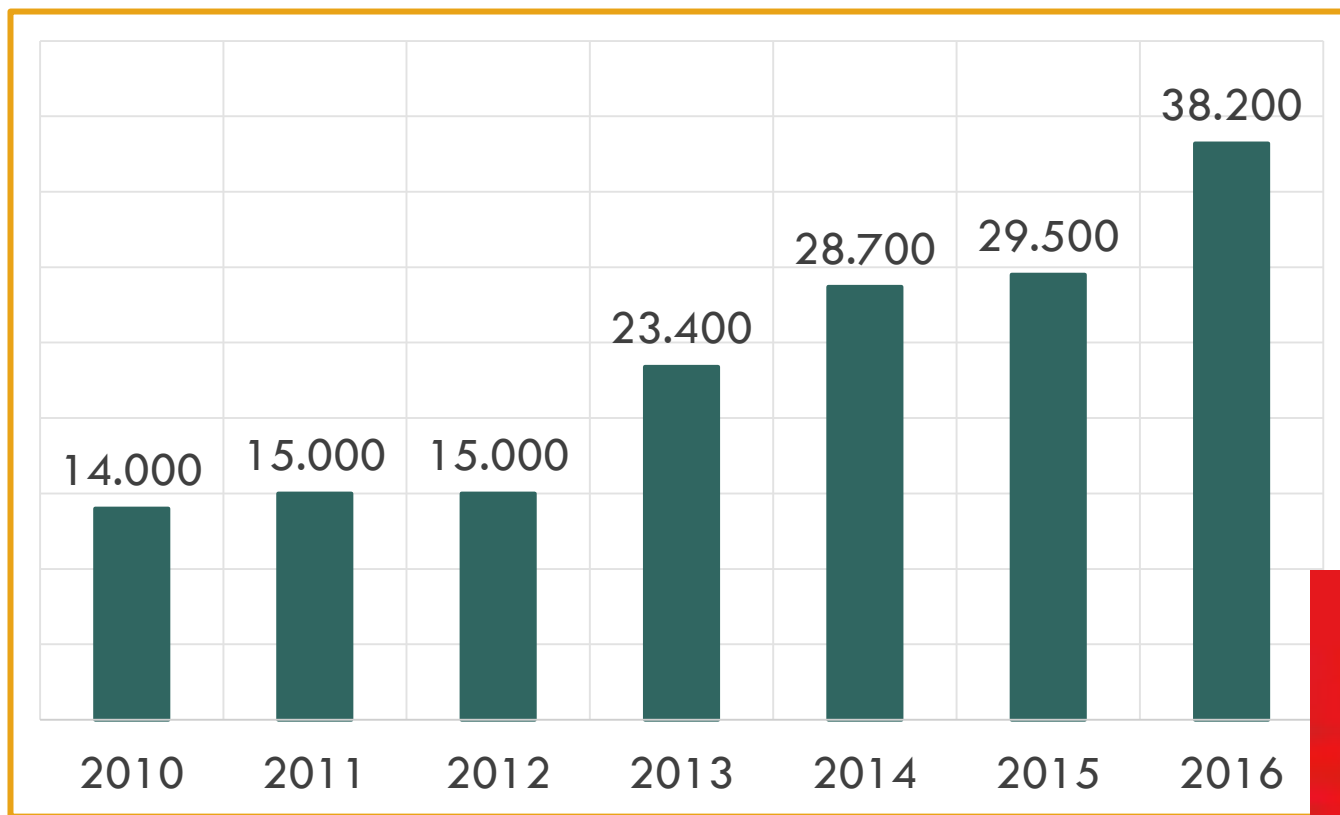
 A school project: The Apprendisti Ciceroni



 A school project: The Apprendisti Ciceroni



FAT **Apprendisti Ciceroni over the last 6 years**





Malè (TN): Località San Biagio



Trieste: Istituto Nautico



Pisa: Chiesa e biblioteca di Santa Caterina



Ragusa: Portale di San Giorgio – Giardini Iblei

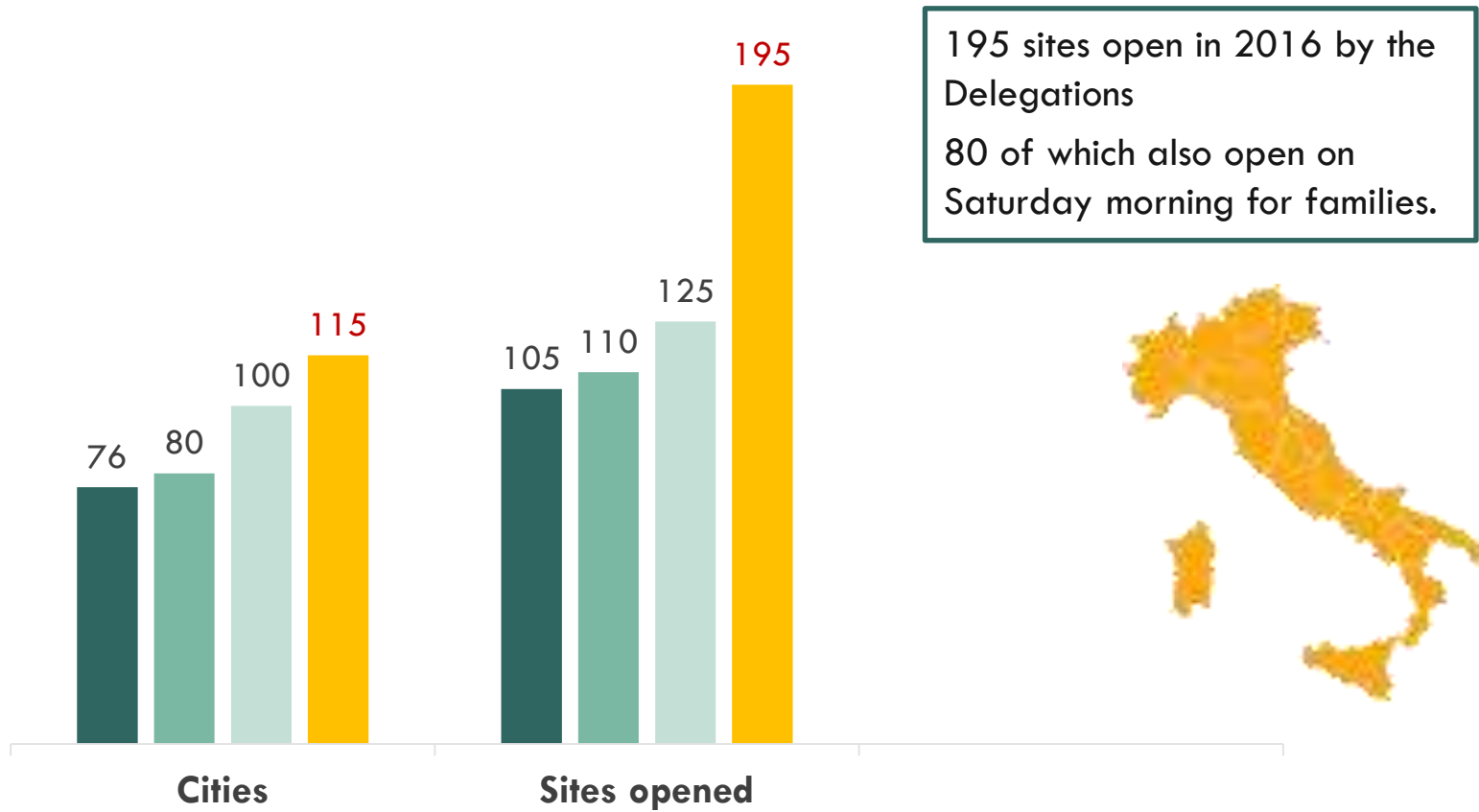






The growth of the project

■ 2013 ■ 2014 ■ 2015 ■ 2016





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- **Collaboration with Universities**
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- **VOLUNTEERING AND INTERNSHIP PROGRAMS**

180 INTERNSHIPS SINCE 2014



- **COACHING OF *Apprendisti Ciceroni***

250 STUDENTS TUTORING *APPRENDISTI CICERONI*



- **SUMMER CAMPS**

7 SUMMER CAMPS with 400 young people

**2 UNIVERSITY CAMPS
(2017 in October as test)**



Professional training in FAI's Headquarters



La Cavallerizza, Milan



Professional training in FAI's Properties



Working with the public



Torre e Casa Campatelli, San Gimignano (SI)

Research and studies



Archeological Research



Monastero di Torba, Gornate Olona (VA)

Civil service volunteering



Castello e Parco di Masino, Caravino (TO)



Signing of the agreement with the University of Verona for the Lazzaretto di Verona (June 10, 2015)

Lazzaretto di Verona



Four scholarships on four research themes

1. History of the building and bibliography in the archive documents (published and unpublished)
2. How the Lazzaretto worked as a health site
3. The historic layout of the Lazzaretto through the analysis of historic charts
4. The layout of the area before the Lazzaretto

Abbazia di San Fruttuoso



Structural history of the Abbey



History and life of the Benedictine monastery



The Abbey in Europe and the Mediterranean



Architecture and ornamentation



Objects and artifacts from the Abbey



History of the village and landscape

Abbazia di San Fruttuoso



Detailed surveys and stratigraphic analysis of the walls



Archeological investigation to verify the history of the Abbey



Document Analysis of the Doria Pamphilj Archive



Retrieval, analysis and restoration of artifacts and various materials



Project to open and excavate the Doria tombs



Collecting documents and memories from the recent past



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- **FAI Summer Camps**

- Youngsters from **20 to 26**
- **Summer months July and August** in weekly shifts
- **Awareness about FAI's mission**
- Direct experience of management of a property



From 2013 to 2017 **550 young people in 7 properties**

- Bosco di San Francesco (Assisi, PG)
- Castello, Parco di Masino (Caravino, TO)
- Parco Villa Gregoriana (Tivoli, RO)
- Baia di Ieranto (Massa Lubrense, NA)
- Castello della Manta (Manta, CN)
- Villa Della Porta di Bozzolo, (Casalzuigno, VA)
- Giardino della Kolymbethra (Valle dei Templi, AG)

Starting from the Fall of 2017 University Camps of 3/4 days in collaboration with Universities



The goals:

- To strengthen collaboration with Universities, professors, students and professional association
- To realize specific projects
- University and professional credits



The attractiveness of the project for young people



AUTHORITATIVE

TRANSPARENT

FAI IS

GOOD

CONCRETE



The attractiveness of the project for young people





«I meet a lot of people who have my same interests and values and I find that there is a thirst for beauty, knowledge and desire to do something about the place where we live. **As a FAI volunteer I know I make a difference in the lives of those who want to know our town**».

Carmela Malavita, FAI Giovani Napoli



«My mother would tell me about my grandfather whom I did not meet. One thing I knew about him was that he was a FAI member. So, one day I became a fan on Facebook and I found fantastic people. **At first I did not know anybody but I then found a lot of motivated young people with whom I share my passion.**

Stefano Ettore, FAI Giovani Alessandria



«I was a guide at Villa Regina and I fell in love with the style of the Foundation. **Discovering something new every time means ending up by taking care of it.** With FAI, we learn to respect what belongs to everyone, which does not mean to no-one but to each of us.

Annalisa Aimone, FAI Giovani Torino

«Being a young member costs 15 euros and you meet a lot of interesting people. If you choose to be involved more with the Foundation, **it is nice to work for something you believe in: to save a piece of Italy near you. It is nice to do so with people your own age**».

Filippo Giordano, FAI Giovani Milano





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