



ITALIAN RED CROSS

2022

# REDCLOUD ANNUAL REPORT





**Croce Rossa Italiana**

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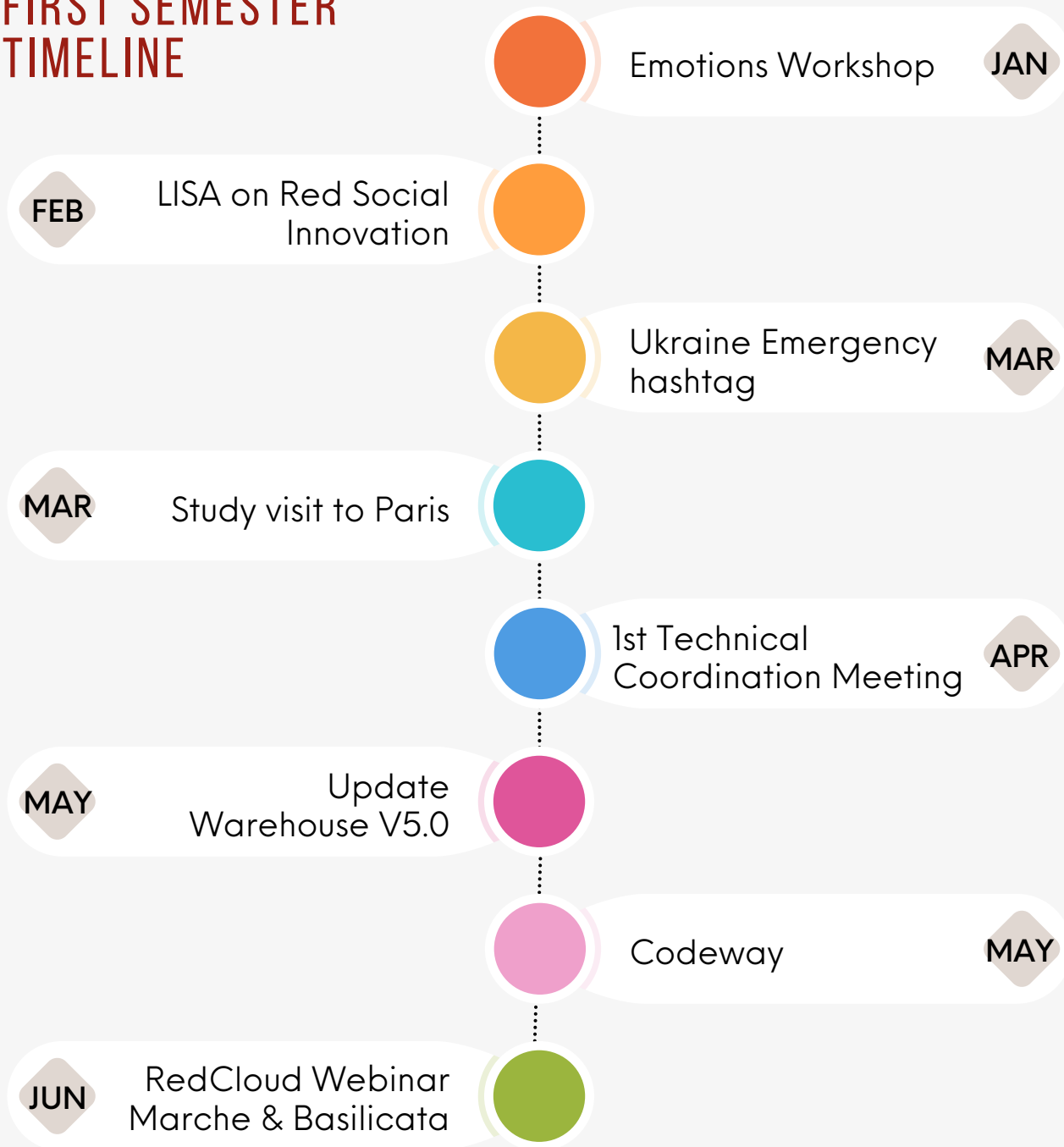
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# FIRST SEMESTER TIMELINE





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# FIRST SEMESTER ACTIVITIES

**FROM JANUARY TO JUNE 2022**

In 2022, the **RedCloud** project was considerably accelerated. In particular, the platform continued to be renewed, with new features, spaces and improvements that made the user experience even more efficient and inclusive. During the first half of the year, the activities carried out as part of the project were diversified and cross-cutting, always with the marked involvement of regional and local volunteers. In January, the **Volunteering Emotions Workshop** got underway throughout national territory, with the goal of promoting the volunteers' emotions and identifying those most representative for the Italian Red Cross (Croce Rossa Italiana). The year started off with a workshop that saw the participation of the regional focal points in order to co-designing and piloting the activity to be then replicated at local level. This initial phase was followed by the development of the

**regional workshops**, which were held in a variety of formats during the period between March and July, with great response in terms of the volunteers' engagement. In February, as part of the twinning taking place between RedCloud and **Red Social Innovation**, a new national good practice was published in the RSI platform: "LISA," a social/workplace inclusion project promoted by the IRC with the financial support of the Italian Ministry of Labour and Social Policies. In March, again as part of the collaboration between the two platforms, the IRC Innovation team took part in a study visit to the headquarters of the French Red Cross in Paris. The mission marked a moment of dialogue on the topic of innovation, with a special focus on the social entrepreneurialism programmes promoted by the FRC through the social business accelerator, called "21".



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# FIRST SEMESTER ACTIVITIES



Also in March, the hashtag **#EmergenzaUcraina** was implemented on the RedCloud platform to identify all the good practices aimed at supporting Ukraine's population during the initial phases of the war. In April, the project's **1st Technical Coordination Meeting** was held online together with the Regional Technical Delegates (DTRs) and RedCloud focal points. During the meeting the concept of the new **Innovation Hub** digital space was presented, with a special focus on the opportunities for the local Branches. In this setting, the modes of content sharing, the editorial plan and the design of the user interface were discussed. In May, additional platform updates were released, in both front-end and back-end interface. Moreover a promotional RedCloud video was integrated onto the homepage. A presentation of the platform was also done within the Codeway Expo 2022 event held in Rome,

addressing a public composed mainly of IRC staff and volunteers. During the event the project and its methodological framework has been narrated by highlighting some examples of good practices replicated at national and international level. The semester closed with another **info webinar**, held in June, addressing the volunteers of the IRC Branches of the Marche and Basilicata Regions. During the webinar, two good practices were presented to the public. For the participants there was the opportunity to interact directly with those who had promoted the initiatives.

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## SECOND SEMESTER TIMELINE



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# SECOND SEMESTER ACTIVITIES

**FROM JULY TO DECEMBER 2022**



In the second half of 2022, the project's activities saw renewed acceleration in July, a month that opened with the launch of **Digital Creativity Week**, an online dissemination initiative dedicated to digital communication and graphic design, carried out in collaboration with the partner company Nestlé. The initiative was a great success, involving more than one thousand IRC volunteers in five thematic appointments that examined techniques and practical cases. At late July's **2nd Technical Coordination Meeting**, the demo of the new Innovation Hub was presented for the first time to the regional working group composed of Regional Technical Delegates (DTRs) and RedCloud focal points. The group met for the third time in October to share the advanced version of the digital space, before its actual release on the platform.

After the summer break, activities resumed at full speed: during the month of September, the **Reactions Contest** – a contest of ideas in which volunteers were asked to submit graphic entries depicting the emotions of Volunteering – was promoted throughout national territory. The creative contest was launched with the objective of creating interactive buttons with which users can express their reactions to published content. The graphic set garnering the most votes was declared the winner in October, and the five new buttons were implemented and released on the platform by the end of the year.

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## SECOND SEMESTER ACTIVITIES

In October the new Innovation Hub space was launched, with the delivery of the Opportunities section, an always updated repository of calls for proposals, tenders events, and training opportunities, valid throughout national territory and targeted to volunteers and IRC local Branches. The new digital environment was presented to the public in November in a nationwide **info webinar** attended by nearly two hundred volunteers. On this occasion, the architecture and features of the new section dedicated to opportunities for the IRC Committees were revealed, together with the new features of the Good Practices Warehouse. Over the course of the semester, a number of different informative and promotional activities were also carried out, including local workshops and desks organized on the occasion of regional and national association events:

in July at the Campania IRC Youth Meeting; in October at the Veneto IRC Youth Meeting, in the Marche Region (Pesaro) at the national First Aid Competitions, and at the Regional Assembly of the Abruzzo IRC; in November at the event of the Youth Forum in Florence; and in December at the Jump10 event, which was held in Rome.



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# METHODOLOGY AND DELIVERABLES

In 2022, three online meetings were held with the Regional Technical Delegates (DTRs) for innovation and RedCloud focal points in order to **co-designing the developments of the new Innovation Hub** on the RedCloud platform. The first meeting in April was aimed at presenting the **concept**; the second one in July at presenting the **demo** of the new digital space; and the third one in October at rendering the version in an advanced phase of development, accompanying its **online release**. These meetings allowed the teams to contribute to the new environment's configuration with proposals, suggestions, and reflections on the design and the features to be developed.

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## **GOOD PRACTICES WAREHOUSE** NEW FEATURES V5.0

The environment has been enriched with new features for the user: two new "Criticalities and Service Charter" fields in the uploading webform, a "Like" filter in the catalogue, the link to the comments on the Good Practice page, the RedCloud promo video on the homepage, and the interactive Good Practices reaction buttons. The admin interface has been similarly improved thanks to the integration of the regional Innovation accounts into the communication flow, as well as the ability to track the content management workflow and to filter the archived content.

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## **INNOVATION HUB** OPPORTUNITIES SECTION V1.0

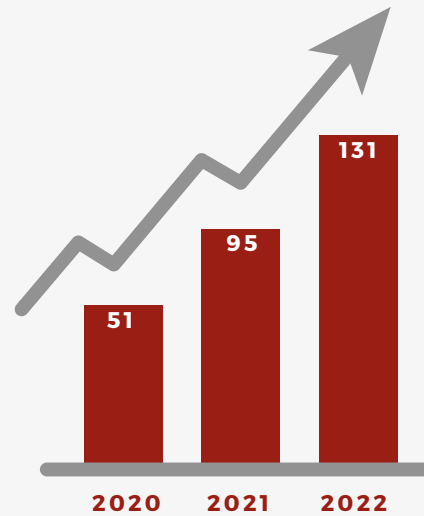
A new content management database has been developed, which provides the visualization of the published opportunities (front-end side) and the uploading and editing of content (back-end side). Moreover, the interface allows user to filter and view the opportunities by category and, where applicable, to express their interest, sending a notification to the national RedCloud team.

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## **WEBINAR** PLATFORM PRESENTATION

This national-level webinar presented to the public the new Innovation Hub in the section dedicated to the Opportunities for the IRC Local Branches, and revealed the new features of the Good Practices Warehouse. The webinar was recorded and made available on the IRC Online Training platform.

GOOD PRACTICES  
PUBLISHED  
**131**

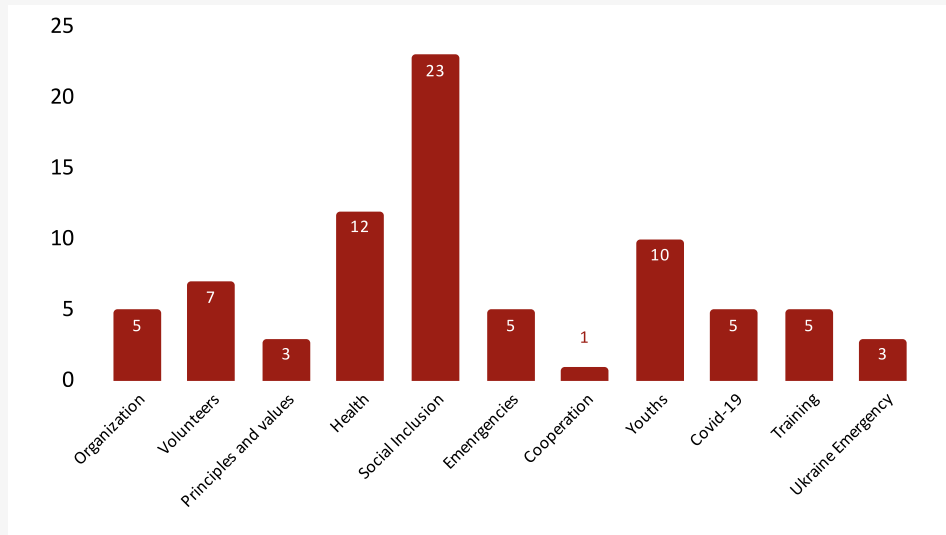


GOOD PRACTICES  
PUBLISHED IN  
2022  
**36**

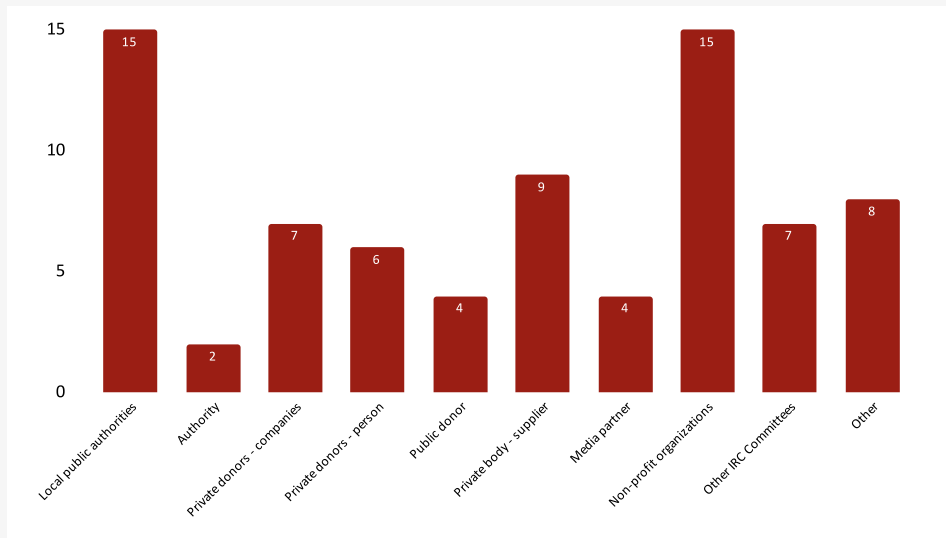
END USERS  
REACHED BY  
GOOD PRACTICES  
**+33.000**

VOLUNTEERS  
INVOLVED IN  
GOOD PRACTICES  
**1.500**

GOOD PRACTICES PUBLISHED, BY INTERVENTION AREA

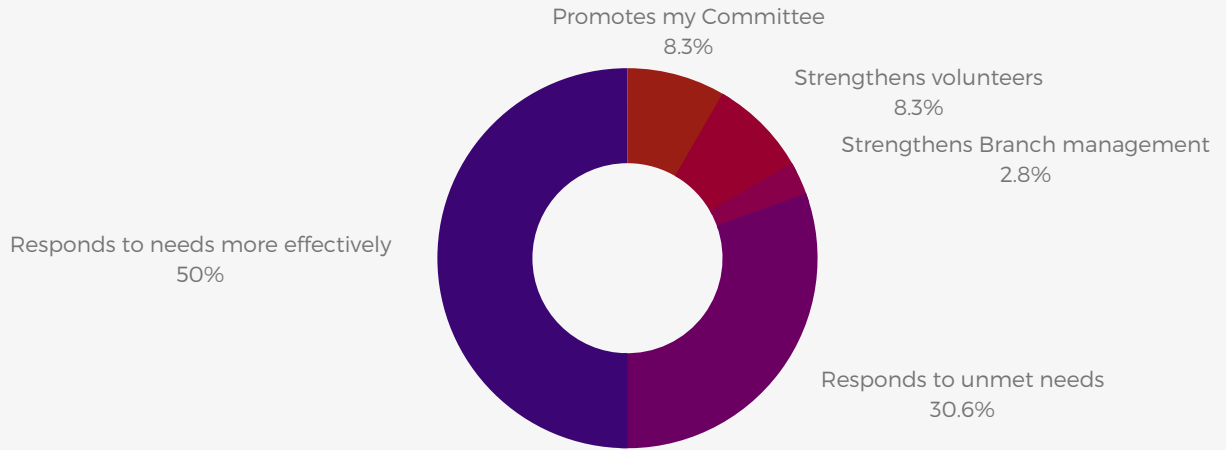


GOOD PRACTICES PUBLISHED, BY STAKEHOLDER





GOOD PRACTICES PUBLISHED, BY GENERATED IMPACT



GOOD PRACTICES PUBLISHED, BY REGION

ABRUZZO

1

BASILICATA

1

CAMPANIA

1

FRIULI VENEZIA  
GIULIA

3

LAZIO

1

LIGURIA

2

LOMBARDIA

4

MARCHE

2

PIEMONTE

3

PUGLIA

1

SICILIA

11

TOSCANA

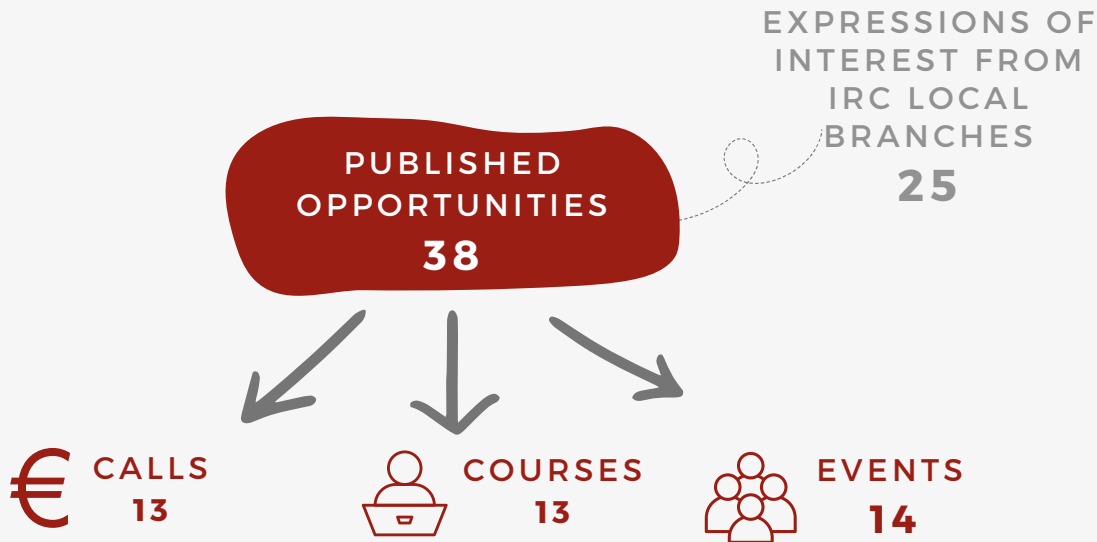
5

BRANCHES THAT PUBLISHED  
A GOOD PRACTICE ON  
REDCLOUD IN 2022

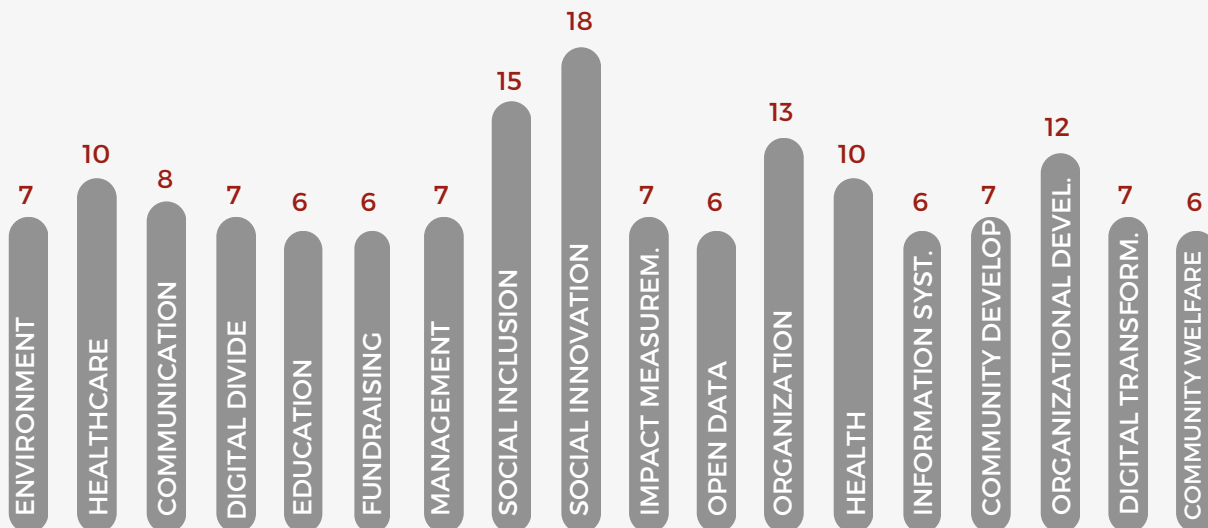
31

BRANCHES THAT PUBLISHED  
A GOOD PRACTICE FOR THE  
FIRST TIME IN 2022

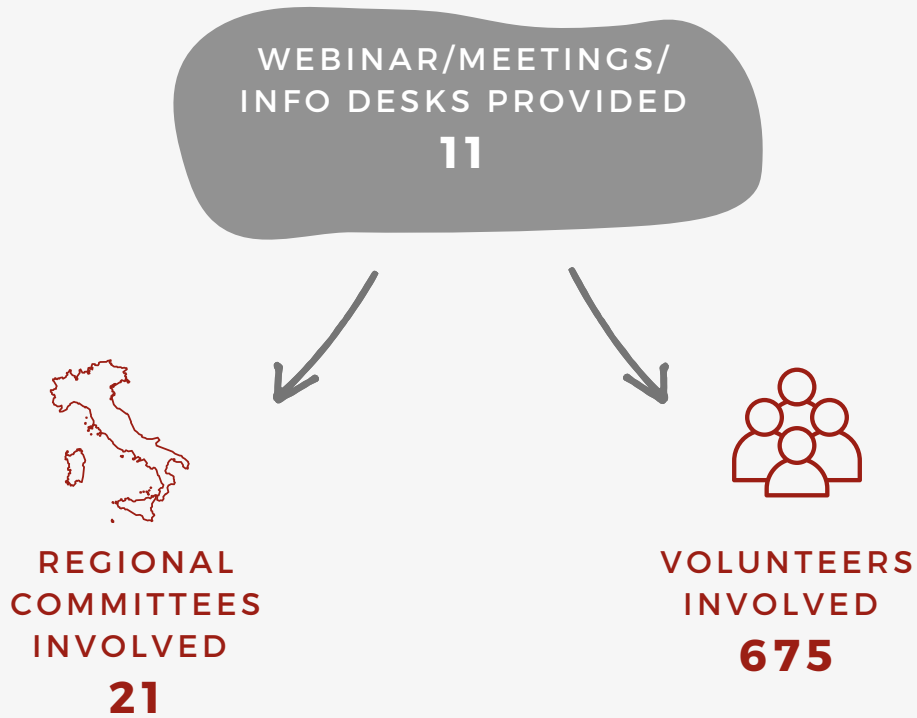
23



PUBLISHED OPPORTUNITIES, BY AREA OF INTEREST



PLATFORM PROMOTION



NEWS  
PUBLISHED ON  
IRC WEBSITE

**9**

INTERACTIONS  
ON IRC  
NEWSLETTER

**1900**

VIEWS OF  
NEWS ON IRC  
WEBSITE

**3000**

2022



LIKES  
**590**

THE REGION THAT RECEIVED  
THE MOST  
LIKES

**SICILIA**



VOLUNTEERS  
WHO POSTED LIKES  
**340**

VOLUNTEERS WHO  
POSTED THE MOST  
LIKES

**LAZIO**

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TOTAL TO DATE



TOTAL LIKES  
**1.240**



VOLUNTEERS WHO  
POSTED LIKES  
**700**

# FROM EMOTIONS TO REACTIONS

## EMOTIONS WORKSHOP | DIGITAL CREATIVITY WEEK | REACTIONS CONTEST

Following the platform's 2021 renewal and the 14 information webinars that were held, the use of RedCloud increased considerably in comparison with the previous year: 74 new good practices were published, and more than 700 volunteers from 300 Local Committees were involved. This initiative was born with the objective of further promoting the platform as a **useful tool for exchanging IRC Good Practices** via active volunteering participation. The path developed in **three phases**, starting from activities aimed at raising **awareness of volunteering** (co-designed along with the volunteers) and **digital creativity** training and information activities supported by external professionals.

At the end of the process, a new feature of the platform was co-created in order to increase the users' interaction with the published content.

In this last phase, a **creative contest** was launched to submit graphic concepts that might become five reaction buttons. The project concluded with the IT release of these buttons, with a counter tracking the user's emotions/reactions relating to each good practice uploaded on the RedCloud platform.

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# PHASE 1 • EMOTIONS WORKSHOP

## CO-DESIGN AND IMPLEMENTATION OF VOLUNTEERING EMOTIONS WORKSHOPS



A working group was therefore set up with the volunteers for the co-design of the content and organization of a 10-hour Workshop. This preparatory activity aimed at working on the emotions that the volunteers feel both when performing a service and as relates to emotional reactions to the volunteering activities performed by other IRC Local Branches. Moreover, a toolkit was developed, as well as a package of regional-level project management tools, in addition to a dedicated graphic concept, to make the workshop replicable on a regional level. The first workshop was held on a national level, involving the focal points selected by the respective

Regional Committees in Training for Trainers mode. In addition to training in the content, **10 emotions** were also identified as those most representative of volunteering in the IRC. Afterwards, **11 regional workshops** were then organized for a total of **37 workshop volunteer collaborators, 139 volunteer participants, 75 represented IRC Local Branches, and 91 total hours of classwork**. The work performed on the regions led to the additional selection of 5 volunteering emotions, for which the graphic contest for their representation on RedCloud would subsequently be held.





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# PHASE 3 • REACTIONS CONTEST

## GRAPHIC CONTEST ON REACTIONS ON REDCLOUD

The final phase in this project involved launching a contest on creativity, open to all Volunteers, to **graphically depict the five emotions of volunteering identified** in the emotions workshops (Phase 1) and to be integrated as buttons on the RedCloud platform. Once the entries were received, they were then subjected to initial assessment by the Regional Technical Delegates (DTRs) for Innovation and/or regional RedCloud focal points, leading to the selection of **4 finalists**.

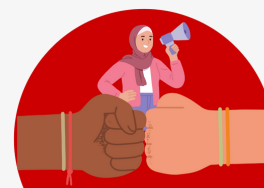
The final grade, done nationally via the G.A.I.A. platform, determined the winning graphic design, submitted by the volunteer **Chiara Barbieri from the Cremona Local Branch**. The prize consisted in the purchase of a digital tool. The emotions thus depicted were then developed digitally and integrated directly on the platform.



TIMORE



GENIALE



RIPROPONGO



CURIOSITA'



DIVERTIMENTO

# GOOD PRACTICES, 2022

THIS SECTION COLLECTS SOME OF THE MOST SIGNIFICANT CONTENT PUBLISHED WITHIN THE GOOD PRACTICES WAREHOUSE IN 2022



- **T-ricicco**  
IVREA
- **Volontari fantastici... e dove trovarli!**  
FRIULI VENEZIA GIULIA
- **CRI, oltre la divisa**  
MARCHE
- **Attività in ambito penitenziario**  
LIVORNO
- **Sartoria trinaCRIA solidale**  
TRAPANI
- **Amore a prima vista**  
PESCARA

THE CONTENT WAS SELECTED BASED ON A VARIETY OF CRITERIA, TAKING ACCOUNT OF THE ISSUES DEALT WITH AND THE APPROVAL BY USERS.

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# T-RICLICO

## SOLIDARITY PROJECT WITH SCHOOLS AND ASSOCIATIONS

In synergy with companies, public bodies, schools, and associations on the local territory, the **T-Riclicco** project was launched with the objective of regenerating and then donating PCs to students and families that cannot afford to purchase hardware and software. The initiative does not only have purposes of solidarity for the vulnerable people, but is also a **circular economy** project: the existing product is repaired, reused, and shared, extending its life cycle and reducing waste.

Free software was installed on no longer in use and obsolete computers in order to **promote open source culture**. Moreover, school students were involved in the project through work/school alternation program, with the aim to develop and broaden their skills thanks to the support of corporate tutors, or Volunteers with IT skills.



 **IVREA BRANCH**

 < 10 Volunteers involved

 50-100 end users

 < 500 euro

**SOCIAL INCLUSION | VOLUNTEERS |  
COVID-19 | TRAINING**



# VOLONTARI FANTASTICI...E DOVE TROVARLI!

## THE HOUSE TROPHY 2.0

Volontari fantastici... e dove trovarli is a **contest inspired by the Harry Potter saga**, aimed at rewarding the young Volunteers of the Local Branches for their spirit, abilities, and services given to the community. The initiative was conceived in 2020 during the Friuli Venezia Giulia Regional Youth Assembly. Inspired by a best practice of Apulian youths, it came into being with the purpose of fostering training and activities for youth, **strengthening the network of the young volunteers** of different Branches, and increasing their

associative awareness.

The contest saw the participation of nine Branches, each identified with an emblem conceived and designed by the volunteers themselves based on their own **idea of youthful identity**. Through a reporting system, the Regional Committee assigned a score to each activity and service performed. At the end of the contest, the Branch at the top of the ranking was given the Coppa Tre Maghi trophy and the opportunity of being “guest of honour” in an activity for youths organized at regional level.



**FRIULI VENEZIA GIULIA  
REGIONAL COMMITTEE**



500-1000 Volunteers  
involved



500-1000 end users



500-1000 euro

**VOLUNTEERS | PRINCIPLES AND VALUES |  
HEALTH YOUTH | COOPERATION |  
EMERGENCIES | SOCIAL INCLUSION |  
ORGANIZATION**



# CRI, OLTRE LA DIVISA

## ONLINE MEETINGS TO DISCOVER IRC ACTIVITIES

The initiative was born from the need to bring the Regional Committee into contact with the Local Branches. The regional staff organizes a **live Instagram feed** on issues relating to activities and services carried out at the IRC, in interview mode. On hand are a facilitator from the regional staff, a volunteer from the Local Branch who reports the testimony relating to the activity, the activity focal point and, at times, an association that has collaborated with or been involved in the initiative.

Before talking about the Red Cross and its activities, the participants are asked **to tell their whole story**: as volunteers first and foremost, but also as concerns who they are outside of the association – hence the title "CRI, oltre la divisa" ("IRC – beyond the uniform"). The format, then, becomes an alternative and original way to carry out **recruiting**, and is an excellent showcase for disseminating the IRC services while promoting the networking with other local non-profit associations.



**MARCHE REGIONAL COMMITTEE**

30-40 Volunteers involved

100-500 end users

< 500 euro

**HEALTH | VOLUNTEERS | YOUTHS | SOCIAL INCLUSION | ORGANIZATION**



**CRI OLTRE LA DIVISA**

RUBRICA D'INCONTRI ONLINE NEL PROFILO INSTAGRAM

**CRI MARCHE**

**APRILE**

**26 Aprile** - Inclusionione  
alle ore 19,00 Sociale

incontriamo il Comitato CRI di Osimo, il Comitato CRI di Cingoli e Microbiscottificio Frolla

# ATTIVITÀ IN AMBITO PENITENZIARIO

## TRAINING AND SOCIAL INCLUSION IN THE PRISON SYSTEM

In late March 2022, a one-year memorandum of understanding with the Livorno Penitentiary Administration was signed, with the purpose of implementing IRC services with activities aimed at the promotion and autonomy of the individual. The project came into being with the objective of **promoting the integration** of prison inmates into the territory, **eliminating prejudices** against those with prior incarceration experience, and **developing the inmates' skills** and abilities, while

providing penitentiary personnel with retraining (e.g. first aid, civil protection, etc.). The project is articulated along two lines of activity: the first for delivering **training courses** for inmates and for penitentiary police personnel; the second involves the possibility for inmates to perform **volunteering activities** at the IRC Local Branch.



 **LIVORNO BRANCH**

 10-20 Volunteers involved

 < 50 end users

 < 500 euro

**VOLUNTEERS | TRAINING |  
SOCIAL INCLUSION**



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# SARTORIA TRINACRIA SOLIDALE

## RELATIONSHIPS, NEW WORKING OPPORTUNITIES AND CIRCULAR ECONOMY

The experience of the IRC and of a day centre for the disabled in the territory of Trapani has given rise to **Sartoria TrinaCRia Solidale**: a project that has allowed 10 youths hosted by the centre to make textile articles. Thanks to a donation by a private citizen, everything needed to make **textile products** was purchased. The articles made by the users were then sold via the corners set up in shopping and at beach establishments.

The project was advertised over the IRC's social media, and plans for **continuous expansion** by investing the generated revenues. In the wake of this activity, the IRC Local Branch is in fact planning to expand collaboration with the day centre by developing an e-commerce site and launching tailoring courses. The tailor's shop will soon be given legal form, making it possible to contribute economically towards the young tailors' expenses.



 **TRAPANI BRANCH**

-  10-20 Volunteers involved
-  < 50 end users
-  1000-5000 euro

**SOCIAL INCLUSION**





# AMORE A PRIMA VISTA

## FREE EYE CARE AND EYEGLASSES FOR ALL

In October 2020 the IRC Branch of Pescara launched a new initiative called **Amore a Prima Vista**, a project which allowed many families in economic hardship to access eyeglasses free of charge. The service is offered thanks to the collaboration between the IRC Branch, a local optician, and a well-known eyewear brand. The latter has for years spearheaded "Opticians with you," an international solidarity project with the mission of **taking care of the visual health** of people living below

poverty level, by providing access to professional eye care. The volunteers handle the collection of requests from IRC users or those from other organizations in the "social services network." After performing a vision checkup, the optician provides lenses while the brand donates the frames. The project was repeated the following year and has been increasingly oriented towards **environmental sustainability**, seeking to give new life to eyeglass frames that are still in excellent condition.

The infographic is divided into two main sections. The left section, titled 'PESCARA BRANCH', features a red map of the region and lists key statistics: '< 10 Volunteers involved' (with a handshake icon), '50-100 end users' (with a group of people icon), and '< 500 euro' (with a Euro symbol icon). At the bottom of this section is the text 'SOCIAL INCLUSION | HEALTH'. The right section is a vertical poster for the project. It has a yellow background with the title 'Amore a prima vista' in white. Below the title is a paragraph of text: 'ona una nuova vita ai tuoi vecchi occh... on il progetto ottica solidale puoi regal... na montatura a chi ne ha più bisogno, ... oi forniremo lenti e visita gratuita.' The poster features a photograph of a young girl in a red sweater adjusting the glasses of another child. At the bottom of the poster, it says 'GIARDIAMO IL MONDO CON ALTRI OCCHI' and includes logos for 'ottica servadio' and 'Croce Rossa Italiana Comitato di Pescara'.

**PESCARA BRANCH**

- < 10 Volunteers involved
- 50-100 end users
- < 500 euro

**SOCIAL INCLUSION | HEALTH**

**Amore a prima vista**

ona una nuova vita ai tuoi vecchi occhi...  
on il progetto ottica solidale puoi regal...  
na montatura a chi ne ha più bisogno, ...  
oi forniremo lenti e visita gratuita.

GIARDIAMO IL MONDO CON ALTRI OCCHI

ottica servadio  
lenti e lenti a contatto

Croce Rossa Italiana  
Comitato di Pescara





## **CREDITS**

### **REDCLOUD PROJECT PROMOTED WITHIN THE CONTEXT OF THE INNOVATION, VOLUNTEERING AND TRAINING DELEGATION:**

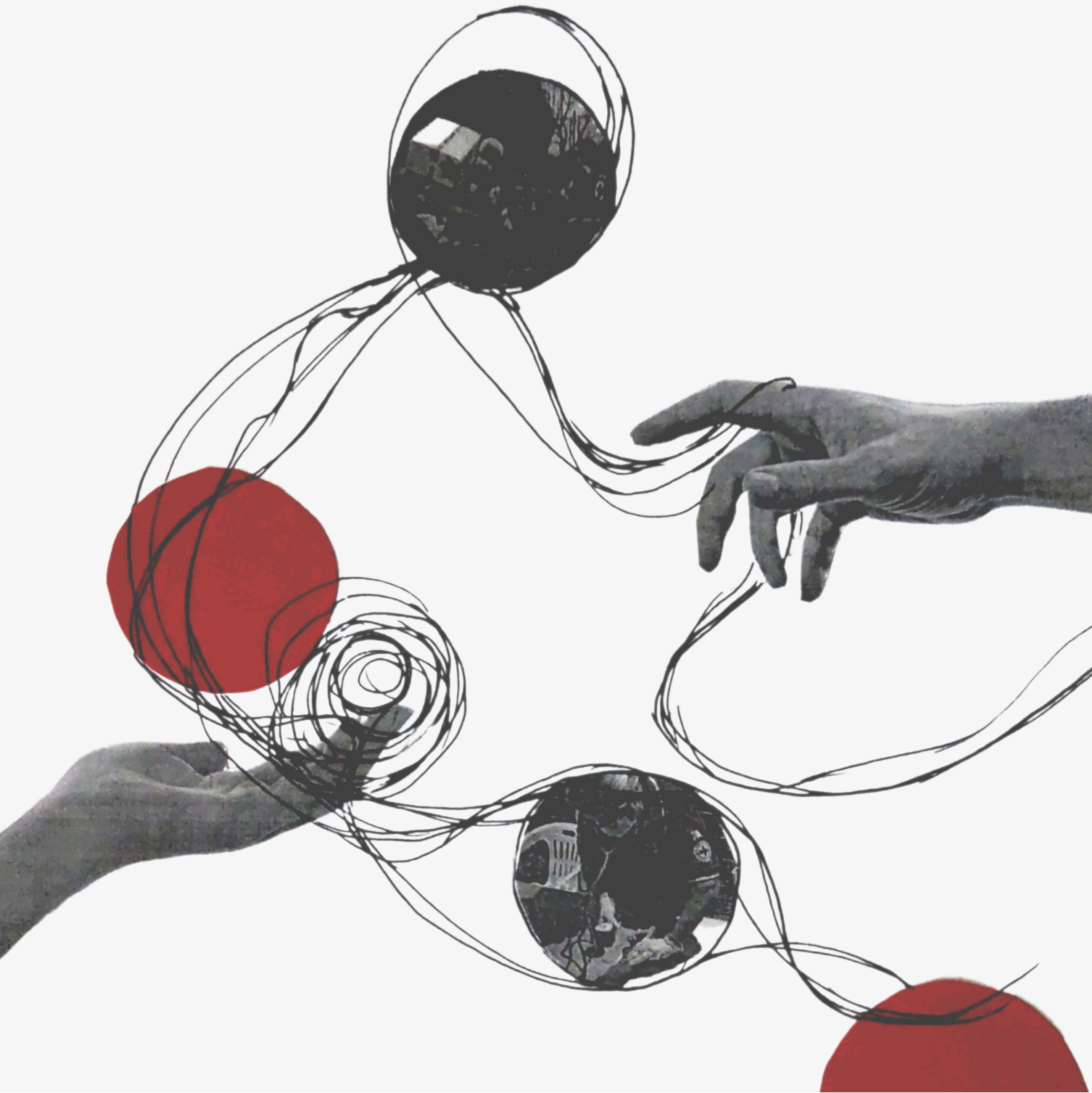
GABRIELE BELLOCCHI, NATIONAL TECHNICAL DELEGATE, INNOVATION, VOLUNTEERING, AND TRAINING  
ALBERTA ANDRETTA, NATIONAL FOCAL POINT, REDCLOUD

### **DEVELOPED BY:**

STRATEGIC PLANNING, MONITORING AND INNOVATION UNIT, ITALIAN RED  
CROSS NATIONAL COMMITTEE

### **WE THANK THE VOLUNTEER EMANUELA BRISTOT FROM THE PISA BRANCH**

FOR THE DEVELOPMENT OF THE VOLUNTEERING GRAPHICS





Croce Rossa Italiana