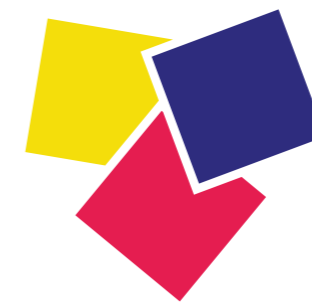




**BILANCIO
SOCIALE**
ANNUAL REPORT

2022



fondazione
AIDA ets

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Dear Stakeholders,

AIDA ets Foundation presents the 2022 Social Report, the document illustrates all the theatrical and cultural activities proposed during the year and at the same time outlines their characteristics. We believe this document is an important tool because it not only highlights the financial and accounting outcomes of the activities that we propose, but it also tells the story and the social aspects that, in fact, allow full implementation.

2022 is a year of hesitant recovery after a period of time marked by the health emergency in an incisive manner, which led to inevitable suspensions. In other historical periods our planning allowed us to outline the different theatrical reviews, cultural events, workshops and cultural proposals of the Foundation on solid and linear foundations, this professionalism being the result of almost 40 years of activity. The professionalism and historicity of Fondazione AIDA ets' presence in the area, mainly in Verona, has made it possible to build up loyalty among the public which recognizes us as a point of reference for what concerns theatrical proposals aimed at children, teenagers and families in particular.

The period of the health emergency has led us to a transformation that is not only economic, but also structural. We have established the new structure of the Foundation and two new members have joined the new organizational structure. They are two founders from Australia who have been following the activities for some time. This shows how Fondazione AIDA ets has always had not only a territorial, but international broad vision.

The world and society have changed. Consequently, so has Fondazione AIDA ets' organization of work, which has adapted to new approach methods. Because of this AIDA has created an intense streaming activity in 2021, thanks to the support of experts in new languages and multimedia systems, in particular the ONLIFE THEATER proposal.

Following the new ministerial indications for distance learning, they created theatrical shows that can be accessed online (ONLIFE THEATER) in collaboration with teachers or parents, creating the ideal situation in which students/children can interact with the actors in a shared context albeit at a distance.

We perceive, filter and accumulate data in order to prepare projects and cultural initiatives for ourselves and for others, capable of interpreting the world. We are obliged to exercise constant and continuous attention on what surrounds us. Theatrical production is the means by which we talk about change ecological crisis, inclusion, interculture, promotion of reading and valorisation of our artistic heritage. We hope to be ready for the new challenges that this metamorphosis



Viola e il Blu



Favole al telefono

brings along with itself. We know that technology will always have an increasingly important role in our lives, but we don't want to be subservient to it. We want to be active subjects, experimenting with projects capable of keeping the uniqueness of the theater alive.

2021 marked a rough start, since it held within itself the difficult situation of the pandemic. Despite this, we can say that 2022 ended with the will to invest in new productions and with a response from the public. There are many theatrical proposals aimed at schools, which give us hope for a fast recovery of this particular sector.

In 2023 the AIDA ets Foundation celebrates its 40th year and we want to continue our mission with optimism and enthusiasm.

*The president
Roberto Terribile.*



Methodology adopted for drafting of the Social Report

This first Social Report of Fondazione AIDA ets refers to the year 2022, and it accounted for the activities and the social and economic results achieved to all our stakeholders.

As well as a description of the activities carried out in 2022 and a summary of the economic-financial situation of the Foundation, the document contains other useful information of a non-financial nature. The realization of this document was in fact an opportunity to reconstruct the history of our institution and to identify what were the most important stages of Fondazione AIDA, since the year of its birth in 1983, then as an association and consequently as a Foundation. Today as a Fondazione ets.

It has led us to create and clearly define the current mapping of our numerous stakeholders, to focus more on the mission and to reiterate with increasing clarity the institutional aims that Fondazione AIDA ets today proposes in a changed and much more complex context, if compared to when our business once began.

The document is structured in the following sections

CHAPTER 1 Identity

CHAPTER 2 Organizational structure

CHAPTER 3 People who operate for the Organisation

CHAPTER 4 Goals

CHAPTER 5 Activities

CHAPTER 6 Economic-Financial Situation

CHAPTER 7 Monitoring carried out by the supervisory body

CHAPTER 8 Fondazione AIDA ets - Communication

CHAPTER 9 Supporting Fondazione AIDA ets through Art Bonus

Editorial Board

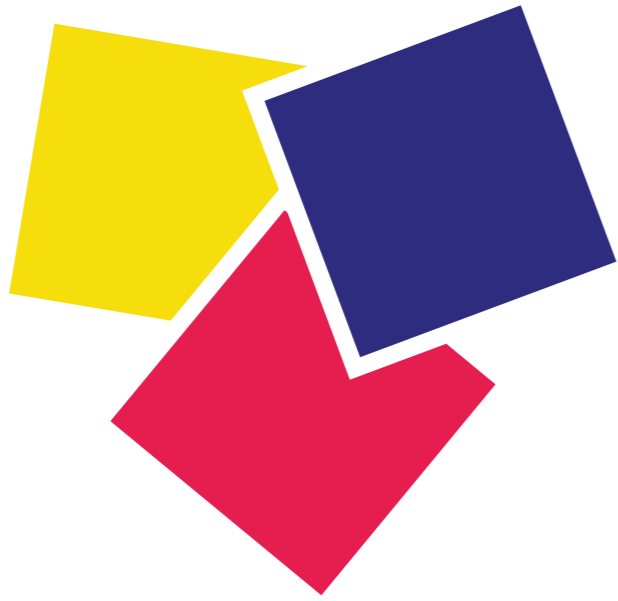
The process of developing this social reporting document was very complex and started in the spring of 2023 - coinciding with the 40 years of activity - with the consultancy of Terzofilo Fundraising for the Development of Non-profit, with which a training course has been developed in recent years to identify new ways of economic sustainability for the Fondazione AIDA ets. The managers of the various areas of intervention contributed to its drafting (organisational, administrative, management). The same thing was also done by employees and collaborators of Fondazione AIDA ets.

The Foundation has drawn up this report in accordance with the indications of “Guidelines for the preparation of the social balance sheet of third sector bodies”, issued by the Ministry of Labor and Social Policies (Decree 4 July 2019 – Adoption of the Guidelines for drawing up the social balance sheet of Third Sector entities, GU n.186 of 9-8-2019), pursuant to art. 14, paragraph 1, Legislative Decree No. 117/2017.

The Foundation gives wide publicity to the widely approved social budget disseminated through the available communication channels: it was presented to Board of Directors, published in paperback in a limited number of copies (10), disseminated through social channels, published and downloadable from the institutional website of the Foundation <https://www.fondazioneaida.it/bilancio-sociale/> within 30 days from approval.



1.



IDENTITY



PROFILE OF THE INSTITUTION

Fondazione AIDA ets is a cultural reality that has been active **since 1983**. Conceived by a group of artists and theater professionals, the Foundation is recognized by the **Ministry of Culture** for theatrical activities and by the **Ministry of Education** and Merit as a training center for teachers. It is accredited by the System coordinated for the promotion of "creativity themes" of the Ministry of Education direction for the school systems and evaluation of the national system instruction. It is also recognized by the **Veneto Region** as a professional training institution for the entertainment sector.

Activities and modus operandi

AIDA activities are aimed at every age group.

The heart of our initiatives is represented by the production of shows and theater reviews aimed at school and family audiences, we also organise cultural and musical events, conferences, exhibitions, educational workshops, updating and training courses for sector operators and teachers who, through theater, want to build a new teaching approach.

We organize events, exhibitions and special initiatives at national and international level.

- **Multidisciplinarity:** Our artistic project has always aimed at contamination between different forms and means, through the creation of proposals founded on the principle of multidisciplinarity. A method that characterizes the creative process that favors the productive coexistence of different disciplines.
- **Consulting:** in order to fully achieve the goals that each one of our activities aims at, the Foundation increasingly makes use of external consultancy from experts in various fields, from pedagogy to new media technologies.
- **Training:** we also believe that in order to carry out quality projects, it is essential that the artistic, technical and organizational staff are always up to date. This is why we constantly invest in internal training.

Mission

Thanks to the collaboration with public and private institutions, Fondazione AIDA ets offers to the public culturally relevant topics in order to form one's civic spirit, raise awareness towards oneself and others and share social values relevant to the growth of the community.



Il Mago di Oz

SIGNIFICANT MILESTONE

1983

It was in 1983 when, in Verona, a group of artists decided to join together to promote theater for children. These were the first steps towards the birth of a reality that, from the beginning, presented itself as one open space in which artists with versatility and different characteristics could compare, collaborate and give life to new artistic creations.

1987

The Association obtains identification of Teatro Stabile per i ragazzi (theater for kids) by the Ministry of Heritage and Cultural Activities. It is the first theatrical reality in the field of theatre for kids to get this recognition in all of Veneto. The first European meeting on the comparison of theater for kids was held in Verona, organized by Fondazione AIDA.

1996

It becomes Fondazione AIDA

1999

The Foundation organizes the first edition of Sorsi d'Autore which will become, over time, one of the most important and long-lived events dedicated to the valorisation of the historical, cultural and food and wine heritage of the region through meetings with people from the world of culture and entertainment.

2000

it plans and organizes Briciole, which addresses the issue of eating disorders among adolescents, first as a national project, then as a European project.

2001

It receives accreditation from the MIUR - Ministry of Education, University and Research, as an accredited entity for the training and updating of teachers.

2003

Fondazione AIDA also becomes a professional training center accredited by the Veneto Region, recognized with the Institution Code A0154 in sectors of higher education and continuous training.

2004

Fondazione AIDA develops the first project Diversamente a teatro, a social and work inclusion initiative involving groups of disabled people; this project was then expanded and proposed further in the following years in numerous ways, which involved people with disabilities with the aim of promoting their social inclusion through theatre.

2006

Fondazione AIDA pays a tribute to the great Venetian artist Beni Montresor with two exhibitions in New York (one at Lincoln Center and the other at the Italian Cultural Institute in New York). The initiative boasts the patronage of the Ministry for Italians in the World, the National Italian American Foundation (NIAF) and the collaboration of the Veneto Region, the Municipality of Bussolengo (birthplace of the artist Beni Montresor)

2007

With a dense network of partners, AIDA organizes the multidisciplinary project Pier Paolo Pasolini Poeta delle ceneri in New York, thanks to Pier Paolo Pasolini's heirs (Graziella Chiarcossi and Vincenzo Cerami). The same year saw the ELM European Literary Marathon, the first happening dedicated to literature promoted by the European Union. AIDA is the leader of an international network that first appeared in Verona.

2010

The Sorsi d'Autore initiative receives the support of the Istituto Regione Ville Venete and the patronage of the Associazione Ville Venete.

2014

The collaboration between AIDA and Glossa Teatro is born for the valorization of theatrical research.

2015

A new artistic line dedicated to families is starting to emerge: musical comedies. Over the years, thanks to the collaboration with the Centro Servizi Culturali Santa Chiara, important productions tours, such as Buon Natale Babbo Natale (Merry Christmas Santa Claus), Fiabe al telefono (Fables on the Telephone), The Gruffalo and the most recent Malefici have begun, bringing Fondazione AIDA to some of the most famous Italian theaters, such as the Brancaccio in Rome and the Manzoni of Milan.

2020

During the health emergency, Fondazione AIDA presents Teatro Onlife, a children-first interactive edutainment platform as an alternative to the physical space of the theater during the closure period caused by the pandemic. Teatro Onlife combines performing arts, streaming and gaming. Onlife Labs srl (spin-off of the AIDA Foundation) is founded, and a group of professionals organized the technological development of the platform itself.

Fondazione AIDA also organizes the Caccia al tesoro Verona (Verona Treasure Hunt) which, through a dedicated App and interactive gaming, promoted an initiative to enhance and understand the suburbs of the metropolitan city within the School & Community project financed by MIBACT within of the Urban Future Culture Plan notice and coordinated by the "Tante tinte" network

2022

Fondazione AIDA becomes Fondazione AIDA ets and at the same time completes its registration in RUNTS, Registro Unico Nazionale del Terzo Settore (Single National Register of the Third Sector).

PERSONAL DATA AND TERRITORY

Fondazione AIDA ets

Tax code and VAT number

02737900239

AIDA Foundation ets is:

a third sector body with the legal form of a foundation

Its registered office

Via Dino Degani, 6 - 37125 Quinzano Verona

Secondary offices and local units:

- Municipal Auditorium A. Vivaldi di Cassola - Via Monte Oro, 1 - 36022 Cassola (VI)
- DIM municipal theater - Via San Martino, 4 - 37014 Castelnuovo Del Garda (VR)
- Warehouse in Stradone Santa Lucia, 47A - 37136 Verona (VR)



WHERE WE WORK

AIDA ets Foundation is present throughout the **national territory** through:

- Tours of produced and co-produced shows
- Dissemination of cultural and theatrical projects of social inclusion, sustainable tourism projects, workshops and training projects
- Site-specific actions
- Theatrical reviews

In particular, there are some theaters in the territories of the Veneto and Lombardy regions in which we have operated continuously for years, mostly proposing theater reviews which lead us to collaborate constantly and at the same time to develop relationships with the realities of the territory, to the point of perceiving these theaters as our actual headquarters:

the Stimate Theater (Via Carlo Montanari, 1 - 37122 Verona) is the leader of this type of collaboration. For the past 8 seasons we have been present with shows for students and families which have grown over the years and led us to identify this theater which is located in the historic center of our city as one of our main operational headquarters

COMUNE DI MOGLIA

Stagione 2022-2023:

TEATRO MONDO TRE - Via Giulio Romano, 3 - 46024 Moglia (MN)

TEATRO ITALIA - Piazza Cesare Battisti, 75 - 46024 Bondanello (MN)

COMUNE DI MONTEBELLUNA

Rassegna Echi di Fiabe 2022:

TEATRO R. BINOTTO di Villa Correr Pisani - Via Aglaia Anassillide, 5

31044 - Montebelluna (TV)

CITTÀ DI THIENE

CRA CRA CRA 2022

Rassegna di teatro, narrazione e musica per fanciulli e famiglie

AUDITORIUM FONATO - Via C. del Prete, 37 - 36016 Thiene (VI)



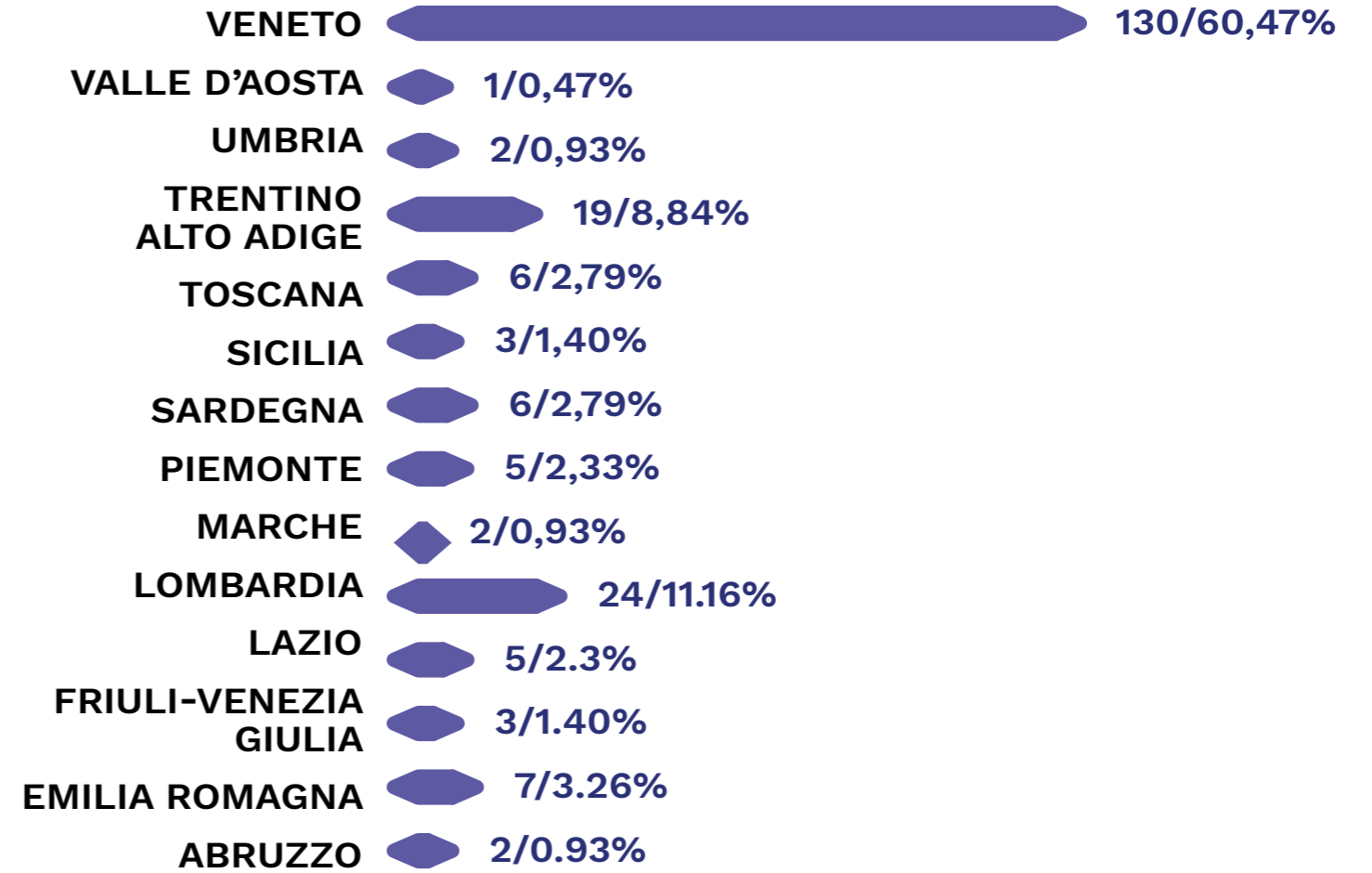
Le quattro stagioni e Piccolo Vento

MAIN TERRITORY OF REFERENCE

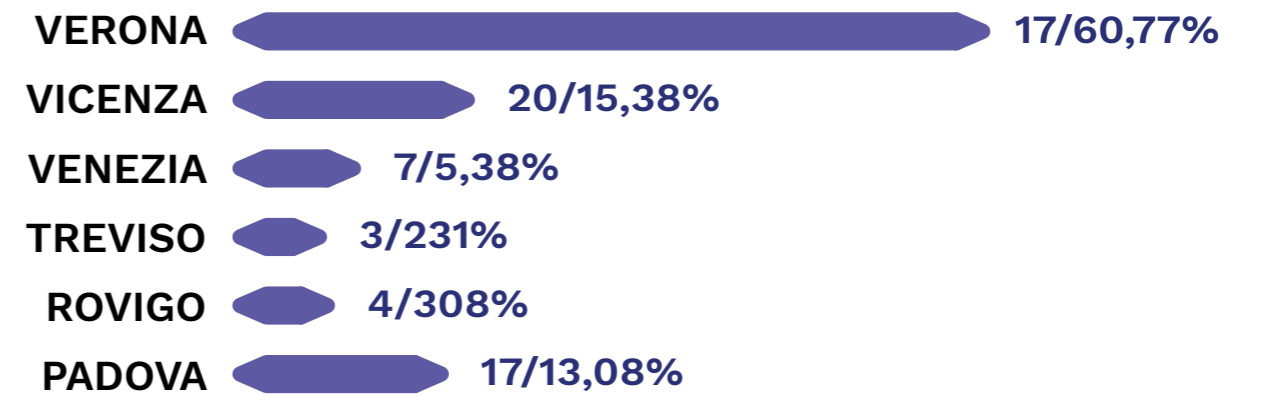


TOUR IN ITALY

Distribution by region of reruns staged
48,913 spectators in 2022



Specifically in Veneto in 2022

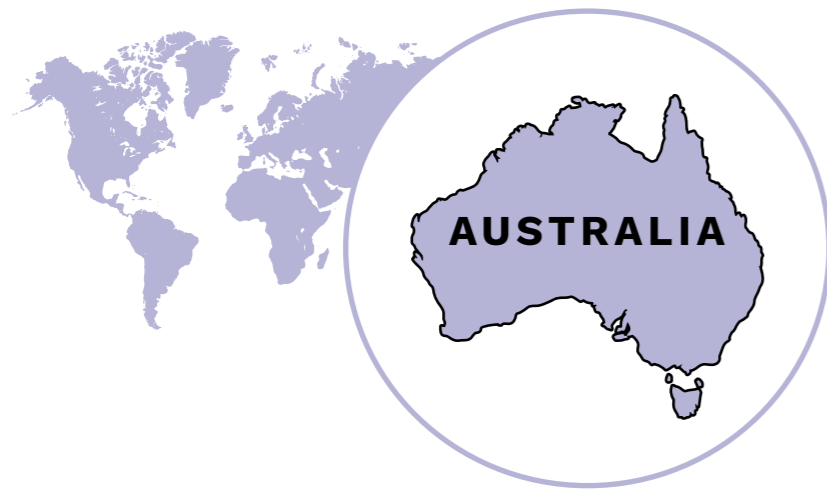


1.4

WHERE WE WORK

In 2022 AIDA ets Foundation also participated in European calls which took place in:

- | | |
|----------|-----------|
| Italy | Sweden |
| Greece | Finland |
| Portugal | Hungary |
| Serbia | France |
| Bulgaria | Turkey |
| Norway | Australia |



NETWORKS AND ASSOCIATIONS

AIDA ets Foundation is a cultural body recognized by the **Ministry of Culture**, the **Ministry of Education and Merit**, the **Veneto Region** and the **Autonomous Province of Trento**.

Thanks to both national and international vision and commitment, it promotes countless cultural activities online. This is also possible thanks to collaboration with distribution circuits, associations, agencies, public bodies and private entities through a network of relationships that has consolidated mainly in the territories in which it operates.

Through the creation and participation in networks, a process of developing projects that contribute to the diffusion of culture is encouraged.

Through a transversal and multidisciplinary orientation, the objective of forming and strengthening a conscious community capable of understanding the value of the intensity expressed by creative processes is achieved.



Pippi Calzelunghe

1.5

NETWORK AND ASSOCIATIONS

| Year of entry into the network | Network name | National/ International | List of partner locations | Role performed | Objectives |
|--------------------------------|---|-------------------------|---|-----------------------|---|
| 2022 | READING AGREEMENT - MUNICIPALITY OF VERONA | National | Diocese of Verona - Episcopal Seminary Library - Leopoldina Naudet Library Women and Faith - Ministry of Justice Verona district house - National Archaeological Museum of Verona - IC 3 San Bernardino Borgo Trento - IC 9 Valdona IC 11 Borgo Roma Ovest - IC 13 Primo Levi Cadidavid - IC 15 Fincato Rosani -IC 16 Valpantena - IC Stadio Borgo Milano - IC 19 Santa Croce - IC Madonna di Campagna San Michele - CPIA Provincial Center for Adult Education of Verona - A. Berti State Professional Institute - State High School G .Galilei Scipione Maffei State High School - Fortunata Gresner Institute - Private schools Alle Stimate - Educandato Agli Angeli schools - Lavina Mondin Institute - Congregation of Daughters of Jesus Leonardi primary school - Congregation of Daughters of Jesus Leonardi middle school - IT Cangrande della Scala - IISS Copernico Pasoli - Nursery school The color room the Nuova Stella Social Coop - Kiriku Nursery - Gradiente - Il Castello delle fable nursery - Schools Ed. Res. - Elisabetta Garilli Atelier - LiberAmente Il Circolo dei Leori di Verona Association - Aribandus Cooperativa Sociale Onlus - AIDA ets Foundation - Modus - Impiria Theater -Bam! Bam! L'Albero Coop Theatre. - Le Fate Ass. Onlus - CMV - Children's Museum Verona - Pleiadi Group | Member and subscriber | It is a governance tool for book and reading promotion policies. It represents public institutions and private entities, which identify reading as a strategic resource and a social value to be supported through coordinated and joint action between the various actors present in the area. |
| 2022 | RPSV - INFORMAL NETWORK OF PROFESSIONAL THEATER COMPANIES IN VERONA | National | Teatro Stabile Verona - Fondazione Atlantide, Babilonia Teatri, Casa Shakespeare, Ippogrifo productions, BAM! BAM! Theatre, Zebra cultural zoo, Arte3 Association, Ersilia Danza, Machiavelli cultural forge, Mitmacher theatre, Modus, Punto in movement, Scientific Theatre/Laboratory Theatre | Member and subscriber | Bring reading closer to all citizens of the region (particularly non-readers) by expanding what is already active in the regional territory. |
| 2022 | REGIONAL PACT FOR READING IN VENETO | Regional | Informal network: Municipality of Sospirolo - Municipality of Cadoneghe - Municipality of Cittadella - Municipality of Padua - Municipality of Piove di Sacco - Municipality of Campo San Martino - Casa Editrice Camelozampa s.n.c. of Monselice - The flying fox s.n.c. by Soranzo Francesca and Miok Olivera of Padua - Province of Padua - Settantotto Srl of Massanzago - Accademia dei Concordi of Rovigo - Municipality of Adria - Twinning Committee of Sarmede - Municipality of Conegliano - Municipality of Montebelluna - Municipality of Ponzano Veneto - Municipality of Roncade - Municipality of San Fior - Municipality of Santa Lucia di Piave - Municipality of Treviso - Municipality of Vidor - Municipality of Vittorio Veneto - Municipality of San Pietro of Feletto - Oderzo Cultura Onlus Foundation of Oderzo - "Castellere" Comprehensive Institute of Paese - "Montebelluna 2" Comprehensive Institute of Montebelluna - "Serena" Comprehensive Institute of Treviso - Province of Treviso - Municipality of Cavallino-Treporti Municipality of Chioggia - Municipality of Fossalta di Portogruaro - Municipality of Martellago - Municipality of Mirano - Municipality of San Michele al Tagliamento - "Antonio Gramsci" Comprehensive Institute of Camponogara - Mare di Carta Sas of Giussani C. & C. of Venice - Historical Institute of the Resistance and Contemporary Age of the City of Vicenza "Ettore Gallo" of Vicenza - Municipality of Arzignano - Municipality of Bassano del Grappa - Municipality of Piovene Rocchette - Municipality of Pozzoleone - Municipality of Sovizzo - Municipality of Valdagno - Municipality of Sommacampagna - Municipality of San Giovanni Lupatoto - Fondazione AIDA ets of Verona | Member and subscriber | Bring reading closer to all citizens of the region (particularly non-readers) by expanding what is already active in the regional territory. |

1.5

NETWORK AND ASSOCIATIONS

| Year of entry into the network | Network name | National/ International | List of partner locations | Role performed | Objectives |
|--------------------------------|--|-------------------------|---|-----------------------|---|
| 2021 | READING AGREEMENT - MUNICIPALITY OF ADRIA | National | Municipality of Adria, "City that reads" - Adria Cultura Association - AIDA ets Foundation - Attive Terre Association - Circolo del Cinema "Carlo Mazzacurati" - El Canfin - Scholastic Foundation "C. Bocchi" - Adria Archaeological Group "Francesco Antonio Bocchi" - Mondadori Bookshop of Adria by Mesini Enrica & C. - "The Turtle and the Ant" of Adria - "The lands of the dream" bookshop in Adria - "L'edera di carta" bookshop in Cavarzere - Liceo Bocchi - Galilei - "Agnese Baggio" Study Center - El Tanbarelo in Bellombra - "Art Flood" Association in Rovigo - Regional Museums Directorate Veneto for the National Archaeological Museum of Adria - CPSSAE of Rovigo (Pole Center for Historical Archaeological Ethnographic Studies) - Presidium of the Book of Adria - Pro Loco of Adria, - Rem Research Experience Memory of Adria Association, - "Studio D" Association - Università Popolare Polesana | Member and subscriber | It is a governance tool for book and reading promotion policies. It represents public institutions and private entities, which identify reading as a strategic resource and a social value to be supported through coordinated and joint action between the various actors present in the territory |
| 2021 | EUROPEAN KNOWLEDGE POLE (EUROPOLE) - PERMANENT SCHOOLS NETWORK "COUNCIL FOR PEDAGOGICAL RESEARCH AND INNOVATION IN EUROPE" | National | At a national level it includes several hundred educational institutions and organizations of all levels, from nurseries to adult education centers, professional training institutes and universities, as well as regional administrations, cultural and sports associations, non-profit organizations and cooperatives. They deal with work, social integration, pedagogy, experimentation, research and education at a national and European level for children, young people and the elderly. | Subscriber | Work to encourage the development and universal diffusion of knowledge, the activation of models of positive social relations, the creation of contexts based on dialogue, correct interpersonal relationships and openness to exchanges with the local, national and international community |

1.5

RETE A ASSOCIAZIONI

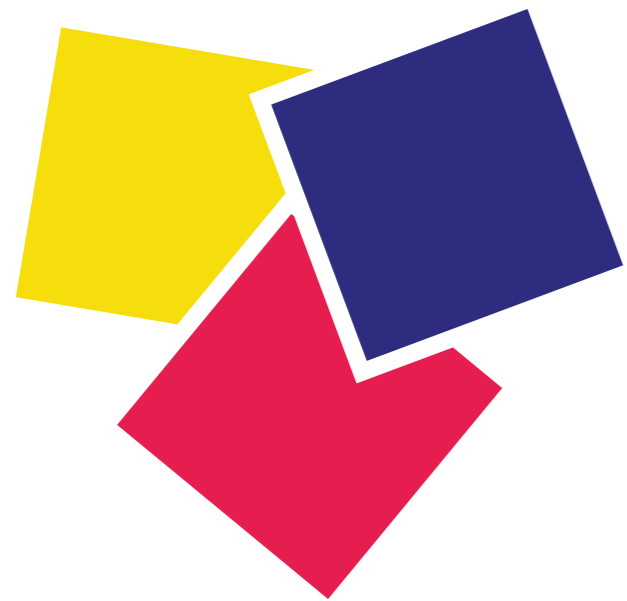
| Year of entry into the network | Denominazione Rete | Nazionale / Internazionale | List of partner locations | Role performed | Objectives |
|--------------------------------|--|----------------------------|---|------------------|--|
| 2020 | C.E.E.T (CULTURE, EDUCATION, EMPOWERMENT, TERRITORY) | National | <p>ARCI APS together with 46 partners including territorial clubs and committees of Arci, the Free University of Autobiography, 11 cultural centers (among these: the Barolo Wine Museum, the Carlo Felice Theater of Genoa and the Paolo Grassi Foundation) and as many schools - Alba Pratalia APS ACP Pediatric Cultural Association</p> <p>- APCP Association for the Promotion of Pediatric Culture Verona - FIMP Italian Federation of Pediatricians Verona - Atlantide Foundation Teatro Stabile di Verona - San Zeno Foundation - Circolo del Cinema - Giuliana Facchini - Teatro Mondo Piccino - Favolavà - Hermete Cooperativa Sociale onlus - Charta Cooperativa Sociale onlus - Society Cooperativa Culture - Libricini - Montorio reading garden - New Acropolis - Il Melograno Maternity and birth information center - Fucina Machiavelli Marinamu ensemble - Social Energies Non-profit social cooperative - Terra dei Popoli - Goethe Zentrum Italian Spanish Cultural Association - Socio-cultural association Grenze Arsenali Fotografie - Wretched writers - CTG La Fenice - Fevoss Santa Toscana Foundation - L'Officina di Mafalda - Amici Ecomuseo Preafità - Mille Fogli - Trieste District Promotional Group - Gardafarm Educational farm Social farm - La Fraternità Association - La Tela di Leo Association - Bookshop L'Aquilone Farfilò bookshop Page twelve bookshop Jolly del Libro bookshop Numero Uno bookshop Feltrinelli bookshop Libre! Verona Cooperativa Valerio Friggi Bookshop Gulliver Bookshop Cortina University Bookshop Il Minotauro Bookshop Giunti Il Punto Bookshop Giunti Al Punto Adigeo Bookshop Giunti Al Punto Bookshop Borgo Roma Giunti Al Punto Bookshop Borgo Trento Paoline Bookshop Associations/Coopera ve/ Foundations Libraccio Verona - Selene Libri Qui Edit Verona Mameli stationery shop Itaca stationery shop</p> | Cultural partner | The aim of the network is to enhance and implement the educational work carried out by the Arci clubs in fighting the educational poverty of minors and families, within an educating community, made up of the inhabitants of the areas involved, schools, the APS network, cultural bodies, sports associations and local institutions |
| 2020 | FAMILY PERSPECTIVE | Local | Informal network that wants to, synergistically and effectively, promote educational-cultural initiatives and interventions to support the family | Network subject | The objective set by Prospettiva Famiglia is to promote the creation of working and listening groups divided by different problems and age groups that work in synergy with the students' families and parents. |

1.5

RETE A ASSOCIAZIONI

| Year of entry into the network | Denominazione Rete | Nazionale / Internazionale | List of partner locations | Role performed | Obiettivi |
|--------------------------------|--|----------------------------|--|--|---|
| 2017 | UNAR - PRESIDENCY OF THE COUNCIL OF MINISTERS - EQUAL OPPORTUNITIES DEPARTMENT | National | National Anti-Racial Discrimination Office - over 700 registered members | Body registered in the national register | Office appointed by the Italian State to guarantee the right to equal treatment of all people, regardless of their ethnic or racial origin, their age, their religious belief, their sexual orientation, their gender identity or the fact of being a person with disabilities |
| 2016 | UNIVERSAL CIVIL SERVICE | National | CSV - Centro servizi volontariato Verona - Verona Volunteer Service Center (network) | Host entity | Support the activities of the universal civil service through training courses for staff, people employed in the theater sector, to support them in initiatives aimed at raising the quality standards of the projects and enhancing their role within the activities of promoting the universal civil service and sharing its values |
| 2014 | ICENET | International | 270 members from various European and non-European countries | Member | Global network and platform for individuals who work to develop creativity for children and young people |
| 2014 | THE MAGDALENA PROJECT | International | The network includes over a thousand people and organizations around the world | Member | The network extends throughout the world in the production of contemporary female theater |
| 2014 | LEGGERE PER LEGGERE | Regional | Informal network that brings together people, associations and other collective realities | Member and founder | It deals with the valorization of the book, a physical object and container but also a symbolic object of a humanity that thinks and communicates, bearer of so much culture and history, of knowledge and literature through relationships and exchanges, of taste and pleasure of storytelling and sharing |
| 2013 | AUTONOMOUS PROVINCE OF TRENTO - QUALIFIED ENTITIES | Regional | Approximately 220 qualified cultural subjects | Qualified member | Network of qualified cultural entities of the Autonomous Province of Trento |
| 2009 | TRENTINO THEATER COORDINATION | National | Founding members are the municipalities of Cavalese, Cles, Mezzolombardo, Pergine Valsugana and Tione di Trento; ordinary over 27 municipalities, valley communities, federations of cultural associations and members | Collaborator | Promote the organization of theatrical activity and its coordination in the Province of Trento; raise awareness of the diffusion of theatrical performances in the various levels of the school by promoting specific circuits and/or other training projects |
| 1983 | ARTEVEN | National | 3 Theater Organizations and 65 Local Authorities in Veneto | Founding member | The aims and objectives of the Association are regional theater programming, for the coordination of the distribution of cultural and artistic products in the regional territory of Veneto |

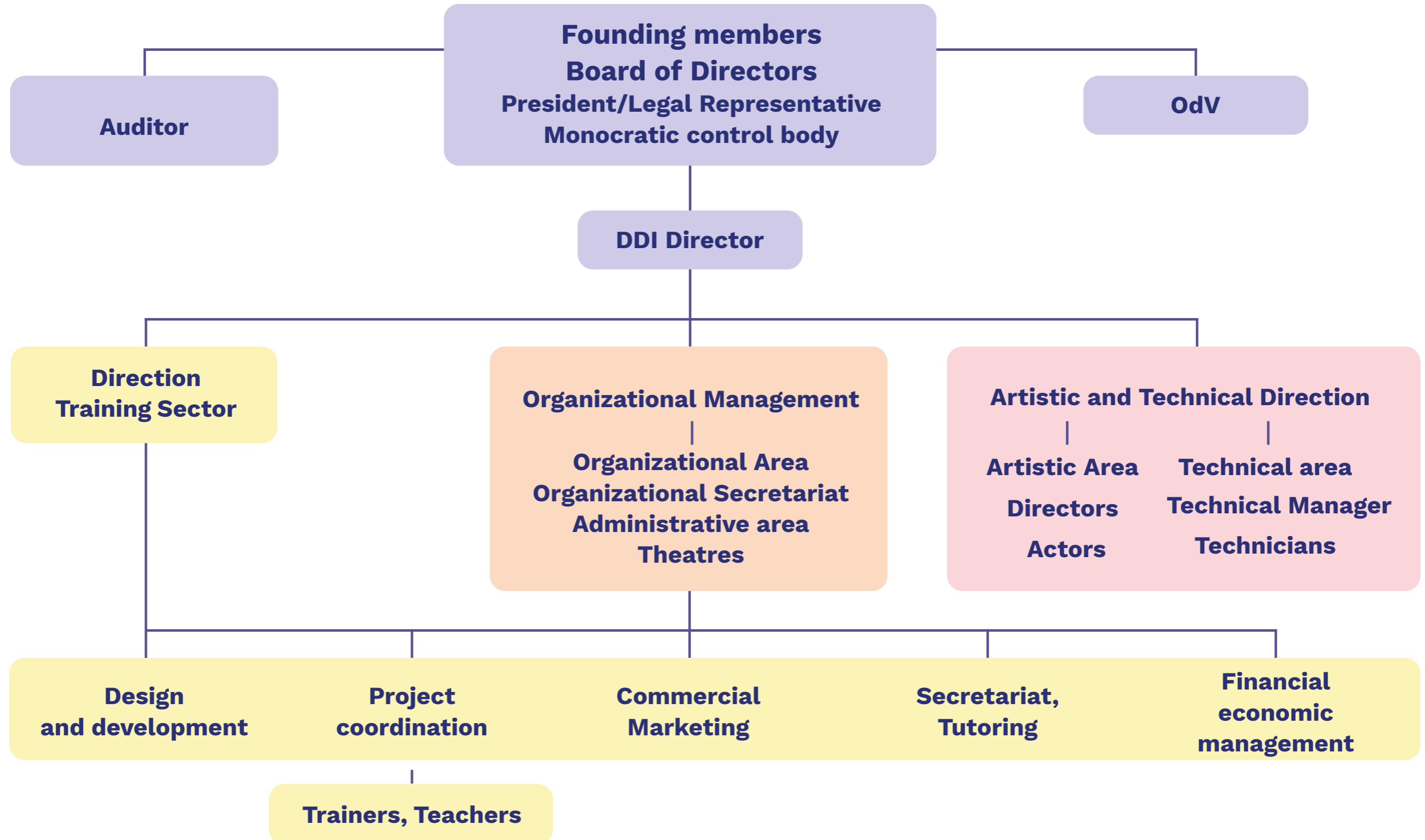
2.



ORGANIZATIONAL STRUCTURE

2.1

ORGANIZATIONAL STRUCTURE



2.1

STRUTTURA ORGANIZZATIVA

FOUNDING MEMBERS

Roberto Terribile, Meri Malaguti, Luciana Trojer, John Avery

BOARD OF DIRECTIONS

Roberto Terribile, Pino Costalunga, Meri Malaguti, Ferdinando Montresor, Maurizio D'isola, Luciana Trojer, John Avery

PRESIDENT/LEGAL REPRESENTATIVE

Roberto Terribile

DIRECTOR

Meri Malaguti

MONOCRATIC CONTROL BODY / AUDITOR

Matteo Trestini

SUPERVISORY BODY

Fabio Segattini

TRAINING SECTOR MANAGEMENT

Meri Malaguti

PLANNING AND DEVELOPMENT

Leonardo Sartori

PROJECT COORDINATION

Valentina Andrian

TRAINERS / TEACHERS

Pino Costalunga

COMMERCIAL MARKETING

Meri Malaguti

SECRETARIAT, TUTORING

Nathalie Pavoni

ECONOMIC-FINANCIAL MANAGEMENT

Stefania Longo

ORGANIZATIONAL MANAGEMENT

Leonardo Sartori

ORGANIZATIONAL SECRETARIAT

| | |
|-------------------|---------------------------------------|
| Fabio Turri | <i>Ufficio Programmazione</i> |
| Irene Pirelli | <i>Ufficio Estero</i> |
| Francesca Verzini | <i>Ufficio Scuola e organizzativo</i> |
| Lara Trivellin | <i>Ufficio Stampa</i> |
| Lorenzo Stocchero | <i>Grafica</i> |
| Alessandro Longo | <i>Grafica</i> |

ADMINISTRATIVE AREA

| | |
|-------------------|--|
| Stefania Longo | <i>Referente Amministrativo</i> |
| Silvia Chemello | <i>Ufficio Amministrativo</i> |
| Valentina Andrian | <i>Referente amministrativa progetti</i> |
| Marina Piacenza | <i>Gestione biglietteria, pratiche SIAE, contratti</i> |

THEATERS

| | |
|-------------------|--------------------------------------|
| Alessandra Coltri | <i>Referente Teatro Stimate</i> |
| Greta Fantin | <i>Referente Teatro Comunale DIM</i> |
| Nathalie Pavoni | <i>Referente Auditorium Vivaldi</i> |

ARTISTIC DIRECTION

Roberto Terribile, Giuseppe Costalunga

ARTISTIC AREA

DIRECTORS

Pino Costalunga, Lucia Messina, Fabio Mangolini, Manuel Renga

ACTORS

Alice Canovi, Gaia Carmagnani, Stefano Colli, Pino Costalunga, Enrico Ferrari, Matteo Ferrari, Gilda Li Rosi, Elisa Lombardi, Maddalena Luppi, Greta Magnani, Giulia Mattarucco, Lucia Messina, Ivan Portale, Riccardo Sarti, Cesare Soffiati, Rossella Terragnoli, Annachiara Zanolì

TECHNICAL AREA

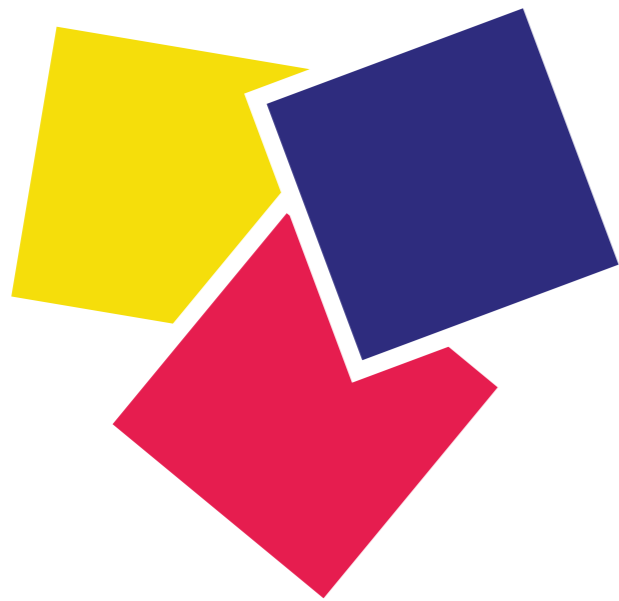
TECHNICAL MANAGER

Riccardo Carbone

TECHNICIANS

Federico Balestro, Enrico Bellaro, Filippo Bonvicini, Gino Bisignano, Riccardo Carbone, Tobia Cardaci, Mattia Cunico, Fabio Tosato, Fabio Bersan, Federico Visintainer

3.



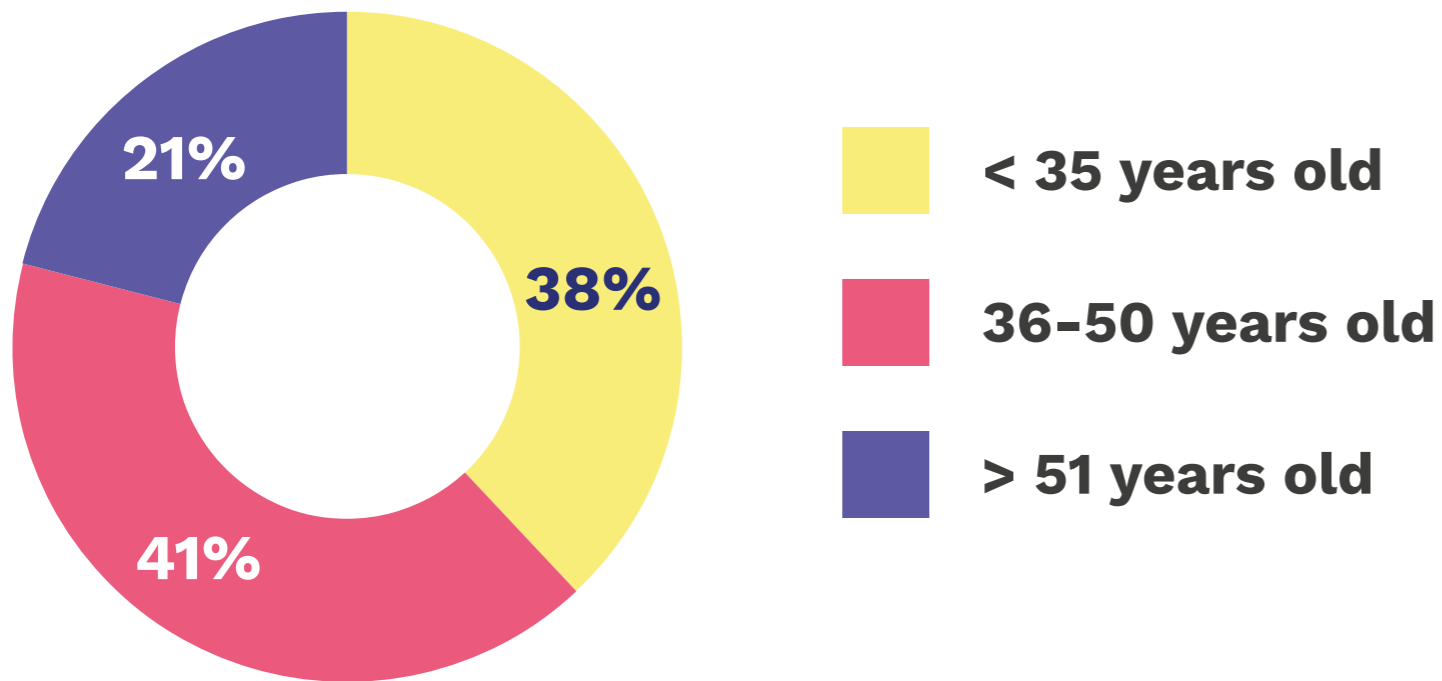
**PEOPLE WHO
OPERATE
FOR THE
ORGANIZATION**

PEOPLE WHO OPERATE FOR THE ORGANIZATION

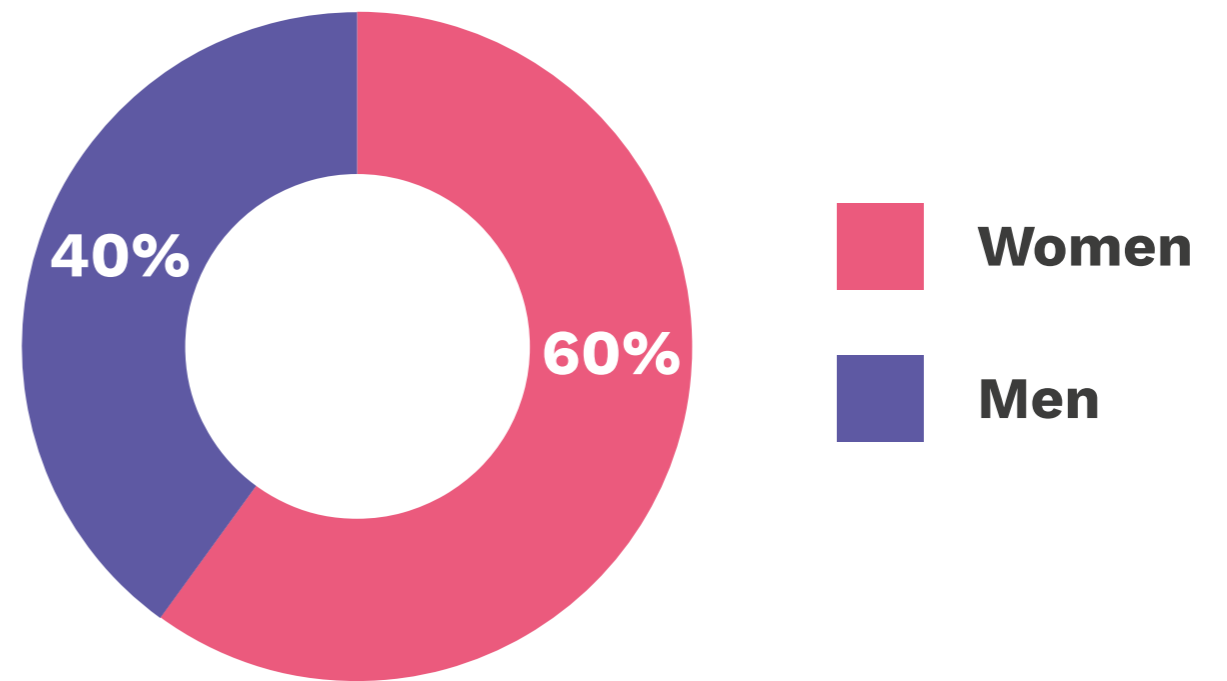
In 2022 the overall staff of the AIDA ets Foundation consists of 138 resources of which:

- 59 entertainment workers (artistic, technical staff, directors, dancers and musicians)¹
- 13 administrative and organizational
- 10 volunteers
- 56 collaborators and consultants

Age of the workforce



Gender breakdown



3.1

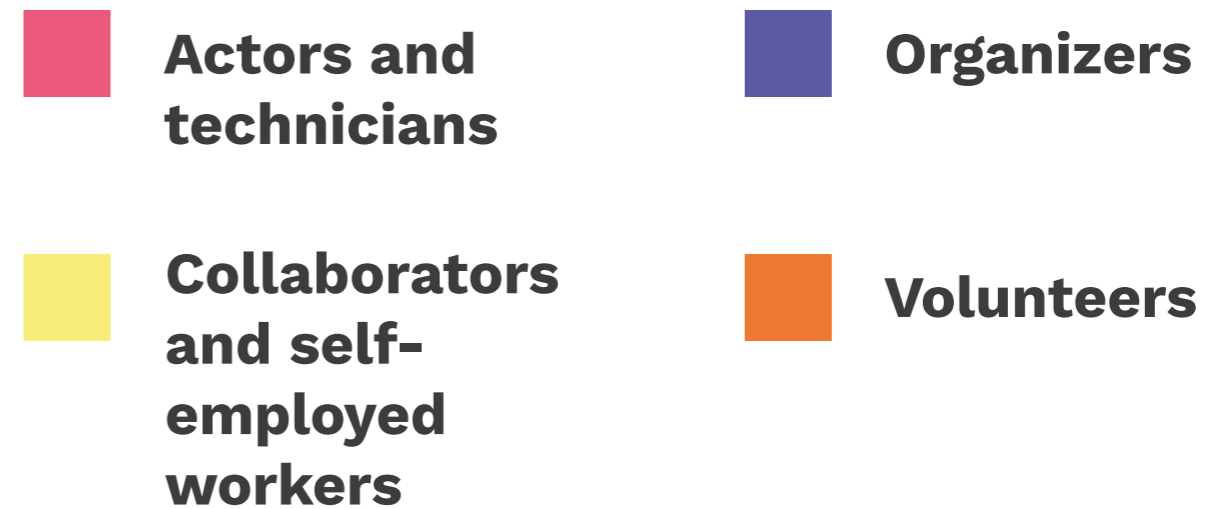
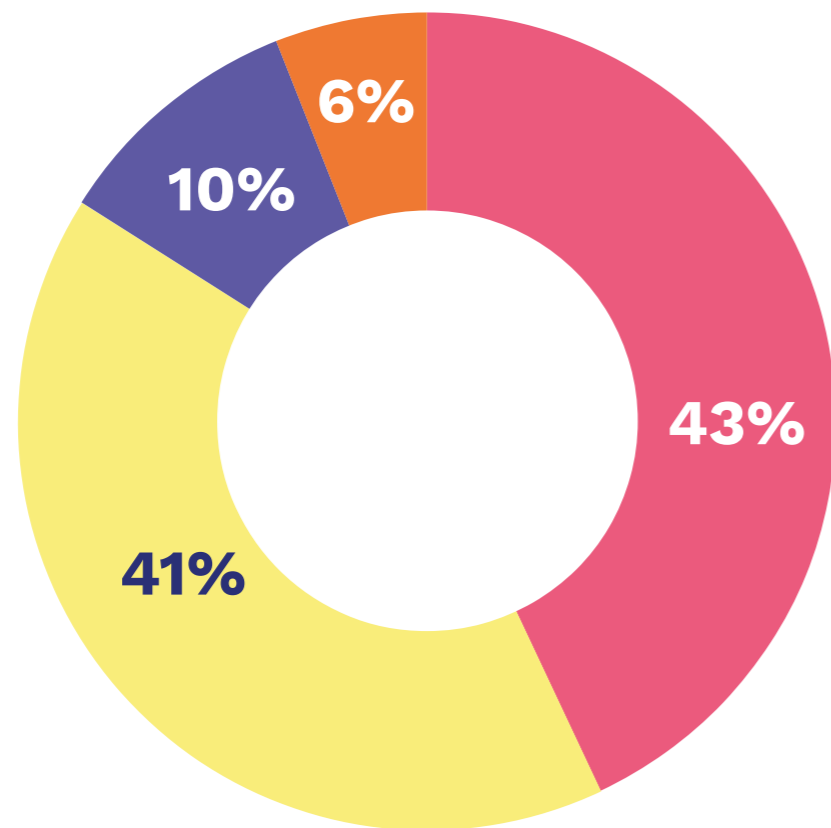
PEOPLE WHO OPERATE FOR THE ORGANIZATION

In the workforce, the component of artists, technicians and workers prevails, followed by the share of the organizers.

This balance, quite stable in recent years, derives from an open collaboration approach with many artistic and technical teams. A free relationship with artists who share Fondazione AIDA ets' project and its values, with common cultural and artistic objectives.

We strongly believe in the value of knowledge, professional growth and continuous updating; our staff has a solid cultural background and specific skills.

Composition of the staff



THE WORKING RELATIONSHIPS WITH THE ORGANIZATION

AIDA ets Foundation applies the National Collective Labor Agreement "for employees of social enterprises and cooperatives in the culture and entertainment sector - renewal report dated 02/19/2020".

- indefinitely
- fixed-term
- seasonal fixed-term contract
- intermittent fixed-term
- professionalizing apprenticeship
- reemployment contract
- self-employed entertainment workers

The choice of seasonal employment is linked to the specific characteristics of the sector: work intensifies in certain periods of the year, corresponding to theater seasons, reviews and festivals. Shows, installations and rehearsals require the temporary work of artists and technicians as well as workers and organizers: this is why this form of subordinate work is also activated for some workers involved in organizational activities.

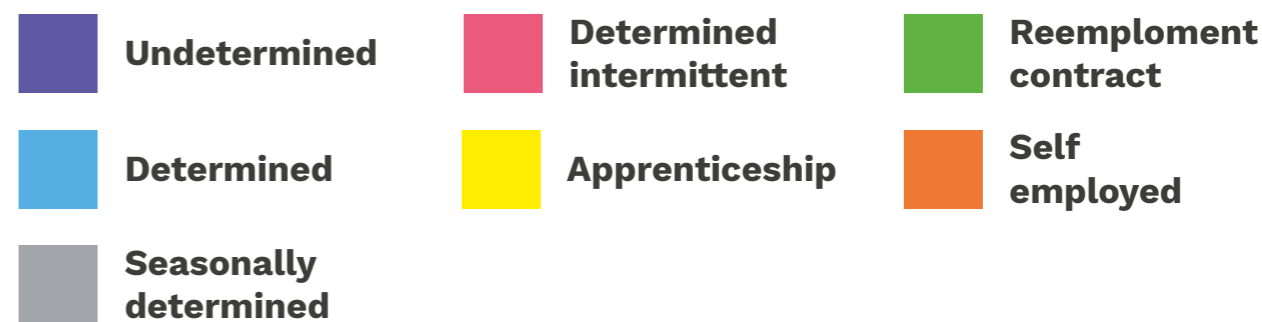
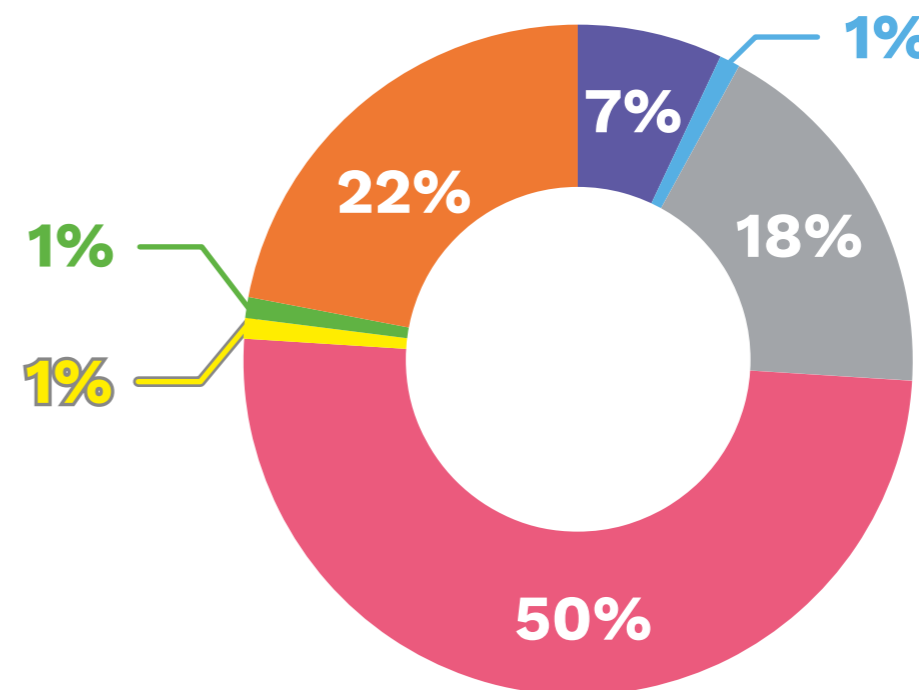
For theater workers employed at managed theaters, such as theater staff, the intermittent employment contract is applied due to the impossibility of planning the number and calendar of work services in advance, as required by the CCNL.

Likewise, the educational and teaching activities of artistic subjects, in which the artists who carry out workshops and training activities in the theatrical field are engaged, follow a seasonal trend linked to the calendar of the school year.

In recent years, the AIDA ets Foundation has activated processes aimed at permanent hiring, implementing a policy of stabilizing staff who operate with more continuity. Despite the complex phase in terms of employment, both through extraordinary social safety nets and through a monitoring and development strategy of complementary activities, AIDA has kept employment protection and the development of the sector at the center of its mission; an inclination attributable to objectives 8 and 9 of the 2030 agenda (lasting, inclusive and sustainable economic growth, building a resilient infrastructure and promoting responsible and sustainable innovation).

In 2022 AIDA ets Foundation employed 72 workers for all its activities

Type of work applied in 2022



3.2

I THE WORKING RELATIONSHIPS WITH THE ORGANIZATION

For this year there were 72 people with a working relationship with Fondazione AIDA ets including actors, technicians and organizational and administrative staff.

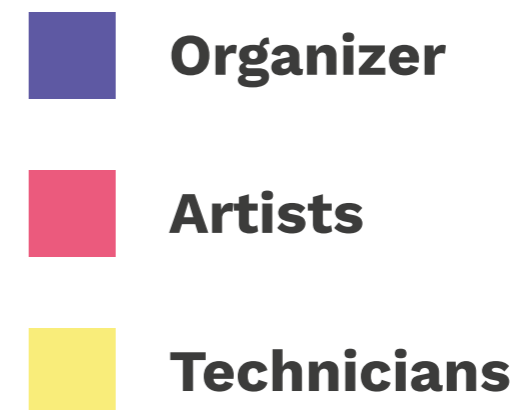
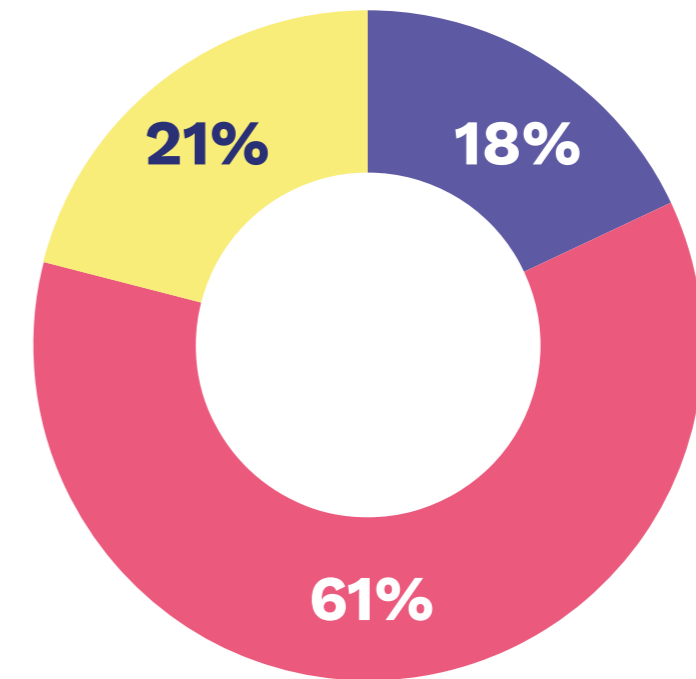
The people permanently included are those who have collaborated with Fondazione AIDA ets for the longest time. The artistic and technical sector is made up of both stable (with multi-year stability) and hired personnel.

9 women and 6 men are part of the structured staff of Fondazione AIDA ets: Fondazione AIDA ets has always decided to invest in female work and equal access to work opportunities for women and men.

The compensation between the different levels of workers is compact and the ratio of 1 to 8 between the minimum wage and the maximum wage paid is respected



Composition of workers by type of job



3.2

I RAPPORTI DI LAVORO CON LA FONDAZIONE

For this analysis we wanted to observe the workers of Fondazione AIDA ets from **a generational point of view**. To do this we identified the **35th year of age** as an indicator. AIDA ets Foundation believes in the presence of young workers in all areas, also encouraging their growth, wanting to form a stable collaboration.

The volunteers

Fondazione AIDA ets has always aimed to enhance and remunerate all the professional figures employed in its business. Specifically in the live entertainment sector, however, there are different sensitivities regarding the use of volunteers and Fondazione AIDA ets has chosen the path of paid work and the valorization of professionalism for years

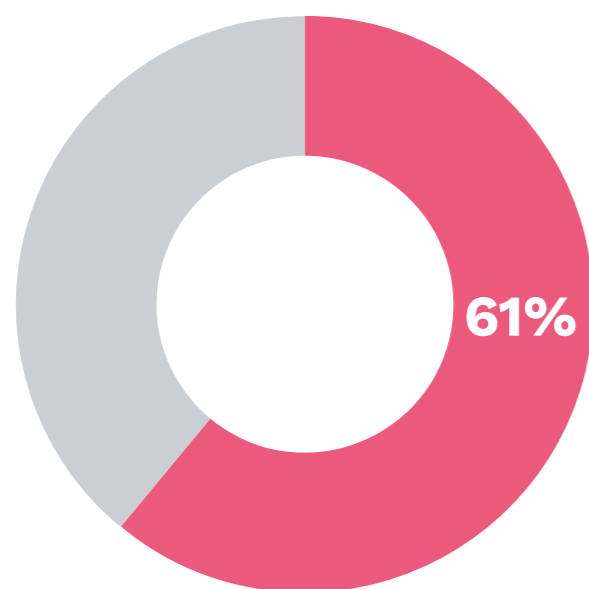
An ethic of the dignity of cultural work that is emerging stronger and stronger throughout the sector and especially in the situations most connected to the younger

generations. Consistent with these principles, on the youth and training front, since 2015 Fondazione AIDA ets has decided to start the process for accreditation with CSV to welcome volunteers from the Universal Civil Service, in order to support the training of new generations.

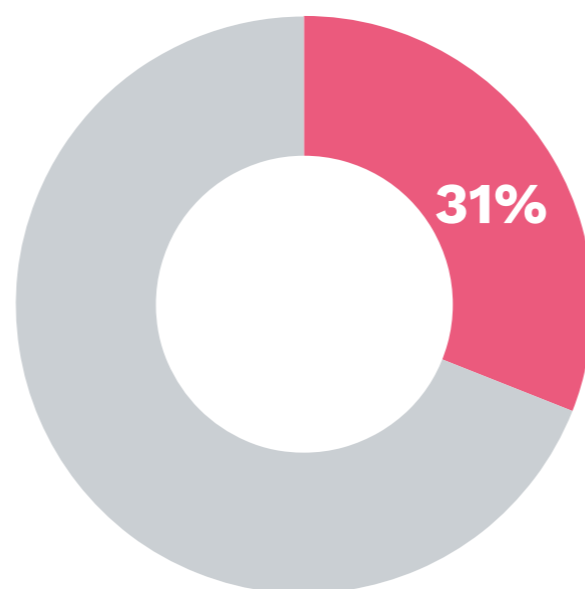
A day of volunteering at the theater

Kemin Nutrisurance Europe is a company from Verona that offers to its employees to dedicate hours of work to volunteering, giving them the opportunity to live a different experience that can be particularly rewarding from a social point of view. Two young people have chosen to join this social initiative promoted by their company by choosing Fondazione AIDA as the organization in which to volunteer. In the context of the Teatro Scuola event, the two volunteers were a precious help in welcoming the numerous pupils who participated in one of the Christmas shows.

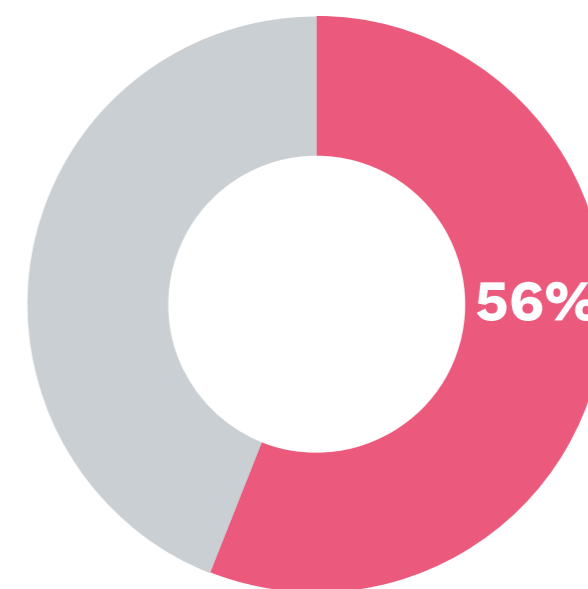
Artists/Technicians



Organizers / Administrators



Fondazione AIDA ets' workers



 < 35 years old

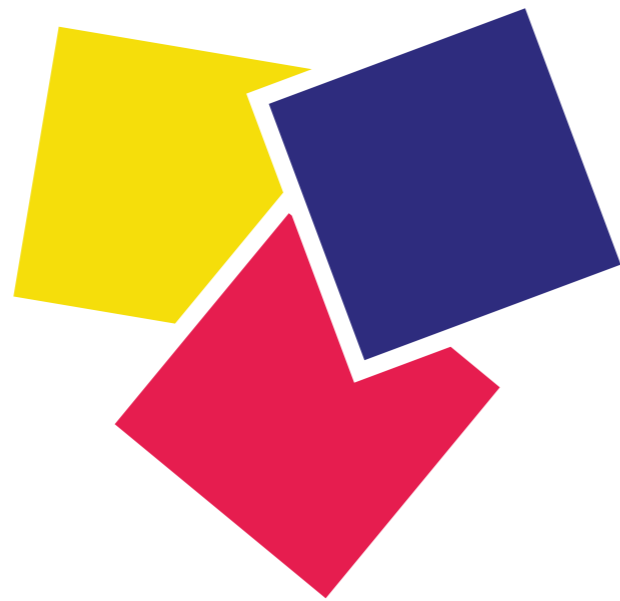
STRUCTURE OF SALARY, COMPENSATION, OFFICE INDEMNITY

For administrative positions, no compensation or indemnities are provided for either the Founding Members or the members of the Board of Directors.

There were 5 meetings of the Board of Directors in 2022 with the participation of all members.



4.



GOALS



GOALS

Fondazione AIDA ets is at the service...

OF CHILDREN AND TEENAGERS, FAMILIES AND SCHOOL

- Promoting the cultural growth of young generations through the study of theater
- Promoting the training and updating of all those involved in the education of children and young people (parents, teachers, educators, operators)
- Supporting the enrichment of education also within schools, through various theater experiences (shows, courses and workshops, special events)

OF YOUNG PEOPLE AND ADULTS

- Proposing cultural and theatrical initiatives
- Raising awareness of social issues through specific cultural initiatives
- Encouraging the free and direct initiative of young people, adults, associations, organizations, collaborating in the creation of common projects
- Supporting theater knowledge and professional training in the sector

OF THE MOST DISADVANTAGED PEOPLE

- Placing the weakest and most disadvantaged situations in our society at the center of attention
- Making theater and culture a tool for individual and social promotion
- Promoting social and professional integration beyond cultural, social, physical and psychological obstacles



Storie incartate per principesse ribelli

CONTEXT ANALYSIS

2022 was a delicate year, a year of transition following the prolonged closures imposed by the COVID -19 health emergency which had a very heavy impact on the cultural and creative sectors. In the two-year period 2020-2021 all cultural activities - except for some brief summer periods - were practically canceled, with the almost total closure of theaters, cinemas, museums, concert halls and with the blocking of most cultural activities, in particular those related to live entertainment. Inevitable measures whose effects have however been devastating, for spectators, for professionals, for live entertainment companies and workers, as well as for the entire production-distribution-promotion chain of this sector.

The Pandemic has also brought to light critical issues that have remained latent for too long, such as the need for new organizational models and structural reforms at various levels, starting with those that concern the world of work in this sector. At the end of the emergency, 2022 became the year in which people counted the damage on the economic and financial side. They also began to measure the negative impacts generated by the Pandemic on the social side, on the life of the country, in terms of **people's well-being**, identity values, inclusion, **educational poverty**: let's think about the effects linked to the lack of acquisition of critical and cognitive tools, to the **lack of training process** of adolescents, deprived for over two years of that fundamental literacy in theater, dance and music which is usually achieved during the compulsory school years

In 2022 the performing arts sector found itself faced with new challenges, in particular those of employment and economic sustainability, as the support measures implemented in our country were largely addressed to the immediate needs of the sector created by the crisis. Although the ministerial interventions have guaranteed a certain continuity to the subjects operating in the sector, the less structured organizations have found it increasingly difficult to plan a regular distribution of the shows, in light of the inevitable rearrangements, to the redefinition of the objectives linked to the financing of the local authorities of reference and to the growing need to **generate ever greater involvement of private entities also through other forms of support such as the Art Bonus.**

However, for many, the crisis also represented a turning point in the way of living, communicating and working.

The digital revolution, for example, has led to substantial innovations in products and processes, determining the birth of new markets and bringing out the need for new skills and new professional figures even within the live entertainment sector itself.

The forced choice to use digital channels more during the Pandemic also allowed the most resilient cultural organizations to find new ways of involving audiences, even new ones not strictly linked to the territory they belong to.

In this sense, the experience of Fondazione AIDA ets with the ONLIFE Theater project has partly cushioned the effects of the prolonged closures, but above all it has laid the foundations for a possible new way of working, of building new relationships of trust in the years to come with different types of audiences while also facing a probable decline in the number of spectators caused by the impoverishment of the country or the growing difficulty of reaching a younger audience that has identified streaming as the reference cultural enjoyment method.

FONDAZIONE AIDA ETS' CONTRIBUTION TO THE 2023 AGENDA

Fondazione AIDA ets, through the lines of intervention of its activity, intervenes on the following themes of Social Responsibility and Sustainable Development



HEALTH AND WELLNESS:

As is known, art and culture (cultural welfare) contribute substantially to the achievement of well-being and quality of life.



QUALITY EDUCATION

Fondazione AIDA ets, through its wide and varied offering, has contributed substantially to the education of the public of all ages, organizing events aimed at fascinating kids with theater shows designed specifically for them. It also contributed to filling the shortcomings of the Italian public school curricula.



GENDER EQUALITY

In all the shows and activities carried out by Fondazione AIDA ets, women and men of all ages alternated, without distinction of gender, promoting gender equality without any type of discrimination. Fondazione AIDA ets also designs and develops advocacy and awareness projects on gender violence together with international partners



DECENT WORK

All the artists, young and old, have been regularly hired by Fondazione AIDA ets, following all current regulations, and have always received fair and adequate compensation.



REDUCE INEQUALITIES

Fondazione AIDA ets develops projects and is committed with its initiatives to ensure the inclusion of people with intellectual disabilities and accessibility to theatrical culture for people with physical disabilities, as well as for all people regardless of their age and economic and social situation.



RESPONSIBLE CONSUMPTION AND PRODUCTION

Fondazione AIDA ets tries to limit the paper printing of the programs and the promotional material of the various Seasons, Reviews and individual events.

Fondazione AIDA ets has been implementing separate waste collection within its offices for some time.

Furthermore:

- it uses environmentally friendly settings
- it encourages employees to use public transport
- it activates smart working for some employees who work outside the province through targeted contractual agreements to make work agile and sustainable for office workers
- it encourages the use of recycled material
- it adopts low energy impact lighting both in the office and in the technical part of theater scenes
- it incentives to choose the use of consumer products with reduced environmental impact

THE STAKEHOLDER



4.4

GLI STAKEHOLDER

Presidency and Board of Directors

MOG - Odv

Artistic direction

General direction

INTERNAL DEPARTMENTS:

- Administration

- Organization, production, distribution, programming, training, educational sector

- National and International Projects

- Communication, Social Media

Management, Press Office

MiC, Ministry of Culture - The Foundation, accredited since 1987, receives the annual contribution based on the Decree of 27 July/2017 and subsequent amendments (FUS) - article 13 Innovation theater production companies in the field of theater for children and the youth.

MIM, Ministry of Education and Merit:

Accredited body for the coordinated system for the promotion of "creativity themes" and Qualified body for the training of teaching staff.

EU European Commission - Network subject in the Erasmus plus projects: Antigone and Indifferent Journey.

VENETO REGION - Funded projects: Generations at the Theatre, Let's go back to the theater, the school ripArte, Off the Net 2.0.

IRVV, Regional Institute of Venetian Villas

Sorsi d'Autore XXII edition,): promotes national artistic, literary and theatrical excellence by combining it with the wine, agri-food, tourism, historical and landscape excellence of the Veneto region..

VENETIAN VILLAS ASSOCIATION - Sorsi d'Autore XXII edition: promotes national artistic, literary and theatrical excellence by combining it with the wine, agri-food, tourism, historical and landscape excellence of the Veneto territory

PROVINCE OF ROVIGO - Libri Infiniti and Polesine Incontri con L'Autore 17th edition, promoted by the Province of Rovigo - Culture Service in collaboration with over 26 Municipalities and Libraries of the Provincial System. The first one is a project aimed at promoting reading and educating children and young people from nursery to lower secondary school. The second offers the public the opportunity to meet authors and

investigate trends in contemporary Italian fiction.

PROVINCE OF VERONA

Sponsorship for families at the theater, school theater

PROVINCE OF VICENZA - Patronage and financing of the Sorsi d'Autore initiative and the Auditorium Vivaldi season.

PROVINCE OF TRENTO - Annual contribution for cultural activities of provincial importance, by virtue of the qualification within the recognized system of cultural subjects of the Autonomous Province

MUNICIPALITY OF VERONA - Department of Youth Policies, supports the Families at Theater and School Theater shows. 4th district subsidiarity pact, summer review The city of children. 2nd District for Cinema in Quinzano. Verona Theater Summer for new productions and the summer review La città dei Ragazzi - The Department of Youth Policies for the Capacitandosi project.

MUNICIPALITY OF CASTELNUOVO DEL GARDA

Management of the Municipal Theater DIM.

MUNICIPALITY OF CASSOLA - Management of the Vivaldi Auditorium

MUNICIPALITY OF LAZISE - Organization of cultural activities related to the management of the library - Lazise Literary Kermesse between the pages.

MUNICIPALITY OF MOGLIA - Review of prose, school and family theater at Teatro Mondo 3 and Teatro Italia.

FONDAZIONE CARIPILO - Picnic Books Project, for smart training: a project that brings young people under 14 closer to reading in their meeting places, such as parks and gyms. There they were asked to create podcasts by recording dramatized audio reviews of books dedicated to their passions: from sport to nature. In collaboration with media education experts from the association "Micromacchina-comunicare the APS society". The project was supported by Fondazione Cariplo and nominated for the Art Bonus Project of the Year Award.

FONDAZIONE CARITRO - Funds the foundation through calls and notices for cultural, training and educational activities and with specific projects that use multidisciplinary languages, including theatrical language, supported by territorial network planning, on the topic of disability and cultural volunteering. Annual call for cultural events with: ONLIFE Theatre_a virtual room beyond barriers, annual call for cultural productions with: Malèfici and Gretel.

FONDAZIONE CARIVERONA - Supports the Soundiversity Project. Biosphaera Network Leader. The Biosphaera social cooperative is active in the sector of cultural services, scientific education and services for the territory and

tourism, valorisation, knowledge and use of the territory, the natural environment, museums and cultural sites.

AIDA ets Foundation carries out the performance actions of the project.

FONDAZIONE CATHOLIC

It supports the Teatro Scuola review.

BANCA POPOLARE DI MAROSTICA FOUNDATION - VOLKSBANK - Supports the season of the Vivaldi Auditorium in Cassola.

FONDAZIONE BANCO BPM - Supports the School Theater and Families at the Theater festival.

UNICREDIT - Supports the summer festival La Città dei Ragazzi.

AGSM AIM - Supports the Famiglie a Teatro series.

CONSORZIO ZAI - Supports the summer festival La Città dei Ragazzi

PPF - Personalized Training Projects with Educational Budgets.

Second level partner Veneto node - a project selected by "Con i Bambini" as part of the Fund to combat child educational poverty, thanks to the "Adolescence Call"

UNAR - National Anti-Racial Discrimination Office, Presidency of the Council of Ministers, Equal Opportunities Department - Registered in the register of associations and bodies that carry out activities in the field of combating discrimination pursuant to art. 6, paragraph 2, of Legislative Decree 9 July 2003 n. 215.

CARITAS Verona - FUTURE WORKSHOP.

CEET NETWORK - Culture Education Empowerment Territory - Membership of the network with Arci Nazionale, Coop. L'Albero, Teatro Carlo Felice Genoa, Teatro Hercules Catanzaro, Municipality of Pescara, Municipality of Rimini, Regional Theater Circuit - (AIDA is a founding member) for the creation and distribution of productions through the circuit in the Veneto Region.

ARTEVEN - Regional Theater Circuit - (AIDA is a founding member) for the creation and distribution of productions through the circuit in the Veneto Region

TRENTINO THEATER COORDINATION - circuit with which the Foundation collaborates on programming in the Trentino area; there are also partnerships with local funding lines for cultural promotion

CULTURAL SERVICES CENTER SANTA CHIARA

(TN) - collaboration on theatrical and cultural production projects, there are also partnerships with local funding lines for cultural promotion



TEATRO STABILE DEL VENETO - collaboration on theatrical and cultural projects, production and ArteVen training.

University of Verona - Training and orientation internship agreement; Framework agreement with the University of Verona for educational-scientific collaboration in the field of artistic and entertainment disciplines.

University of Parma - Training and orientation internship agreement.

University of Bologna - Training and orientation internship agreement.

IUSVE - Salesian University Institute of Venice - Academic internship framework agreement.

Palladio Design Institute - Training and orientation internship agreement.

Ca' Foscari University of Venice - Training and orientation internship agreement

Academy of Fine Arts of Verona - Training and orientation internship agreement

Academy of Fine Arts of Bologna - Training and orientation internship agreement.

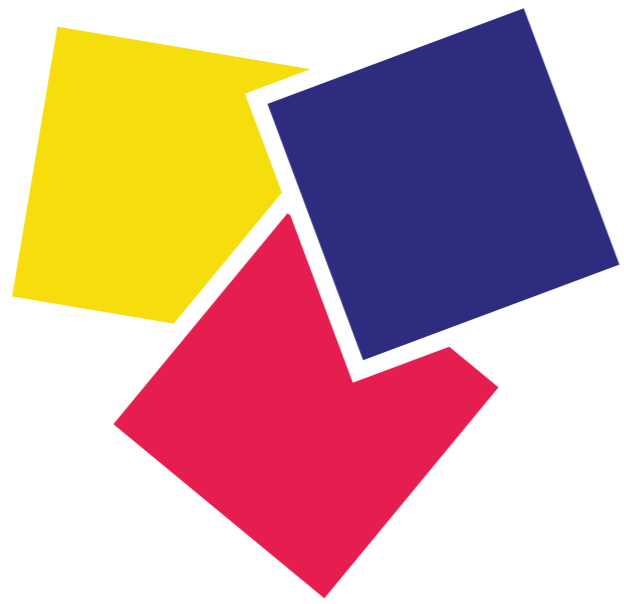
Catholic University of the Sacred Heart - Collective agreement for training and orientation internships.

CSV - Verona Volunteer Service Center - Network partner for Civil Service project Universal as host institution.

Liceo Messedaglia Verona - PCTO Convention Paths for Transversal Skills and Orientation (former school-work alternation).

Liceo Artistico Verona - PCTO Convention Paths for Transversal Skills and Orientation (former school-work alternation).

5.



ACTIVITIES



THEATRICAL REVIEWS

THE ACTIVITY OF THE AIDA ETS FOUNDATION INCLUDES:

- The creation and production of theatrical shows for children of all ages, for young people and adults
- The management of theater spaces, through programming aimed at schools, families and the adult public
- Theater promotion within schools through “KM 0 Theatre”, courses and workshops for classes, for children, teachers and educators, young people and adults
- Professional training in the field of live entertainment
- The organization of cultural events, special projects, round tables, conventions and conferences of a national and international nature
- The creation of exhibitions and publications dedicated to the world of theater and entertainment
- International cultural collaborations, public, local, national bodies and institutions and private partners
- Network partnerships with other associations



5.1

TEATRICAL REVIEWS

VARIOUS REVIEWS

FAMILIES AT THE THEATER

Teatro Stimate, Verona (VR)

15 shows

DIM Theatre, Castelnuovo del Garda (VR)

6 shows

Vivaldi Auditorium, Cassola (VI)

4 shows

Valle dei Laghi Theatre, Valledelaghi (Tn)

2 shows

SCHOOL THEATRE

Stimate Theatre, Verona (VR)

21 shows

Vivaldi Auditorium, Cassola (VR)

9 shows

DIM Theatre, Castelnuovo del Garda (VR)

14 shows

LA CITTÀ DEI RAGAZZI 2022

Forte Gisella, Via Mantovana 117, Verona

8 spettacoli

DIM SUMMER 2022

DIM Theatre, Castelnuovo del Garda (VR)

4 shows

2 concerts

SPRITZ THEATRE

Teatro itinerante: 8 events in different places in the historic center of Verona

ECHOES OF FAIRY TALES

Binotto Theatre, Montebelluna TV

4 shows

REVIEW CRA, CRA, CRA!

Thiene, Auditorium Fonato

3 shows

EVENING THEATRE

Vivaldi Auditorium, Cassola

10 shows

DIM Theatre, Castelnuovo del Garda (VR)

10 shows

FAIRYTALE NATURE 2022

San Giovanni Lupatoto VR, Parco del Pontoncello

2 appointments

DANCE

DIM Theatre, Castelnuovo del Garda (VR)

2 shows

MOVIE FESTIVAL

DIM Theatre, Castelnuovo del Garda (VR)

7 appointments

ONLIFE THEATRE

5 online appointments

MONDO TRE THEATER AND ITALIA THEATER

Moglia, MN

2 family shows

TOUR

the GRUFFALÒ

22 replies

WELCOME BACK SANTA CLAUS

16 replies

WE WISH YOU A MUFFINS CHRISTMAS

15 replies

DISTRIBUTION

215 shows distributed

14 Italian regions reached

1 repeat abroad (in Switzerland)

SCHOOL THEATER

Theater to support teaching

The shows for schools proposed by FondazioneAIDA ets are present in Verona and Vicenza areas in three theaters:

- Stimate Theater (VR)
- Vivaldi Auditorium in Cassola (VI)
- DIM Municipal Theater in Castelnuovo del Garda (VR)

The programming saw not only shows produced by Fondazione AIDA ets, but also the participation of other companies from other Italian regions specializing in children's theater.

The Stimate Theatre, located in the center of Verona, represents for the Foundation the fulcrum of the proposal for schools as the festival has now exceeded 20 editions in this theater. The "Teatro Scuola" exhibitions of the other two theaters are more recent, but equally significant as they show Fondazione AIDA ets' desire to be constantly present, approaching the school districts, giving continuity to the theater for teaching:

Auditorium Vivaldi is in its 6th edition

DIM Municipal Theater is in its 2nd edition

Some significant data

Thanks to the support of public bodies and the donations obtained, the Teatro Scuola festivals have managed in 2022, to guarantee **high quality shows at extremely low costs** for their spectators, offering a large audience the opportunity to enjoy, since from early childhood, of the benefits that good theater training is able to bring to the growth of the individual.

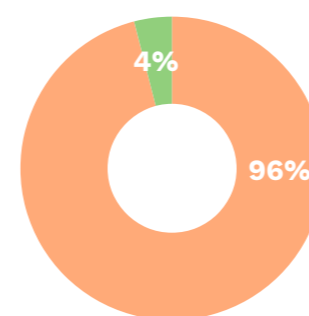
In particular for the exhibition at the Stimate Theater scheduled for the '22-'23 school year, given the widespread crisis situation and the increases in fuel costs, Fondazione AIDA ets wanted to give strong support to families and schools with the "BONUS BUS" tickets, i.e. tickets discounted by 50%, which were intended to represent a contribution for all those schools and families who must also cover the cost of transport when going

to the theater. Divided into the various shows scheduled until April 2023, approximately 1000 "**BONUS BUS**" tickets were distributed, of which **411 for the shows scheduled from the beginning of the festival to the end of December**. Furthermore, Fondazione AIDA ets **recognizes free entry** not only to teachers, but also to students with disabilities, **i.e. to all students with more or less severe disabilities (sensory, motor, intellectual and mental) that are certified**. A representative figure of this operation is that in the last 11 shows scheduled at the Stimate Theater, out of a total of 2945 students, 99 are certified students.

Many of the participating schools have recognized the precious transport support through the BONUS BUS tickets which have allowed them to participate in a second show, noting the importance of the theater as a support for teaching; the teachers have in fact underlined the interdisciplinary scope of many of the shows and the possibility of continuing an in-depth course at school. Following this feedback, Fondazione AIDA ets is already working with the advice of experts (educators, teachers and media education experts) to be able to develop a teaching sheet to support each show for teachers who request it.

Stimate Theatre

(21 shows)



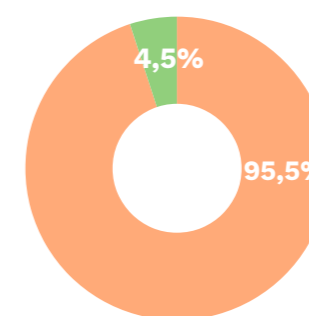
4.695 people present

4.500 students

195 teachers

Auditorium Vivaldi

(9 shows)



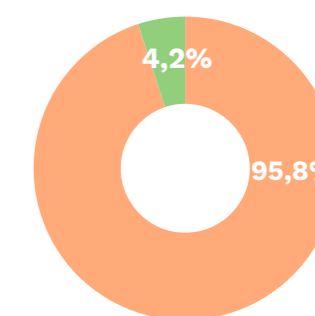
1.823 people present

1.740 students

83 teachers

Teatro Comunale DIM

(14 shows)



2.295 people present

2.200 students

95 teachers

Beneficiaries

Direct

Indirect

NEW PRODUCTIONS

In 2022 we produced new shows also aimed at exploring, through the theatrical medium, some important issues that fall within the objectives of the **2030 agenda**. Goal 5 tells us to **achieve gender equality and emancipate all women and girls**.

In order to raise public awareness on these issues, two shows *Viola e il Blu* and *Storie incartate per principesse ribelli* were created, both of which address the theme of gender equality by giving input to undermine some stereotypes: Viola's father, a painter, urges us to go out from that preconceived box, also represented in the scenography, in which the males are blue and the females are pink. While the princesses, rebels in fact, show us that they are able to defeat a dragon without necessarily, or by convention, needing the help of a knight.

Viola e il Blu is a theatrical text based on the novel of the same name by Matteo Bussola, a Veronese writer. Our closeness with the author led us to believe in this production even more

VIOLA E IL BLU

Based on the story by Matteo Bussola - co-written dramaturgy with: Paola Barbato - direction: Lucia Messina - with: Stefano Colli and Elisa Lombardi

It debuted at the Modus Theater in Verona on 10 and 11 November, programming four performances which were sold out. Many requests were received immediately, leading us to schedule 16 performances by June 2023

STORIE INCARTATE PER PRINCIPESSE RIBELLI

Dramaturgy and direction: Pino Costalunga - with: Elisa Lombardi

Scenography in collaboration with: TODO

It debuted at the end of March at the Teatro Stimate in Verona and saw a small regional tour of 11 performances touching the provinces of Vicenza, Venice, Treviso and Rovigo. A story with the aims to suggest to children (a show recommended starting from nursery school) the importance of not having prejudices, inviting them to firmly pursue the full affirmation of equality between male and female. Fairy tales can be told... But can they also be undone, built and reconstructed? Our ecological cardboard sets inspired by the games of TODO, a local company, demonstrate that it is possible.

Always with the intention of scoring goals with the 2030 objectives, in November 2022 this project had its debut:

THE LAST SILENT SPRING

Based on the book by Rachel Carson, 60 years after the release of this milestone of environmentalism. Director Pino Costalunga - with Pino Costalunga and Françoise Schieber

A green show: in line with the commitment of Fondazione Aida ets and Biosphaere, our partner, to consolidate a critical mass sensitive to the complex issue of the environment, the scenography of the show is built entirely with **recycled materials** and the same goes for the lighting-technical part which is designed with tools that provide **low energy** consumption. We created *The Last Silent Spring* through participatory and engagement processes which directly involved students (around 150) from two comprehensive schools, Bardolino and Lazise (VR), inviting them during the set-up phase and encouraging them to participate in the discussions and evolution of the production process. The same students then participated in a **parallel environmental education workshop**.

THE VAN SISTERS STORIES

Dramaturgy: Alice Canovi and Matteo Mirandola - direction: Matteo Mirandola with: Alice Canovi and Annachiara Zanolli

The show debuted on June 23, 2022 to coincide with the arrival of summer, traveling on a minibus to PARKS, SQUARES, BEACHES, FARMS and anywhere else there are children to tell a story to. Theater thus becomes a tool for meeting up and sharing a different experience



5.2

NEW PRODUCTION

Live musical shows

The quartet of performers from I Muffins begins a fruitful collaboration with our foundation which thus opens a new production line linked to live musical shows. In this context, productions such as:

BROADWAY EXPRESS and **WE WISH YOU A MUFFINS CHRISTMAS**

by and with Riccardo Sarti, Giulia Mattarucco and Maddalena Luppi, graduates from The Bernstein School of Musical Theater (BSMT) in Bologna, and the Bolognese singer-songwriter Stefano Colli, finalist of the 58th edition of the Castrocaro Festival (Rai1) and competitor of the 6th edition of The Voice of Italy in the Gigi D'Alessio team.

The shows debut at the end of the year and have 17 performances.

In the wake of this consolidated collaboration, the installation begins in December 2022 of a new production:

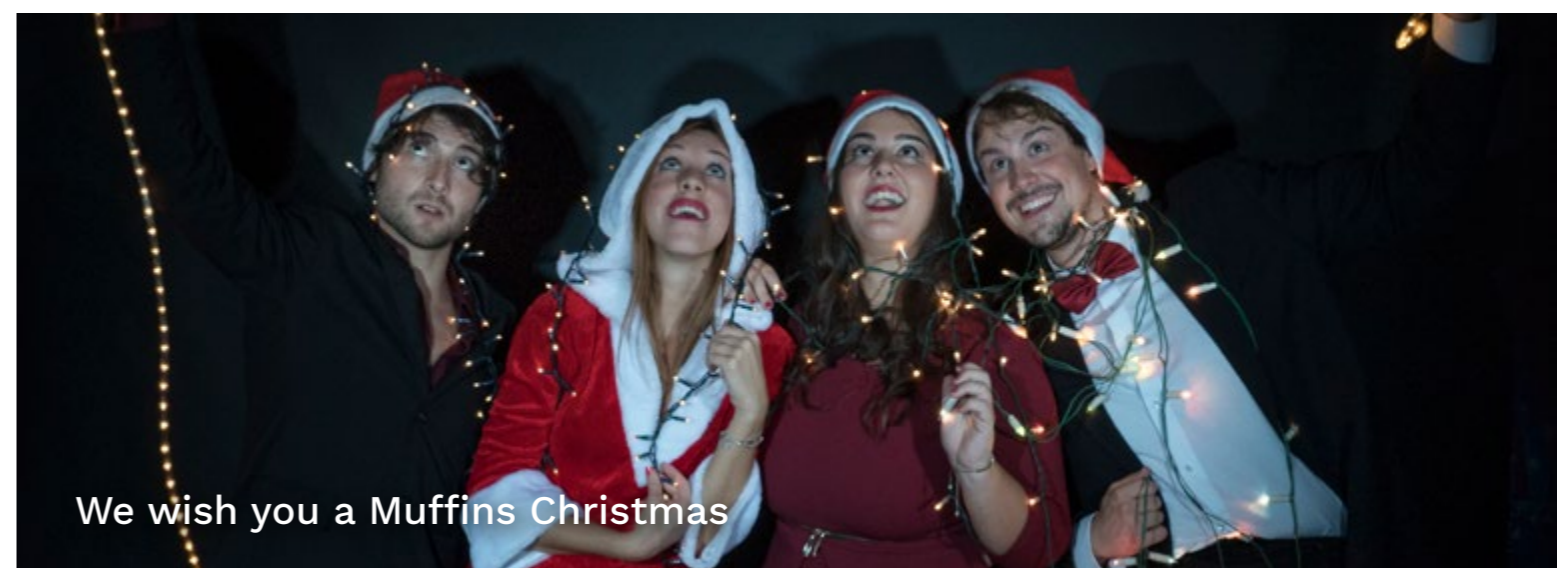
MALÈFICI

Musical staged with the collaboration of **Dario Vergassola**, author of the text and the Santa Chiara Cultural Services Center of Trento.

The musical features 4 protagonists: the Evil Queen, the Grand Vizier, the Sea Witch and the Wolf, or rather the 4 Evil Ones of fairy tales. Contemporary curses with modern-day fears and foibles.

The roles could only be entrusted to the Muffins quartet who, thanks to the comic and phobic pen of Dario Vergassola, interpret discomforts and disorders by externalizing them with the lightness of a song.

The debut is set for January 2023



READING PROMOTION

Promoting reading is a real mission for Fondazione AIDA ets which translates into various proposals for our public with particular attention to the media dissemination of these initiatives, some included and detailed in the special projects chapter.

“A child who reads will be an adult who thinks” in the phrase of the American psychologist Jerome Bruner, the various reading promotion activities that we propose in schools, libraries and universities find their foundation and development.

Among the longest-running are **Libri Infiniti** with the Province of Rovigo which alternates moments of reading with workshops, or the **Critici in erba** project to increase the critical ability towards a text or a workshop experience on the part of young creations. Our proposals, always developed in close synergy with the main national and international publishing houses (among all of which we remember Macmillan Children's Books with the musical project **Il Gruffalò**) are also aimed at the world of adults with proposals such as **Sorsi d'autore**, **Polesine Incontri with the author**, **Porto Viro tells** and **Lazise between the pages**.



Our free meetings can also be listened to on the [piattaforma Spotify](#).



Lazise tra le pagine



Libri Infiniti



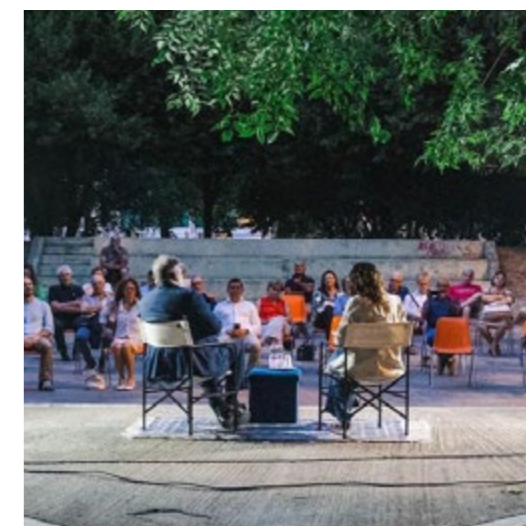
Sorsi d'Autore



Incontri con l'Autore



Libri da Picnic



Saccolongo Incontri

SPECIAL PROJECTS

Gener-actions

An initiative that began in 2022 and will end in 2023 to combat the isolation of elderly people, which aims to encourage dialogue between generations and encourage active aging through theatrical language.

Needs that the project responds to

From a 2021 study, the old age index for the province of Verona says that there are 166.7 elderly people for every 100 young people with a clear prevalence of women over sixty-five, who suffer from loneliness. Placing the elderly at the center and working with a view of empowerment of the elderly person and reintegration into the local social fabric therefore also takes on importance in terms of well-being, quality of life and perception of the state of health.

Goals

The project aims to encourage meeting and discussion between generations through community theater and storytelling paths in order to become a cohesive and effective educational tool and an educating community.

Target

Elderly people (direct recipients) and young people (indirect recipients) who meet through theater and storytelling.

Planned activities

a period dedicated to the formation of the group and the collection of testimonies from the elderly people of the neighborhood.

The group participated in a theatrical workshop and at the end of the project a final show was created.

Territorial context

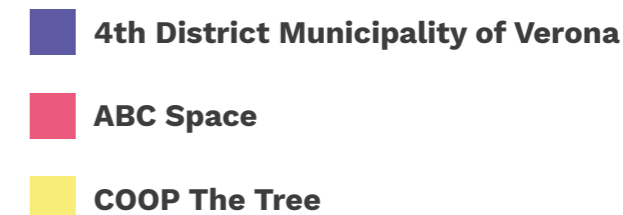
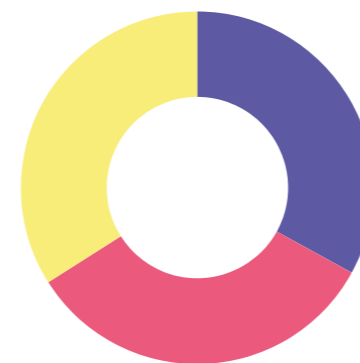
The project develops in Verona, in the municipal space of the 4th district (Piazza

Brodolini), Golosine district, and managed by the informal group Spazio di Quartiere ABC.

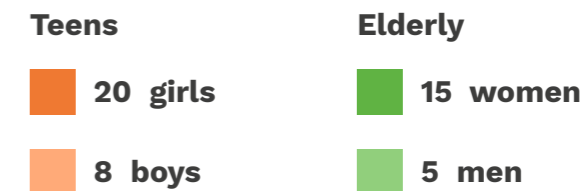
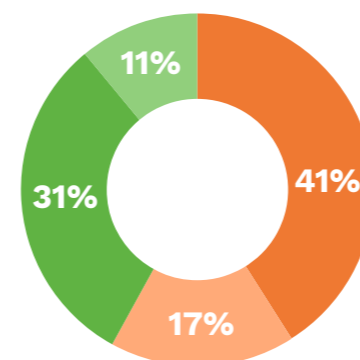
A project by the AIDA ets Foundation in partnership with: Municipality of Verona, Cooperativa L'Albero, Spazio ABC.

Gener-azioni is financed by the Veneto Region.

Stakeholder



Direct beneficiaries



5.4

SPECIAL PROJECTS

Attraversa-menti

From 15 to 17 March 2022, on the occasion of the XVIII Week against Racism.

The project was aimed at a target of pre-adolescents and teachers with the aim of creating moments of exchange, which pursue the common aim of enhancing differences and intercultural dialogue, but above all of overcoming stereotypes and combating prejudices and false beliefs that bad information tends to spread about the different, the new, the foreign and make them appear less foreign and more human to us.

Activities

On 15th and 16th March 2022, the "IN-community, Agenda 2030 inclusive society" workshops promoted for almost 200 children, by the permanent European Knowledge Hub network of schools, were offered to the third classes of the lower secondary schools of the 6 and 9 Comprehensive Institutes of Verona, Santa Teresa Middle School, the "Cesari" Comprehensive Institute of Castel d'Azzano (VR), the Bussolengo Comprehensive Institute (VR).

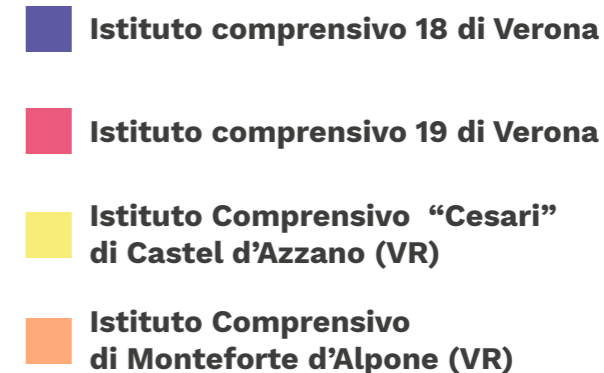
On 17th March 2022 at the Stimate Theater in Verona, around ninety students accompanied by their teachers participated in the viewing of the theatrical show "Attraversamenti", written and directed by Pino Costalunga, freely inspired and taken from the courses created with the children of the IPSAR high schools Luigi Carnacina of Bardolino and the Liceo Galilei of Verona within the European Right For Kids Project. On stage Enrico Ferrari and Alice Canovi. In compliance with the guidelines to fight the spread of Covid 19, therefore observing a lower capacity to host the public in person, other classes, for a total of almost 170 students, followed the show online. Afterwards, in the theater, the students met, together with the actors and the director, Amadou Diallo, a young boy who arrived in Italy a few years ago from Guinea Conakry.

In a climate of empathy born spontaneously with the kids, Amadou recounted his experience of "crossing" a story still strongly alive in his memory: the fears, the hope, the places, the difficulties and the arrival, all of this is a new point of departure. It was a moment of humanity in which meeting, listening, exchanging ideas and

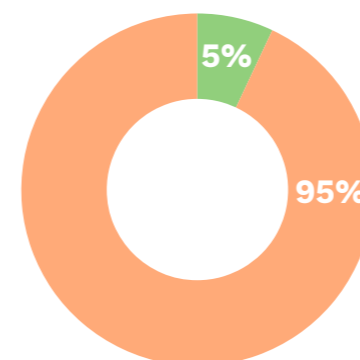
experiences led to a deeper mutual understanding, fueling an approach that goes beyond differences, which indeed recognizes their value and richness.

A project by Fondazione AIDA ets in collaboration with the European Knowledge Center – I.C. Bosco Chiesanuova. The project received national public funding from UNAR - National Anti-Racial Discrimination Office as part of the activities of the XVIII Week of Action against Racism.

Stakeholder



Beneficiari



5.4

PROGETTI SPECIALI

Soundiversity, the voice of biodiversity

With targeted workshops and the Soundiversity Globe we are part of this project which aims to raise students' awareness of the current, and often little-known, issue of biodiversity loss in nature. Soundiversity is a project created by Biosphaera which, during the two-year period 2022/2023, involves and raises awareness among students and the community on the topic of biodiversity with a new and experimental communication approach based on the analysis, perception, communication and monitoring of soundscapes. The burning issue of the loss of biodiversity, the so-called Sixth Extinction in which we find ourselves immersed, is a topic that often struggles to find adequate spaces for discussion within schools. For this reason, talking about and experimenting with biodiversity (especially local) today represents an urgent necessity to counteract the phenomenon of so-called ecological amnesia.

Our intervention

Considering the experience gained in the theatrical and musical fields, the intervention includes:

- an environmental/theatrical path dedicated to biodiversity and sounds (listening with wireless headphones to environmental recordings and animal songs/sounds in a particular and engaging atmosphere)
- a trip to the area with environmental recordings
- construction of a sound map (collected with iNaturalist). Among the teaching materials, students will have access to extracts from the film Dusk Chorus, provided by the Ass. Fragments of Extinction.
- meeting with artistic/musical re-elaboration and manipulation of the collected material (natural and anthropic sounds) with the production of eco-music.

Edited by Alice Canovi, actress and expert in music teaching.

Soundiversity Globe

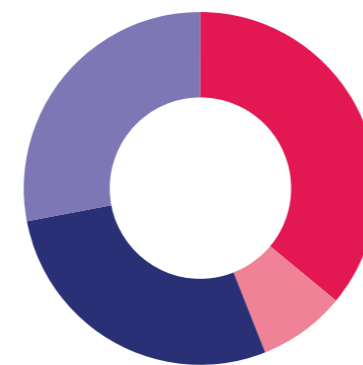
In Verona and Vicenza, for the interested public, a Soundiversity Globe is designed and set up, i.e. a mobile globular tensile structure capable of accommodating shifts of 5-8 people with the use of wireless headphones. Participants took part in an immersive listening experience. Listening to natural sounds in purely urban environments will have a strong symbolic component of contrast and awareness of the anthropic imprint on the environment. Information panels on biodiversity are the information support to integrate the experience. The Soundiversity Globe

events are supported by the presence of FABVAN with robotics and sound labs or monitoring tool creation labs (as for secondary schools). THE FABVAN is equipped with a live noise analysis tool.

The project was conceived by Biosphaera, and it has the collaboration of important partners such as: Cooperativa Samarcanda of Schio (VI), Fondazione AIDA ets, Verona FabLab and ARCA Foundation of Verona and together with 5 Comprehensive Institutes of the provinces of Vicenza and Verona and Parco Natura Viva di Bussolengo (Verona).

The project was financed by the Cariverona Foundation.

Stakeholder



Municipalities

5 in the province of Vicenza

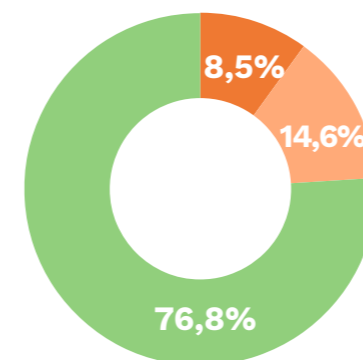
Comprehensive institutions

4 in the province of Vicenza

Verona capital

4 of the city of Verona

Direct beneficiaries



Families

89 children

153 adults

School

35 primary school classes / 805 pupils

5.4

SPECIAL PROJECTS

Pic nic books

Recite your favorite books and join the podcast. Reading promotion project for children aged 9 to 14

In the context of cultural consumption, according to Istat and Censis data, it is clear that the most assiduous readers, those who read at least three books a year, are concentrated in large cities and among the population with a higher level of education. In rural and less populated areas this type of attitude is statistically lower: in order to encourage active behavior in this area, or consolidate it, picnic books for smart training are started. This is a reading promotion initiative that we have developed from November 2021 and throughout 2022 in 6 areas of the Province of Mantua, also including an area of the Cremona, which is located on the border. Picnic Books is a project for pre-adolescent and teens who, according to investigations, are a group of active readers, where it is possible to positively reinforce these cultural habits. Their behavior can also act as a driving force and stimulate their peers according to a peer-to-peer approach which also passes through the new media (in addition to the use of the book, the children participated in a workshop which led to the creation of dramatized podcasts, the final product of the project which can then be used by the community).

Goal

Picnic books for smart training wants to bring the public of pre-adolescents and adolescents closer to the world of reading so that it becomes a daily practice. The children aged 9-14 were stimulated through the use of contents (books on sports and environmental themes) in the spaces of their interest (sports and nature meeting places), mediating traditional language with new technologies, in order to make them perceive reading as a daily practice that can integrate and strengthen themselves with their passions.

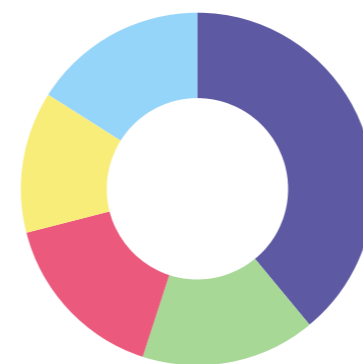
The project was conceived by our Foundation in collaboration with the association “Micromacchina communicate the APS society” and has numerous partners such as the Municipalities, Bodies and Associations that belong to the 6 areas in which the project was developed: Municipality of Bozzolo, Municipality of Marcaria, Municipality of Curtatone, Municipality of Ostiglia, Municipality of Suzzara, Municipality of Pegognaga, Municipality of San Giorgio Bigarello Environmental protection bodies:

WWF Mantua, ERSAF, Oglio Sud Park Authority.

Educational farm: Cascina Baselganella. The sports associations: “La conchiglia” of Serravalle a Po (MN), “Atletica Interflumina” of Casalmaggiore (CR), “Corona Platina Ssd” of Piacenza-Drizzona (CR), “Spoon River” of S. Martino dall’Argine (MN). Subjects active in the cultural-educational field: Il Milione association of Suzzara, Sanguanini Foundation of Rivarolo M.no.

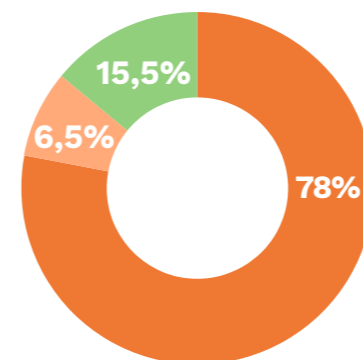
Project financed by the Cariplo Foundation

Stakeholder



- 7 municipalities
- 3 environmental protection bodies
- 3 sports clubs
- 2 educational cultural institutions
- 3 publishing houses

Beneficiaries



- Direct**
 - 1060 children (7-11 years old)
 - 87 teens (11-15 years old)
- Indirect**
 - 209 adulti (genitori, educatori, bibliotecari)

5.4

PROGETTI SPECIALI

Torniamo a Teatro, la Scuola ripArte!

The project involved the creation of theatrical shows aimed at pupils and teachers of nursery, primary and secondary schools, located in the provinces of Verona, Vicenza and Padua, as an educational support for teachers and as a complementary activity to the training offer. The main beneficiaries were the students, who were guaranteed an appropriate offer of theater performances specific to their age group allowing, through adequate tools such as teaching sheets and indications of specific methodological coding for the teachers, an in-depth analysis in the classroom. Due to the health emergency, children's theater has gone through a moment of great difficulty. But often times of crisis, with the right impetus and enthusiasm, can become a driving force for new creative and organizational solutions. It is with this spirit that we have rethought the 2021/2022 edition of Teatro Scuola: a special season for an equally special school year. We believe in the importance of a new start regarding theater, therefore a list of shows to be enjoyed free of charge at the theaters in the reference territories from an inter-provincial perspective were at the basis of the development of theatrical offering paths aimed at intercepting the necessary need for recovery of the relational sphere.

Goal

The goal always remains the same and is what drives the engine of our foundation, the network of partners and the project itself: it to guarantee students, young people and the school a high quality cultural service. The benefits that followed were the enjoyment of a theatrical experience that had a profound impact on the development, growth and imagination of each individual.

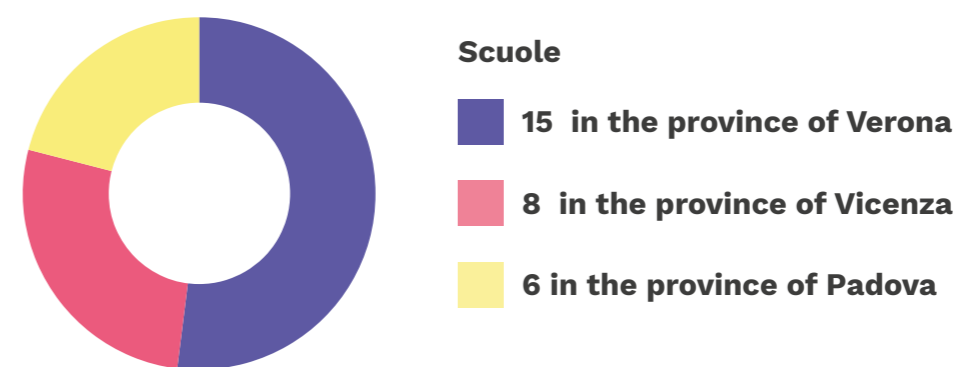
Accomplished results

Short-medium term: Expanding the use of cultural offerings. More tools to improve the relevance of content. Support and continuity, even during a period of health emergency, with clear benefits in terms of the training offer of the educational sector. Medium-long term: Expansion of the capacity to meet the interests of the public and students, its loyalty and its consolidation. An increase in the general population's interest rate in cultural and theatrical activities and consequently in the relative number of spectators. Strengthening solidity and better positioning in the territories. Increased ability to profile the public according to age groups and themes. Consolidation of the sense of community through the use of cultural services; creation of an educational

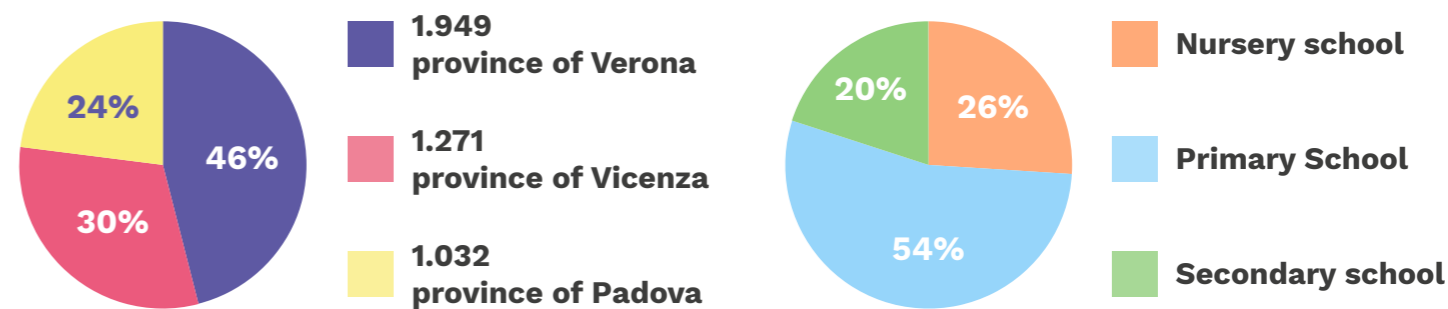
community that uses theater as a tool for growth and cohesion. Development of new skills and professionalism, consolidation of artistic paths which make the variety and difference of the proposal an element of growth and comparison.

A project by Fondazione AIDA ets, operational partner: La Piccionaia s.c.s. - network partners: Municipality of Verona, Municipality of Valdagno (VI), Municipality of Cassola (VI), Municipality of Camposampiero (PD). Financed by the Wind Region as part of the interventions to expand the training offer - DGR n. 734/2021.

Stakeholder



Direct Beneficiaries (students)



5.4

SPECIAL PROJECT

Describe your talent

As part of the territorial project CAPACIT-ACTIONS (2022)

This is a training course aimed, through the mediated language of theater, at enhancing students' talent and personal peculiarities in the fields of orientation, self-entrepreneurship and active participation in citizenship processes.

Nowadays young people find it difficult to enter the world of work, one in which knowing how to promote and talk about themselves is becoming increasingly imperative when looking for a job. Here is where the goal of the project steps in: it helps the students giving them incisive tools, borrowed from the world of theater and communication, which allow them to talk about their creativity by contextualizing it to the circumstances, to promote themselves and relate to the community in an effective and engaging way, encouraging a more efficient job search and a better employability performance, making them active citizens in the most various aspects of civil society. The development of one's creativity with the awareness of how to use it in an incisive and detailed manner in the opportunities that arise, or rather, are sought, be they for the purpose of job placement, concretization of ideas, entrepreneurial spirit, post-educational projects and training, becomes a strategic and fundamental element for the pursuit of one's purposes.

Beneficiaries of the activities carried out

Students - target age: from 15/18 years

Summary of activities carried out

Theatrical communication and storytelling workshops. The students used theatrical techniques to become aware of the aspects of verbal, paraverbal and non-verbal communication and learn useful techniques for communicating their talent and relating effectively in different contexts of society, the world of work and its research, acquiring awareness and creatively increasing awareness of one's abilities. The students also learned storytelling techniques to promote themselves, useful in the context of studying, looking for a job and being an active citizen.

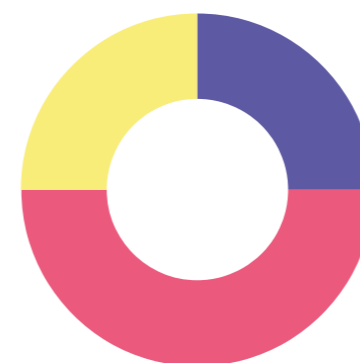
- Video Making workshop and creation of a personal video curriculum. The students were guided in order to acquire video making skills and multimedia communication

techniques, with the aim of creating a personalized and creative video curriculum that highlights all the abilities and skills of each student, and allows them to stand out in the selection site for a job.

- Self-promotion workshop. CV writing workshop and motivational letter, LinkedIn profile creation, use of platforms, job interview; Practical advice will be given on how to look for a job. The laboratory brought together, in its contents, all the techniques learned in previous laboratories.

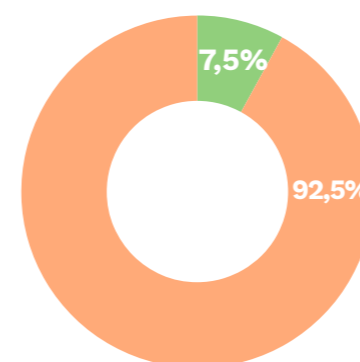
Financed by the Veneto Region and the Municipality of Verona

Stakeholder



- 1 Municipal Administration
- 2 Professional Training Centers
- 1 Higher Education Institute

Beneficiaries



- Diretti**
- 75 students of Secondary School
- Indiretti**
- 6 teachers of Secondary School

5.4

SPECIAL PROJECT

Libri infiniti - Endless Book

A project, now in its 17th edition, with a strong territorial impact aimed at promoting reading. The goal is to help children and teenagers grow a passion for reading, overcoming the idea that it is only a scholastic duty, proposing it as a moment of leisure, discovery of emotions, feelings and exchange of experiences. Young people will be introduced to literature, encouraging their curiosity and desire for this world through meetings with the author, animated readings and workshops. The meetings are intended for an age target ranging from nursery school, with the "Born to read" section, up to lower secondary school.

Theme

The underlying theme is that of the 2030 Agenda for sustainable development which, with its goals, aims to deepen the ecological, economic and social fields. Drawing on children's literature, some of these themes will be addressed during the proposed workshops and meetings. The 2022 edition is divided into three sections, with events diversified by operators, topics and types.

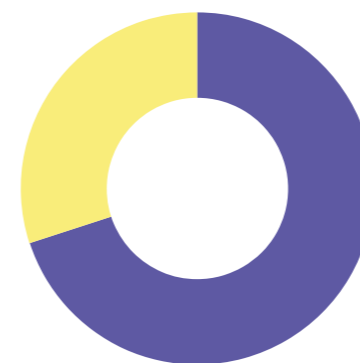
The "Meetings with the author" section, aimed at primary school students (5th grade) and 1st grade secondary school, hosted authors this year in presence or online: Simone Dini Gandini with his book "L'ibis di Palmira e il merlo ribelle", Andrea Giliberto with "I ragazzi di Strennikov", Stefano Verziaggi with "Sotto la stella di Dante". The "Workshops and animated readings" section is aimed at primary and lower secondary schools, and the "Born to read" section has the interesting and complicated task of introducing nursery school children to books and the world of reading. Many professional operators and actors are involved: Pino Costalunga, actor, director and author; Annachiara Zanolì, actress and voice actress, Maria Selene Farinelli, actress and director, Alice Canovi, actress and musician, Lucia Messina, actress and educator, Giulia Bonuccelli, singer, director and theater enthusiast. In numbers: 5 meetings with the author, 80 workshops for primary and lower secondary schools and 47 workshops/animated readings for nursery school children, for a total of 127 appointments.

The proposal of reading promotion events for the young generations always arouses a lot of interest among educators, sector operators and parents, with a high demand

for participation. A meticulous, constant and demanding work of synergy between the Provincial Culture Service, the libraries of the SBP Network, the schools and Fondazione AIDA etc.

Libri Infiniti (infinite books) is created thanks to the cooperation network, activated by the Province of Rovigo and some municipalities of the Provincial Library System: Adria, Ariano nel Polesine, Bergantino, Bosaro, Canda, Castelmasse, Castelnovo Bariano, Ceneselli, Corbola, Crespino, Ficarolo, Fiesso Umbertino, Gavello, Lendinara, Loreo, Melara, Polesella, Porto Tolle, Porto Viro, Rosolina, Salara, San Bellino, San Martino di Venezze, Stienta, Taglio di Po, Trecenta, Villadose, Villanova del Ghebbo and the Accademia dei Concordi of Rovigo. The project is part of the regional project "RetEventi Cultura Veneto".

Stakeholder

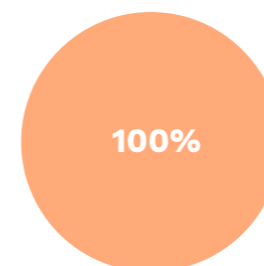


Province of Rovigo

70 school institutions

29 Municipalities and libraries

Direct Beneficiaries



2,750 children

5.4

SPECIAL PROJECT

European Projects

Antigone project

The Antigone Project was created to raise awareness on gender violence (Gender Based Violence) and prevent it through school theater workshops. It is a project based on participatory theater techniques, it aims to enable and give tools to secondary school teachers from all over Europe, to be able to organize theater workshops in order to increase awareness on GBV. To achieve this goal, the project will develop a manual in relation to the organization of school workshops with all the necessary information, which will allow the autonomous use of the theatrical method by teachers in their schools. Based on this manual, we will develop training materials and organize online and face-to-face courses for teachers in all partner countries.

Achieved goals

Developing a method focused on the application of theatrical methodologies to address issues relating to gender violence with a specific focus on the role of the teacher; integrating the use of participatory theater as a method of raising awareness in relation to gender violence; developing teachers' skills to independently use prevention interventions focused on participatory theater in order to raise awareness on gender violence; developing resources to enable independent use by teachers and educational workers after the end of the project.

Phases

First phase – first transnational meeting in Budapest

- Second phase – organization of a refresher course for teachers on the topic of raising awareness on gender violence through theater workshops
- Third phase – second transnational meeting in Belgrade
- Fourth phase – online course held by industry professionals and in-person workshop with the performer and actress Marta Tabacco

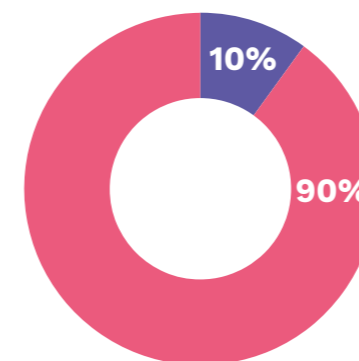
Funded by the European Union through the Erasmus + call

Stakeholder



- Udrujenije Gragdana Dah Teatar – Centar Za Pozorishna Istrajivanja (Serbia)
- Theatro Aeroploio – Ena Theatro Giapaidia (Greece)
- Action Synergy SA (Greece)
- Association of Young Psychologists in Bulgaria (Bulgaria)
- Insite Drama Oktatasi, Kulturalis es szolgatato non profit korlatolt Felelossegu Tarsasag (Hungary)
- Hogskulen Pa Vestlandet (Norway)
- RealStars (Sweden)

National Beneficiaries



- Men
- Women

International cross-beneficiaries



Total of 190 beneficiaries

5.4

SPECIAL PROJECTS

European project

(in)different journey

A project of training, experimentation and in-depth study of theatrical tools to be shared with disabled people. Starting from the book “The tale of the unknown island” by José Saramago, Portuguese writer, Nobel Prize winner for Literature, in the different stages of the (in)different journey project, new expressive methodologies were developed to be applied in the experience of and with disabled people. Thanks to the involvement of various professionals working in the theater sector, in the rehabilitation area and a group of people with intellectual disabilities, we worked together over the course of two years in order to develop theatrical practices and new methodologies of physical and sensorial stimulation. Activities that facilitate and encourage these people to assume a greater sense of belonging and usefulness in society encourage the development of intrinsic and latent capabilities; at the same time, they affirm the right to active citizenship.

Obiettivi raggiunti

Sviluppare e approfondire l'uso di nuove competenze e metodologie; formare tecnici nelle aree artistiche del teatro, del corpo e dell'espressione musicale; formare i discenti nelle aree artistiche del teatro, del corpo e dell'espressione musicale; promuovere l'inclusione sociale; condividere buone pratiche artistiche con persone con disabilità; promuovere l'imprenditorialità e la pro-attività di tecnici, studenti e organizzazioni.

Le fasi

- Prima fase del progetto: primo meeting in Ungheria con tutti i partner coinvolti. Gestione organizzativa dei due anni di progetto.
- Seconda Fase: secondo meeting transnazionale con tutti gli organizzatori partner del progetto a Verona. Elaborazione di tecniche teatrali con professionisti del settore per sperimentare laboratori con ragazzi disabili.
- Terza Fase: Alice Canovi, attrice teatrale di Fondazione AIDA ets ha sviluppato i laboratori teatrali e musicali con ragazzi affetti da disturbi dello spettro autistico
- Quarta fase: terzo meeting europeo in Francia con tutte le organizzazioni partner e i ragazzi disabili (beneficiari del progetto)

I beneficiari del progetto sono persone con disabilità, che andranno a sviluppare attività artistiche, assieme agli organizzatori/ educatori e accompagnatori.

Finanziato dall'Unione Europea tramite il bando Erasmus +.

Stakeholder



Destinatari diretti



Sorsi d'Autore

The event, created in 1999, is organized in collaboration with the **Regional Institute of Venetian Villas, the Veneto Region and the Venetian Villas Association.**

Sorsi d'Autore, which reaches its 23rd edition, enhances Venetian culture, concentrating beauty, history and taste in unforgettable events. The protagonists of the event will be the food and wine excellences of the area described in a series of meetings together with important people from the world of culture and entertainment in an exceptional setting: the most evocative Venetian Villas. Some of these are included in the UNESCO World Heritage Site. The civilization of the Venetian Villas has left a heritage of over 4000 historic homes scattered across Veneto and Friuli Venezia Giulia, representing one of the largest cultural deposits in the world.

The event is a point of reference for the Veneto Region, attracts visitors from all over Italy and is continually growing in terms of audience and resonance.

The astrophysicist Margherita Hack and the Nobel Prize winner for Economics Eric Maskin, Mario Monicelli, Tim Parks and Piero Angela are some of the people who spoke about themselves at Sorsi d'Autore, an event that promotes regional food and wine excellence, represented by labels such as Amarone, Valpolicella and Prosecco, through tastings and meetings in some Venetian Villas, the largest cultural deposit in the world, some of which are UNESCO World Heritage Sites. Moderated by important journalists, the guests are well-known names, catalysts for a trusted audience.

The meetings are accompanied by tastings of the regional wine excellences introduced by the sommeliers of AIS Veneto, guided tours of the residences and afternoon appointments with taste.

The 2022 edition saw seven events in seven Venetian Villas distributed across the seven provinces of the region. In addition to the classic events, special events were also proposed such as the Luxury Brunch, the Show Cooking, the Dinner in the Villa, the Forest Bathing and the Immersive Garden Experience with the aim of involving the public in the gardens of houses that are in contact with nature.



Incontri con l'Autore

Polesine 2022 Incontri con l'Autore XVI edizione

The **Province of Rovigo and the Provincial Library System**, in collaboration with Fondazione AIDA ets, have been proposing the event Incontri con l'autore (Meetings with the author) - Polesine since **2006**, a series of meetings with well-known authors and journalists from the national cultural scene.

In **2022** the event reaches its 16th edition and was organized in collaboration with the Municipalities of Badia Polesine, Adria, Costa di Rovigo, San Martino di Venezze, San Bellino, Taglio di Po, Villanova del Ghebbo, Pontecchio, Porto Tolle, Crespino, Corbola, Fratta Polesine, Porto Viro, Lendinara, Fiesso Umbertiano, Bagnolo di Po, Bergantino, Castelmassa. The initiative is also included in the "RetEventi Cultura Veneto" circuit. The events had a positive turnout from the public, the authors were very excited to return to present their books in person again and the public was enthusiastic to start taking part in literary and cultural promotion events again

As already experienced in 2020, it was decided to record some of the events to turn them into podcasts. This new formula was appreciated by users the first year, because with it the citizens were able to listen to the meetings again at a later time. The guests of the sixteenth edition were:

Oscar Farinetti, Carlo Lucarelli, Andrea Pennacchi, Fabio Cantelli, Teresa Ciabatti, Omar Hassan, Donatella Di Pietrantonio, Costanza Rizzacasa d'Orsogna, Alessia Gazzola, Eleonora Pedron, Toni Capuozzo, Stefano Andreotti, Dario Vergassola, Renzo Ceresa, Marco Vichi, Paolo Del Debbio, Marco Malvaldi and Paolo Cintia.

The format of Incontri con l'Autore, which sees a consolidated historicity in the Polesine, will be proposed in 2022 in other territories by registering the 3rd edition with **Lazise tra le pagine (Lazise among the pages)** in Lazise (VR) and the 1st

edition of **Saccolongo Incontri (Soccalongo meetings)** con authors such as Luca Telese, Toni Capuozzo and Stefano Andreotti.

In other municipalities such as Cassola (VI), Castelnuovo del Garda (VR) some **Incontri con l'Autore** have been organized in the context of already established theater reviews. The objective was to evaluate public interest and with a view to organizing real Meetings with the Author program in these municipalities too. The feedback from these first events has been positive and shows the desire of the Municipalities, even smaller ones, to propose to citizens a cultural offer that can lead to comparison in the definition of a critical sense capable of interpreting contemporaneity.



TRAINING AND WORKSHOPS

Fondazione AIDA ets believes in the potential of the live entertainment sector as a field of employment and professional fulfillment. In fact, it considers the training of those who already work there as essential for the growth of the sector, as well as those - young and old - who are interested in entering it for the first time. Professional training therefore becomes a strategic action: to increase the quality of the cultural service through the professionalization of the people involved and encourage the intersection between job supply and demand. This is why Fondazione AIDA ets has been organizing theater courses for young aspiring actors for years, often offering meetings with some of the best European schools.

Stream-Theatre: Teatri in Digitale

A project to relaunch the services and cultural production sector promoted (in 2022) by ENAC Veneto in collaboration with Fondazione AIDA ets.

Achieved goals

The project achieved the goals of providing skills and knowledge to:

- Develop a new cultural offer based on the application of streaming technologies to live performances.
- Design and support a concrete plan for the promotion and relaunch of both the innovation project and traditional performances (via the web or in person, in safety).

To pursue these goals, the process involved the creation of a concrete adaptation and relaunch plan aimed at redesigning the offer and organizational methods. It also planned to equip the participating organizations with project manager and fundraising skills, but also with web marketing and other technical graphic skills to improve and innovate the promotion. The recipient organizations benefited each from an intern for 6 months in the Euro-planning and fundraising field.

Receivers

The following three realities of the cultural area (theatrical and musical) have trained/consulted their employees/collaborators in the interventions envisaged by the project (in compliance with the principles of non-discrimination and equal opportunities):

Fucina Machiavelli, Febo Teatro, Teatro Scientifico (Machiavelli Fucina, Febo The-

atre, Scientific Theatre).

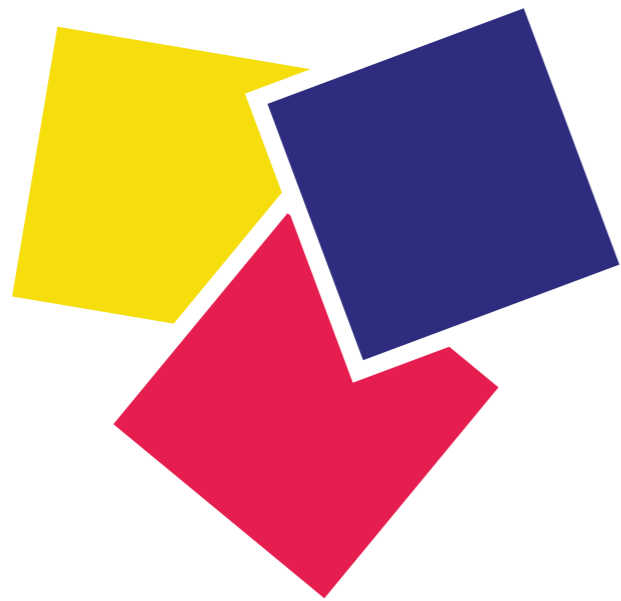
Workshops and courses

The Ministry of Education and Merit in its strategic indications for the educational use of theatrical activities has defined the role of theater in schools and distances it from the field of extemporaneous experimentation. It thus becomes part of the educational offer of every level and obtains full citizenship in the students' educational background. Within our proposals the school, the students and the teaching staff, has always found a lot of space through targeted projects to be carried out in the theater (rassegna Teatro scuola - school theater review) and directly in the school context. The goal of the training interventions proposed at schools is to bring out and recover the integrity of the individual through the active pedagogy of relationships and artistic communication. Theater belongs to the world of fantasy. It is born from the game, for the game, in the game; this alone would be enough to justify its use in the school environment and to demonstrate its educational and training potential.

In 2022, Fondazione AIDA ets saw **168 days dedicated to workshops and courses** in different contexts, scholastic or not, for the benefit of children, pupils, teachers and aspiring actors as well as theater enthusiasts.



6.



ECONOMIC- FINANCIAL SITUATION



REVENUE, PROCEEDS AND CONTRIBUTIONS

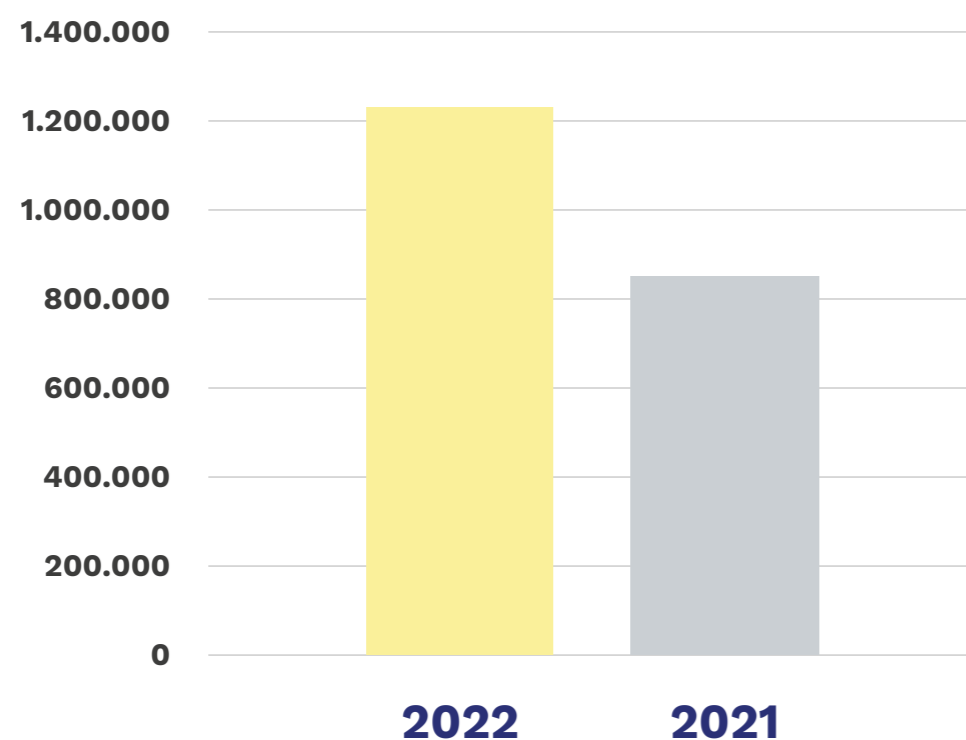
The economic and financial information represents a useful summary to better understand the performance of Fondazione Aida ets.

During 2022, Fondazione Aida ets invested significant efforts in new productions which paid off in terms of popularity and an increase of 72% in revenues from shows

Income from contributions remained essentially stable. Revenues showed significant growth both due to the recovery in the educational sector of the various workshops and the appreciation of the new shows.

Fondazione AIDA ets maintains a balanced dependence between public sources (contributions and agreements) and private sources on total revenues

PRODUCTION VALUE (IN EUROS)



| | 2022 | | 2021 | |
|--|----------------|------------|----------------|------------|
| REVENUE, INCOME AND CONTRIBUTIONS | 1.263.101 | | 852.561 | |
| Revenue from contributions from public bodies | 482.776 | 38% | 473.907 | 56% |
| Of which EU | 28.711 | | 18.817 | |
| Of which municipal bodies | 99.250 | | 30.834 | |
| Other public bodies | 354.815 | | 424.256 | |
| Revenue from contributions from private bodies | 85.738 | 7% | 19.240 | 2% |
| Revenue from shows, workshops and projects | 649.839 | | 377.641 | |
| From private bodies | 465.960 | 37% | 243.762 | 29% |
| From public bodies | 183.879 | 15% | 133.879 | 16% |
| Other various INCOME | 44.748 | 4% | 18.227 | 2% |

COSTS, EXPENSES AND CHARGES

The analysis of production costs of Fondazione Aida ets highlights, consistently with its statutory purposes, that the main burden is due to the management costs of the services offered and personnel costs.

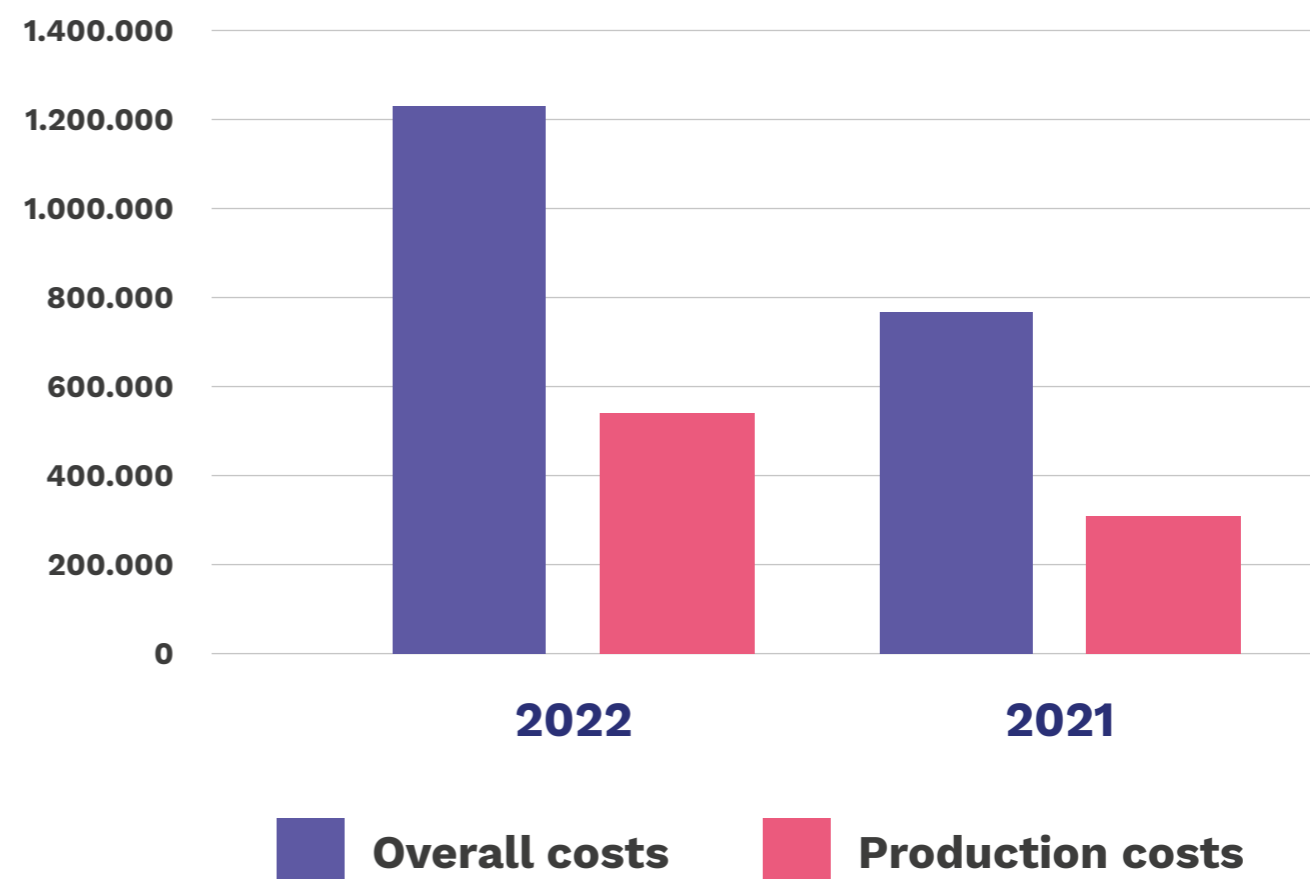
The cost structure remained substantially similar to the previous year.

| | 2022 | | 2021 | |
|--|----------------|--------------|----------------|------------|
| PRODUCTION COSTS | 1.233.986 | | 774.723 | |
| CHARGES FOR SERVICES | 644.597 | 52,5% | 408.270 | 53% |
| Of which SIAE | 23.485 | | 8.779 | |
| Of which hospitality | 113.659 | | 63.032 | |
| Of which tour and hospitality expenses | 52.269 | | 17.904 | |
| EMPLOYEE STAFF | 466.369 | 37% | 248.030 | 32% |
| COSTS OF RAW MATERIALS AND SETTINGS | 34.111 | 3% | 34.151 | 4% |
| OTHER MANAGEMENT COSTS | 82.120 | 7% | 84.272 | 11% |
| AD COSTS AND CHARGES | 6.789 | 0,5% | | |

In 2022, the cost of the personnel accounted for 37% of general costs, with a slight increase compared to 2021 where it accounted for 32%.

In 2021 Fondazione Aida ets used some social safety nets for the slow recovery of activities following the pandemic.

OVERALL COSTS AND PRODUCTION COSTS (IN EUR)



SUMMARY OF THE FINANCIAL STATEMENTS

The financial statements comply with the provisions of the art. 13 of Legislative Decree 117/2017 and the decree of the Ministry of Labor and Social Policies of 5 March 2020 and is drawn up in compliance with the national accounting standards as published by the Italian Accounting Body, with particular reference to the OIC Principle 35 (“ETS Accounting Standard”).

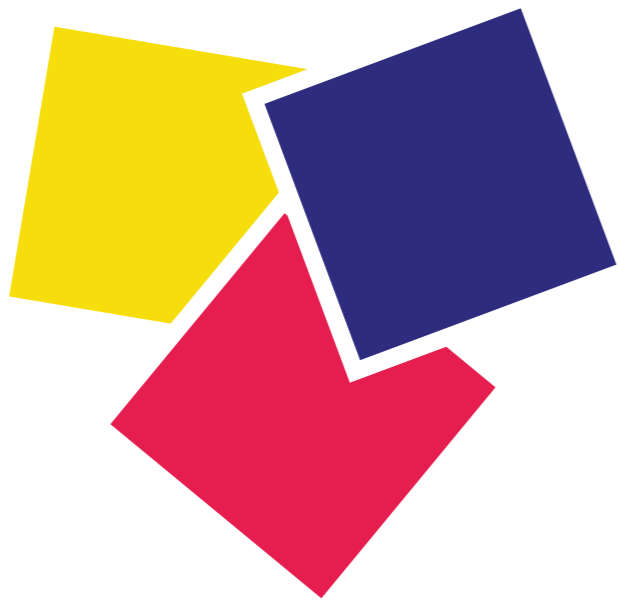
The year 2022 was characterized by a resumption of all activities with 7 new productions and new projects that contribute to the diffusion of theatrical culture for all ages. The result was positive and allowed the consolidation of the net equity. Revenues and operating costs grew in 2022 compared to 2021 in a proportional manner, maintaining the capital structure of Fondazione Aida ets unchanged thanks to constant monitoring of costs and optimal organizational management.

The re-elaboration of the financial statements to evaluate the profitability and efficiency of the activity:

| | 2022 |
|---|------------------|
| Revenues, proceeds and contributions | 1.263.101 |
| Production costs | 1.233.986 |
| | |
| Net fixed assets | 25.261 |
| Current assets | 543.494 |
| Liquid assets | 141.414 |
| | |
| Net assets | 148.853 |
| Debts | 394.820 |
| Deferred income | 147.498 |

| Indexes | 2022 |
|----------------|-------------|
| ROI | 2,3% |
| ROE | 7,2% |

7.



MONITORING CARRIED OUT BY THE CONTROL BODY



MONITORING CARRIED OUT BY THE CONTROL BODY

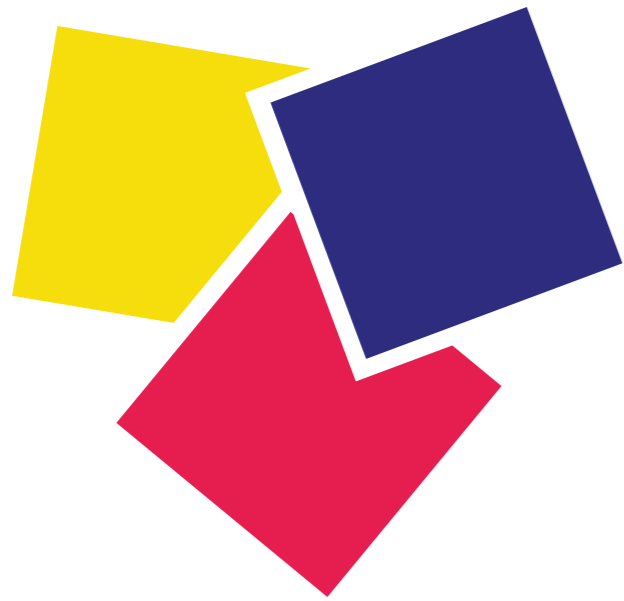
The monocratic control body of Fondazione AIDA ets is represented by the chartered accountant Trestini Matteo, considering the activities carried out by the control body his opinion was positive regarding the financial statements closed on 31/12/2022.

During the financial year, ended 12/31/2022, Dr. Trestini Matteo's activity was inspired by the legal provisions and the rules of conduct of the control body of third sector entities issued by the National Council of Chartered Accountants and of Accounting Experts, published in December 2020.

The Control Body, in the financial year, ended 12/31/2022, carried out both the functions envisaged by the articles. 2403 et seq. of the civil code and those provided by the art. 30, paragraph 6, of Legislative Decree 117/2017



8.



FONDAZIONE AIDA ETS COMMUNICATIONS



FONDAZIONE AIDA ETS COMMUNICATIONS

The Communications

Communication towards all stakeholders, from the public to public administrations and partners, is a central element in the institutional activity of Fondazione AIDA ets. The exhibitions, projects, debuts and specific initiatives, in particular those relating to the promotion of reading such as Sorsi d'Autore, Libri Infiniti, Polesine Incontri con l'autore, are promoted by an intense communication and press office activity which, in an integrated and cross-media perspective, provides coverage in all areas of communication: from the website to the press office's activities up to social media. Centralized and cohesive coordination of the activity is reflected in the various territorial areas of reference.

Ufficio Stampa

The press office activity aims to involve the network of institutions through the launch of general press releases and more specific notes that concern the different reference territories. In 2022 there were at least two hundred and fifty publications in the main national and local information media (printed paper, web newspapers, news agencies, including at least twenty national and regional ones). The publications in online newspapers had a slight preponderance

compared to the printed paper, in line with the habits of readers who are now more tied to the digital versions of newspapers.sul nazionale e regionale). Le uscite sui giornali online hanno avuto una leggera preponderanza rispetto alla carta stampata, in linea con le abitudini dei lettori ormai più legati alle versioni *digital* dei giornali.

vivimilano
Musical, letture e giochi nei parchi
Il meglio del finesettimana coi bambini

Un musical su una delle saghe più amate della letteratura per ragazzi. Un'inimitabile spettacolo per la festa dei nonni (cade questo weekend, ricordate di fare gli auguri). Lab e giochi alle roseggiate Mai visto un Re e alla Murrin Week. E, in più, i parchi divertimento più vicini che si vestono a festa. I weekend si avvicina: ecco gli appuntamenti più belli da vivere in famiglia.

di Giovanna Maria Fagnani

Il Gruffalò. Una fiaba in musica al Teatro Manzoni

la Repubblica
Le magnifiche sette ville d'autore - Zig-Zag - Blog

Sette. Come un buon voto a scuola o, in simbologia, come il numero della filosofia e dell'analisi. Senza andare troppo lontani raccontiamo del sette come gioco culturale. Sette ville, sette province, sette giornate, sette domeniche. Siamo nel Veneto dove possiamo tranquillamente fare "Sorsi d'autore". Il ricco habitat di una rassegna culturale che prevede visite alle ville, degustazioni di vini e spettacoli. Il tutto all'insegna del sette. La rassegna sarà inaugurata a Villa Vettaio detta San Liberale o Erminia a Belluno sabato 25 giugno, con visita e incontro con Piero Chiambretti, condotto e moderato da Luca Telese. Tra gli invitati segnaliamo il maestro Giovanni Allevi e l'attore Cesare Bocci. Ricordo le altre ville della manifestazione che disegnano il Veneto nei suoi splendori architettonici e paesaggistici: Villa Murari Brà detta i Boschi a Isola della Scala a Verona, Villa Widmann Rezzonico Foscari a Mira (Venezia), Villa Pisani Bolognesi Scatibrin a Vescovana (Padova), Villa Morosini Cappello Cartigliano a Vicenza, Castelbrando a Cison di Valmarino (Treviso), Villa Ca' Zen a Taglio di Po (Rovigo). Un percorso che accarezza la bellezza e la sua conoscenza. www.fondazioneaida.it

Tag: Cesare Bocci, Giovanni Allevi, Veneto
Scritto in Senza categoria | Nessun commento »

ANSA.it
10 giugno 2022 - 13:20

Sette Ville Venete si aprono per i "Sorsi d'autore"

Incontri con attori, showcooking, musica ed eventi green

(ANSA) - VENEZIA, 10 GIU - Le Ville Venete si aprono a incontri ed eventi culturali accompagnati da degustazioni di vino a cura dei sommelier dell'Ais, nella 23a della manifestazione "Sorsi d'autore", in programma dal 25 giugno al 24 luglio. Tra i protagonisti di quest'anno il pianista Giovanni Allevi, l'attore Piero Chiambretti, l'attore Cesare Bocci, la giornalista Bianca Berlinguer, lo chef Cesare Bocca, il poeta Tiziano Fratus, lo storico dell'architettura e del paesaggio Averigo Rustico e il presidente del Veneto, Luca Zaia.

Sette appuntamenti organizzati dalla Fondazione Aida con la Regione Veneto, Istituto Regionale Ville Venete e l'Associazione per le Ville Venete. In altrettante ditte storiche di grande prestigio nelle province di Belluno, Verona, Venezia, Treviso, Rovigo, Padova.

A inaugurare la manifestazione sabato 25 giugno sarà la settecentesca Villa Vettaio, detta San Liberale, in provincia di Belluno, con i vini del Consorzio Coste del Feltrino, dove Piero Chiambretti presenterà il libro "Chiambretti. Autobiografia autorizzata dalla figlia Margherita" con il giornalista Luca Telese.

Seguiranno gli appuntamenti a Villa Murari Brà in provincia di Verona e lo showcooking di Cesare Bocca, uno chef di Padova, con i vini del Consorzio Coste del Feltrino.

BELLA
1 giugno 2022

SORSI D'AUTORE
Incontri culturali nelle Ville Venete con degustazione di vini

La Regione del Veneto ha organizzato la manifestazione "Sorsi d'autore" nelle sette ville venete. La rassegna culturale si svolgerà dal 25 giugno al 24 luglio. Tra i protagonisti di quest'anno il pianista Giovanni Allevi, l'attore Piero Chiambretti, l'attore Cesare Bocci, la giornalista Bianca Berlinguer, lo chef Cesare Bocca, il poeta Tiziano Fratus, lo storico dell'architettura e del paesaggio Averigo Rustico e il presidente del Veneto, Luca Zaia.

IL GIORNALE DI VICENZA
14 giugno 2022

INTERVISTA LO SCRITTORE SPAGNOLO MANUEL VILAS A VICENZA
Nicola Lagioia
I giovani soffrono Ci vuole un patto tra le generazioni

Il 25 giugno, il giorno di apertura della rassegna "Sorsi d'autore", si inaugurerà a Villa Vettaio, detta San Liberale, in provincia di Belluno, con i vini del Consorzio Coste del Feltrino, dove Piero Chiambretti presenterà il libro "Chiambretti. Autobiografia autorizzata dalla figlia Margherita" con il giornalista Luca Telese.

La Gazzetta dello Sport
14 giugno 2022

LA MANIFESTAZIONE

Sorsi d'autore: degustazioni nelle ville venete

Torna nei giardini delle più belle ville venete "Sorsi d'autore". Dal 25 giugno al 25 luglio incontri con personaggi, visite alle ville e degustazioni guidate di vini a cura dei sommelier dell'Ais. Sette le serate, la prima il 25 a Villa San Liberale (Belluno); alle 16 gli assaggi dei vini del Consorzio Coste del Feltrino e alle 18.30 l'incontro con l'attore Chiambretti. Il giorno dopo appuntamento a Verona nella settecentesca Villa Boschi con lo show cooking di Bocca. Chiusura a Vicenza col presidente della Regione Zaia a Villa Morosini Cappello.

IL GAZZETTINO
PADOVA

14 giugno 2022 - L'Espresso Padova

Quei Sorsi d'Autore un viaggio in villa fra vino e cultura

Produce il via il primo: 25 giugno la rassegna "Sorsi d'autore" che unisce le vite degli antichi vitigni del Veneto, alle degustazioni e agli incontri con grandi firme della scena culturale italiana. Per la prima volta insieme nelle province

FAMIGLIA CRISTIANA
26 giugno 2022

ANDARE PER FESTIVAL

Vino, letteratura e humour inglese

Teatro, letteratura e buon vino

Continua la nostra veloce rassegna del festival ed eventi che animano la vita culturale estiva. Appuntamento al TAM Teatro Arcimboldi con il fondatore dei Monty Python, John Cleese, per la prima volta a **Milano** il 29 giugno. Il comico, 81 anni, da otto anni è in tour con lo spettacolo *Last Time in See me Before I Die*. Dall'1 al 3 luglio si svolge **Bergamo Festival** che affronterà il tema: "Destini incrociati. Le sorti della democrazia e il futuro del pianeta". Tra gli ospiti, lo scrittore spagnolo Manuel Vilas e la cineasta afghana Sahraa Karimi. "Sorsi d'autore" anima le **Ville Venete** fino al 25 luglio con incontri ed eventi culturali accompagnati da degustazioni di vino. Tra gli ospiti Giovanni Allevi, Cesare Bocci, Bianca Berlinguer.

Villa Cordelina Lombardi a Montebelluna (Treviso).

8.1

FONDAZIONE AIDA ETS COMMUNICATION

In the graphic development of communication material, much attention is paid to the development of eye-catching visuals with respect towards the target audience and the different formats that can be responsive to the platforms.

We're not only committed to photographic images, but also to the development of video material optimized for the more consolidated social networks, and for those in progress such as TikTok, where an official channel was recently opened, and Spotify which in a short time has already capitalized on an average of 174 monthly listeners.

In social communication we try to reach the public by inserting hashtags, we also try to involve project partners through a careful analysis of the tags. Furthermore, the promotion of events is always interpreted from an SEO perspective through the use of keywords and by implementing our presence on partner sites by providing optimized content.

The purely organic communication activity is accompanied by advertising campaigns that reinforce the promotion and are addressed to specific target audiences (30-43 years old and up to 50-55), geolocalized in the reference territories (Verona, city and province, but also Bassano del Grappa up to Vicenza).



Fondazione AIDA ets
17.803 contacts
Auditorium Vivaldi
di Cassola
1.403 contacts

Sorsi d'Autore
1.732 contacts
Teatro Comunale DIM
348 contacts



Pagina Instagram
@fondazioneaida_spettacolo
2.723 contacts

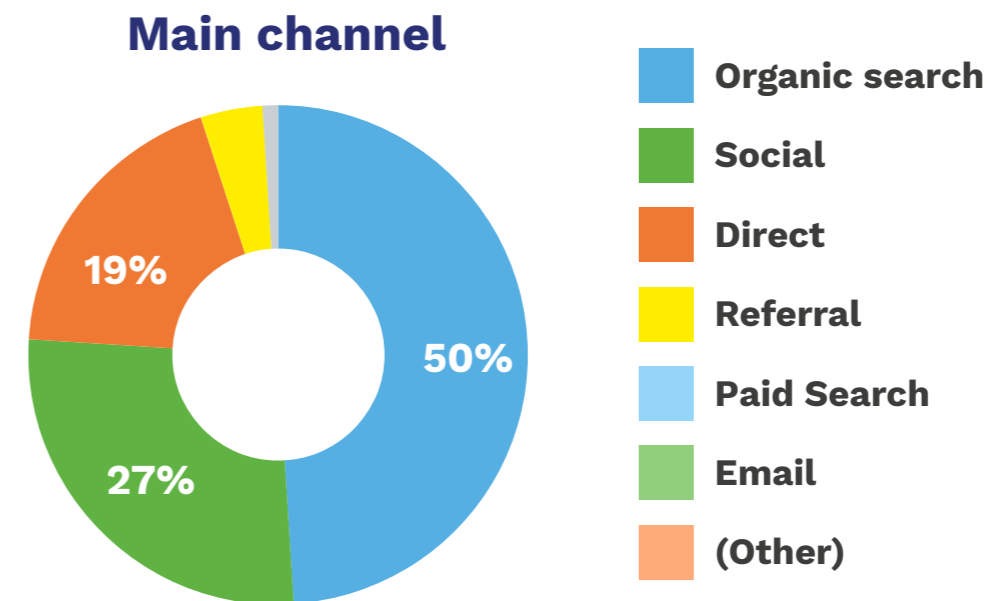


Canale Youtube
@FondazioneAidavr
516 contacts



Spotify
FONDAZIONE AIDA-podcast
174 listeners per month

Acquisition overview



8.1

FONDAZIONE AIDA ETS COMMUNICATION

Website

In 2022, the users of the Fondazione Aida website were 81.191, 78.784 of which were unique users.

There were 205,136 viewed pages.

Average duration of engagement of 1 minute and 8 seconds.

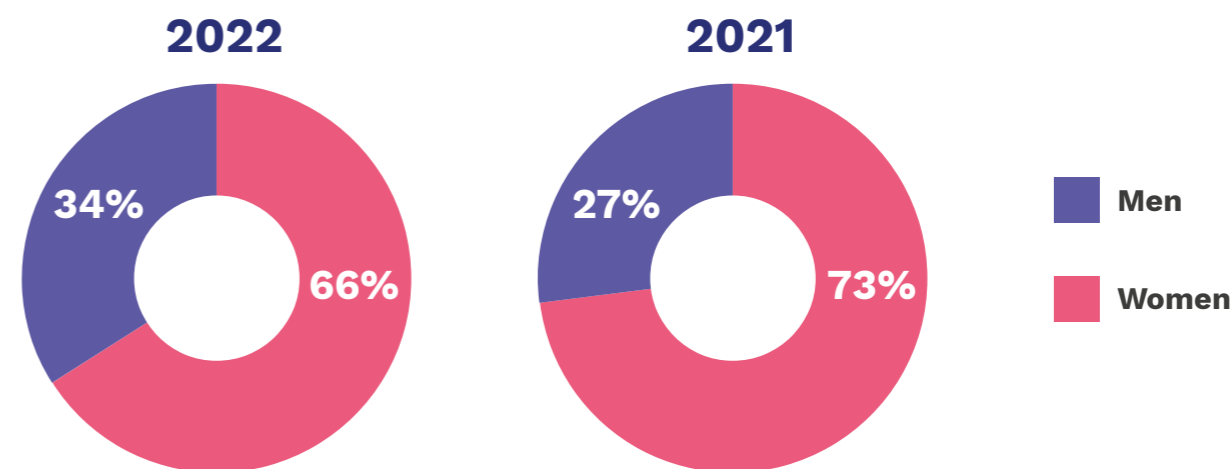
In addition to the homepage, the most clicked page overall (19.84%), the most clicked pages were those relating to the **Famiglie a Teatro** (Family at the Theater) series, the musical comedy **The Gruffalo** and **Bentornato Babbo Natale** (Welcome Back to Santa Claus), the reading promotion projects such as **Lazise tra le pagine** (Lazise among the pages) and **Sorsi d'Autore**, but also the spaces under management such as **Teatro Stimato**, **Teatro Scuola** and the production of **Teatro per ragazzi** (Theater for kids).

An analysis developed from Analytics G4 data shows that thanks to targeted actions aimed at encouraging the public to take call-to-action actions such as buy the ticket and - or book, the number of page views has decreased, increasing conversions in terms of turnout of the public.

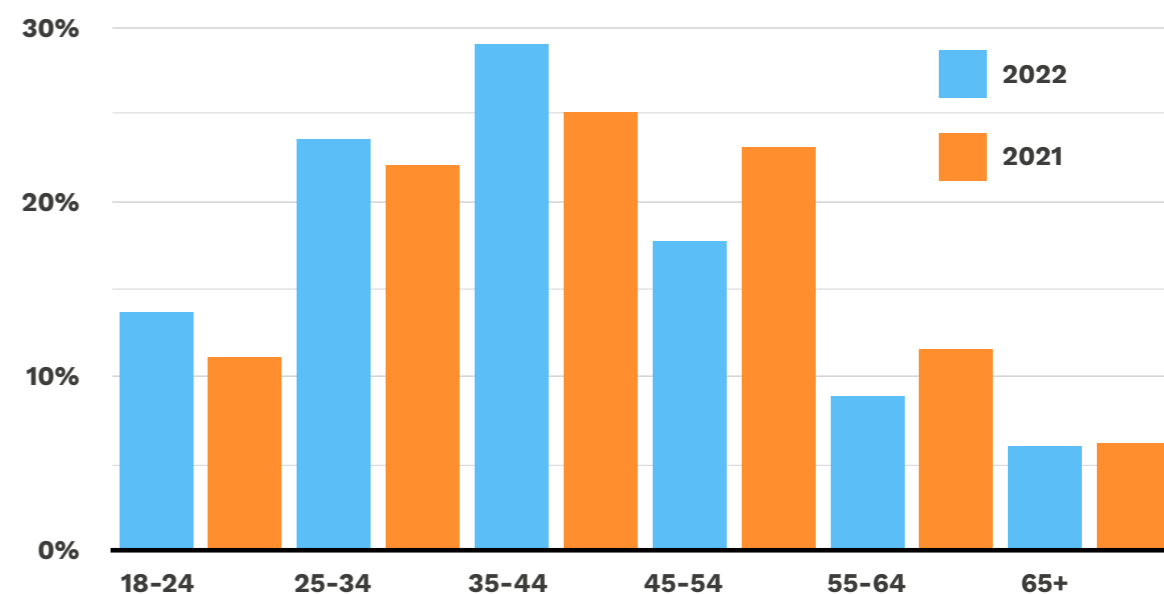


Demographics

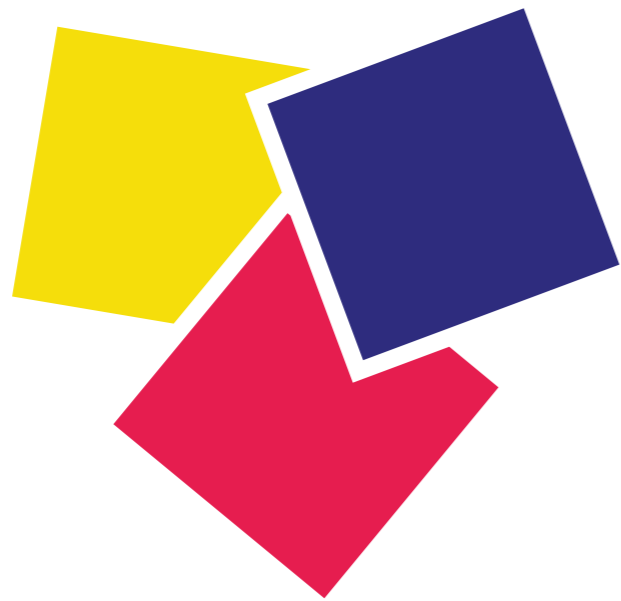
An analysis allows us to identify that the presence of a female audience is consolidating, even if the male audience is also increasing by 10% in 2022 compared to 2021.



The age group is predominantly young: 34-45 is the prevalent one, but also 24 – 35 and 45-54.



9.



**SUPPORT AIDA
ETS FOUNDATION
THROUGH ART
BONUS**

ART BONUS

SUPPORT AIDA FOUNDATION THROUGH ART BONUS

From 2021 it is possible to support Fondazione AIDA ets with Art Bonus, the most important tax credit existing in Europe to support patronage in favor of cultural heritage, the development of culture and the relaunch of tourism.

The law of 22 November 2017, n. 175 "Provisions regarding entertainment and delegations to the Government for the reorganization of the matter" - better known as the Entertainment Code, has in fact extended Art Bonus to other entities financed by the National Fund for Live Entertainment - FNSV (ex FUS) including the concert-orchestral institutions, national theaters, theaters of significant cultural interest, festivals, theater and dance production companies and centers and distribution circuits.

HOW ART BONUS WORKS

The Art Bonus allows you to obtain a tax credit, equal to 65% of the amount donated, to individuals, organizations and companies who make a free donation, supporting the projects of Fondazione AIDA ets. The tax credit, equal to 65% of the amount paid, is obtained in three equal amounts distributed over the three years following the donation with certain limits of entitlement which vary between natural and legal people (within the limits of 5 per thousand of the revenues annually in the case of individuals with business income, and within the limits of 15% of taxable income for natural people and non-commercial entities).

Since 2021, Fondazione AIDA has opened its own tab on the ministerial portal Artbonus.gov.it where the projects to be supported are presented year after year and the donations obtained are reported:

<https://artbonus.gov.it/1523-fondazione-aida.html>

Two projects were presented between 2021 and 2022. With Libri da pic nic per un allenamento smart. Recita i tuoi libri preferiti e partecipa al podcast (Picnic books for a smart workout. Recite your favorite books and participate in the podcast). €21,840.00 was raised: the project involved over 200 children aged 9 to 14 spread across some municipalities in the Mantua area who created 150 short dramatized

readings. €4,000.00 were instead donated to the Teatro Scuola project.

In 2022, Fondazione AIDA ets also created as required by law, on its institutional website, a page dedicated to Art Bonus which contains all the useful information for those who intend to donate

<https://www.fondazioneaida.it/sostienici/art-bonus/>






fondazione
AIDA ets

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 [Fondazione AIDA](https://www.spotify.com/FondazioneAIDA)