

THE “NEAR” FUTURE

LINES OF DEVELOPMENT 2022-2024

**COOPERAZIONE
INTERNAZIONALE**



Together we can make the world
a better place.

CONTENTS

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A TOOL AND NOT A MANIFESTO	3
INTRODUCTION TO THE “NEAR” FUTURE	4
COOPI: WHO WE ARE	8
COOPI WAY: DOING GOOD WELL	10
STRATEGIC GOALS	12
1 HUMANITARIAN AID	14
2 PROXIMITY: DECENTRALIZATION AND PARTNERSHIP FOR GROWTH	16
3 ENVIRONMENTAL PROTECTION, ACCESS TO ENERGY AND SUSTAINABLE DEVELOPMENT	18
4 FIGHT AGAINST POVERTY IN ITALY	20
5 SKILLS DEVELOPMENT AND PROMOTION OF PROFESSIONALISM	22
6 COMMUNICATION AND PARTICIPATION	24

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TRANSLATION: THE TREE OF LANGUAGES

COOPI can receive funds for projects, donations from firms, private individuals and legacies.

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HOW TO DONATE:

POST OFFICE current account 990200 “COOPI Cooperazione Internazionale ONG Onlus”

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A TOOL AND NOT A MANIFESTO

In 2020, as the 2015-2020 Strategic Plan "deadline" approached, we as the board of directors asked ourselves how we should look to the future and which instrument should accompany the Foundation's journey.

Based on an analysis of the contents of the previous plan, the growth in recent years in terms of impact and beneficiaries of our projects, the changes that affect our field, that of cooperation, and more generally the world in which we live that is grappling with a global pandemic.

In a broad process of discussion regarding COOPI's development lines, we have reached a profound understanding: this document must be a tool, and not a manifesto of principles.

A real working tool that serves a very specific purpose: to trigger an internal maturation on the challenges that we will have to face - and which in part we are already facing, sometimes without an organic reflection. This is also about our contribution towards the creation of an organizational culture that already has solid foundations, but which must be adequate to operate in a context of continuous and profound change, which requires a great capacity for innovation and adaptation.

A tool for the evolution of the culture of cooperation, which we hope is not just an internal matter, a far reaching opportunity to give our contribution and our example.

The Board of Directors of COOPI



INTRODUCTION TO THE “NEAR” FUTURE



PHOTO: COOPI ARCHIVE

THE COOPI FOUNDATION STARTED A PROCESS OF REFLECTION ON NEW LINES OF DEVELOPMENT AND STRATEGIC GOALS FOR THE NEAR FUTURE



“Together, we can make the world a better place” is the title that was chosen for the strategic plan that COOPI drew up for the 2015-2020 period. Over the course of 2020, with the plan’s deadline approaching, the COOPI Foundation started a process of reflection on new lines of development and strategic goals for the near future, starting from the work previously accomplished and the results achieved in the five-year period, and from the analysis of the changes currently affecting international cooperation. The reflection

was extended, due to circumstances beyond our control, to include the consequences of the Covid-19 pandemic, and how this can affect both the daily work and the longer-term planning of those who work in international cooperation.

This is a widely shared work which has seen participation from the Board of Directors and many members of the COOPI team, and which started a process of updating and comparison with other cooperation players.

INTRODUCTION TO THE “NEAR” FUTURE

The current document aims at being an agile work and knowledge tool for COOPI.

It represents the natural continuation of the previous plan. The objective is not to give an exhaustive representation of the work of COOPI, but to indicate lines of development and those strategic objectives that represent the elements on which the Foundation must focus more in the coming years, in order to continue a development path that goes beyond what is already consolidated, in terms of operations, intervention capacity and skills.

In practice, it is what COOPI must do “beyond” what normally happens in order to give effective responses to the fight against poverty, while growing in order to support an ever-increasing number of people.

This is why it is a streamlined document, which will integrate with the other documents that regulate or report on the work of the Foundation (from annual reports to policies and guidelines, to the various tools that allow us to know who we are, what we do and how we do it).

In addition to the continuity and integration of the contents of this Strategic Plan into the Foundation's daily life, it was decided to conceive a three-year time frame with the awareness that, in order to be fully effective, the indications contained herein must be subjected to timely verification to allow the necessary assessments of the various goals even on an annual basis, so as to be able to ultimately update and integrate the objectives themselves, and closely accompany the work of those who operate on behalf of COOPI.

In addition to illustrating the areas in which COOPI will concentrate its efforts, in terms of investments for development in the coming years, this document aims at accounting for what we have identified as the

“COOPI WAY”

that is to say what makes our way of operating specific, recognisable and impactful for communities.



PHOTO: COOPI ARCHIVE



PHOTO: MARCO SIMONCELLI

The concept that represents the glue of the work done here is the word **“near”**.

“Near” understood to be our neighbor when we talk about those living in conditions of fragility.

“Near” understood to be those who are closest to us and could find themselves in conditions of fragility, even if “far” from the typical first and third world logics, which for too long have limited the boundaries of cooperation.

**AND NEAR INTERPRETED
AS NEAR FUTURE.
WHAT WILL HAPPEN OR,
EVEN BETTER, IS ALREADY
HAPPENING.**

COOPI: WHO WE ARE



KIT DE EMERGENCIA
PROYECTO ECO-COMUNIDAD 2016-2020



TESORO
GOBIERNO NACIONAL

"Escalaremos y mejoramos los condiciones sanitarias básicas de la población y los grupos más vulnerables afectados por las inundaciones en Tegucigalpa y José Francisco"



COOPI - Cooperazione Internazionale is an Italian nonprofit humanitarian organization, that has been committed to the fight against **all forms of poverty for over 55 years**, supporting the populations affected by war, socio-economic crises or natural disasters towards recovery and **sustainable and long-lasting development**.

Today COOPI is a foundation that is present in **33 countries across Africa, the Middle East, Latin America and the Caribbean**, carrying out over **240 humanitarian projects** and reaching **over 6 million people**.

COOPI works using an integrated approach to fight poverty: food security and nutrition, water and sanitation, health, protection and education.

In order to provide more effective and structured answers to the needs of people in difficulty, both in **development** and **emergency** contexts, and to **actively involve beneficiaries** in decisions and activities, COOPI plans its interventions at a **multi-country regional** level and has firmly chosen the model of **organizational decentralization** which includes the reduction of the distances between planning, decision and action, and the development of **territorial partnership** relations, to further strengthen development at the local level and improve the living conditions of the beneficiary communities.

VISION

COOPI dreams of a world without poverty, able to mirror the ideals of equality and justice, sustainable development and social cohesion thanks to the coming together and cooperation between all people.

MISSION

With the engagement, motivation, determination and professionalism of its staff, COOPI aims at fighting poverty and developing the communities it works with all over the world by intervening in emergency situations, reconstruction and development in order to achieve a better balance between the North and the South of the world between developed and underdeveloped or developing areas.

VALUES

SOLIDARITY • TRANSPARENCY • NEUTRALITY • PARTICIPATION

- SUSTAINABILITY OF THE INTERVENTION • RESPONSIBILITY • TRANSFER OF KNOWLEDGE
- INNOVATION • RESPECT FOR DIVERSITY AND FIGHTING AGAINST DISCRIMINATION
- EMPOWERMENT OF HUMAN RESOURCES

WHERE WE WORK



SINCE 1965



110

MILLION
PEOPLE HELPED



2.400

PROJECTS



72

COUNTRIES



65.000

LOCAL
PROFESSIONALS

COOPI WAY: DOING GOOD WELL



PHOTO: COOPI ARCHIVE

Founded in 1965 by the volition of **Father Vincenzo Barbieri**, the term **International Cooperation** was introduced in Italy with COOPI together with a new way of understanding the secular commitment in **fighting poverty** around the world.

**RIGHT FROM THE BEGINNING
COOPI HAS BEEN A TOOL FOCUSED
ON AN OBJECTIVE, AS BROAD AS
IT IS CLEAR: DOING GOOD WELL.**



Today, with **more than 55 years of field work** both in Italy and in some of the **most vulnerable countries in the world**, COOPI is an **experienced and pragmatic** organization characterized by **widespread leadership and responsibility**.

COOPI operates in the field of international cooperation with the aim of creating a positive impact for the direct recipients of the projects and, indirectly, for the local communities, thanks to the ability to combine **proximity to recipients, readiness to intervene, building collaborative relationships** on the ground and an approach strongly based on the **transfer of skills**.

A **strong organizational supervision in the areas of intervention**, the application in the field of **AN INTEGRATED MULTI-SECTORAL APPROACH TO ACTIVITIES AND A HIGH DEGREE OF PROFESSIONALIZATION ARE THE DISTINCTIVE FEATURES OF COOPI’S WAY OF OPERATING AND COOPERATING.**

The ability to **constantly adapt to changes** in the contexts in which it operates, to **capitalize on experience**, to **enhance skills** and **to network** make it a **resilient** organization oriented towards **continuous improvement**.

Efficiency, Effectiveness and Accountability, understood to be responsible and transparent management, are key principles that characterize COOPI’s actions, through the promotion of numerous **processes and tools** designed to promote and safeguard the **identity** and the **great variety of its interlocutors**: from the populations with which COOPI works to donors, and its numerous and different external and internal stakeholders.

STRATEGIC GOALS



Food security, Protection, Water and Sanitation, Environment and Disaster Risk Reduction are the consolidated intervention sectors and since the beginning have always been at the center of COOPI's planning, above all with regards to the development projects.

Among the **priority areas of intervention** for COOPI there are, and will continue to be, **support to refugees and displaced populations, nutrition and education** even in emergency conditions: themes that especially recently have become established on the international scene, often in the form of real humanitarian crises, calling for immediate interventions and catalyzing huge efforts also on the part of operators in international cooperation.

And, albeit in a global scenario that is seeing the multiplication of emergencies, which become more frequent, more localized and more complex to decipher from the point of view of the players involved, COOPI promotes and will continue to promote the **evolution of interventions in the field from emergencies to promotional processes for a long-lasting and sustainable development**, a characteristic that has always distinguished its work and whose value is increasingly recognized even by major international donors.

MAIN SECTORS OF INTERVENTION

-  FOOD SECURITY
-  NUTRITION
-  PROTECTION
-  WATER AND HYGIENE
-  ENVIRONMENT AND DRR
-  MIGRATIONS
-  EDUCATION IN EMERGENCY



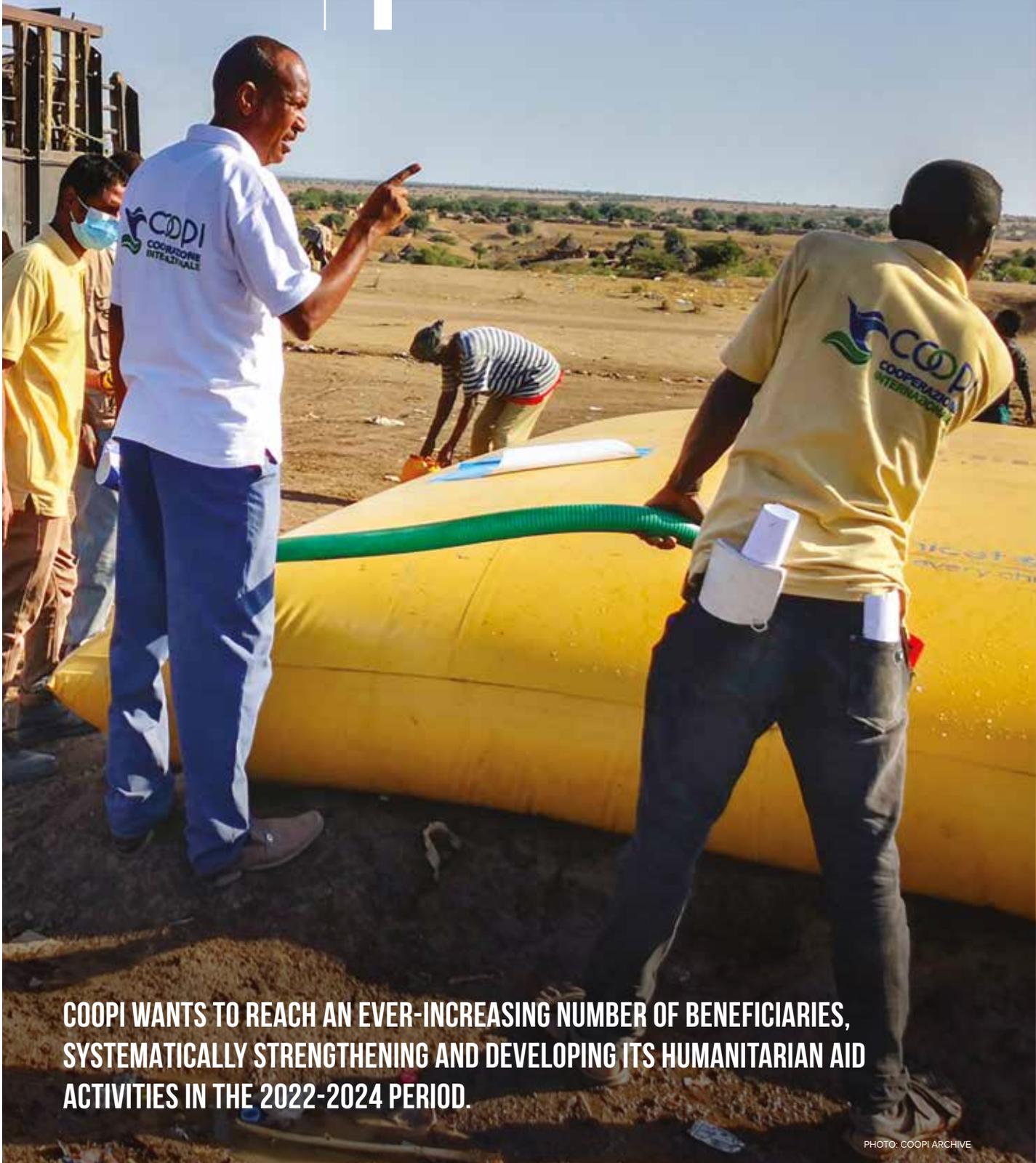
PHOTO: HARANDANE DICKO

IN ADDITION TO THAT STATED ABOVE FOR THE 2022-2024 PERIOD, COOPI HAS IDENTIFIED **6 STRATEGIC OBJECTIVES** AS FACTORS THAT WILL DETERMINE ITS DEVELOPMENT IN THE NEAR FUTURE:

- | | |
|---|---|
| <p>1 HUMANITARIAN AID
Development of operations in the field of humanitarian aid.</p> | <p>4 FIGHT AGAINST POVERTY IN ITALY
Distribution of food and social care in the community.</p> |
| <p>2 PROXIMITY: DECENTRALIZATION AND PARTNERSHIP FOR GROWTH
Systematization of organizational decentralization and development of partnerships.</p> | <p>5 SKILLS DEVELOPMENT AND PROMOTION OF PROFESSIONALISM
Empowering of the skills and professionalism of international cooperation.</p> |
| <p>3 ENVIRONMENTAL PROTECTION, ACCESS TO ENERGY AND SUSTAINABLE DEVELOPMENT
Development of environmental protection activities, promotion of access to energy and sustainable development.</p> | <p>6 COMMUNICATION AND PARTICIPATION
Strengthening of the positioning, communication and involvement of an ever wider and more varied audience of interlocutors.</p> |

STRATEGIC
GOALS

1 HUMANITARIAN AID



COOPI WANTS TO REACH AN EVER-INCREASING NUMBER OF BENEFICIARIES, SYSTEMATICALLY STRENGTHENING AND DEVELOPING ITS HUMANITARIAN AID ACTIVITIES IN THE 2022-2024 PERIOD.

PHOTO: COOPI ARCHIVE



Humanitarian aid - understood to be a form of solidarity with populations who are victims of wars or natural hazards and those forced to abandon their homeland - is one of the fronts of international cooperation that requires greater efforts, especially because of the multiplication of **natural hazards** and **conflicts** that increase the fragility and instability of many countries, not only the traditionally poorer ones, with emergency situations that often involve different nations, due to proximity or because they are the destination of migratory flows.

Projects in the field of humanitarian aid are aimed at quickly reaching **a very large number of beneficiaries** in a very short time with the goal of alleviating suffering, preserving people's dignity and saving human lives.

Humanitarian aid provides a multisectoral intervention capacity: logistics assistance, health assistance, supply of food and basic necessities, organization of refugee camps, reconstruction of buildings and infrastructures, protection interventions, with particular attention to the most fragile subjects. These are mostly **structured and far-reaching interventions**, to be implemented **promptly and in difficult situations**.

FOR COOPI, STRENGTHENING ITS INTERVENTION IN THE FIELD OF HUMANITARIAN AID MEANS INCREASINGLY STRENGTHENING

ABILITY TO UNDERSTAND CONTEXTS

to adequately plan in advance the humanitarian response in constantly evolving places and areas

ABILITY TO CREATE STRATEGIC COLLABORATIONS IN THE FIELD

within which to outline wide-ranging intervention plans that necessarily involve different subjects

PROMPTNESS in the activation phase of the intervention and incisiveness in implementation

SPECIFIC SKILLS, METHODS AND WORKING TOOLS

constantly strengthening adherence to the most internationally **accredited humanitarian** principles and standards

ADEQUATE PROFESSIONALIZATION PROCESSES

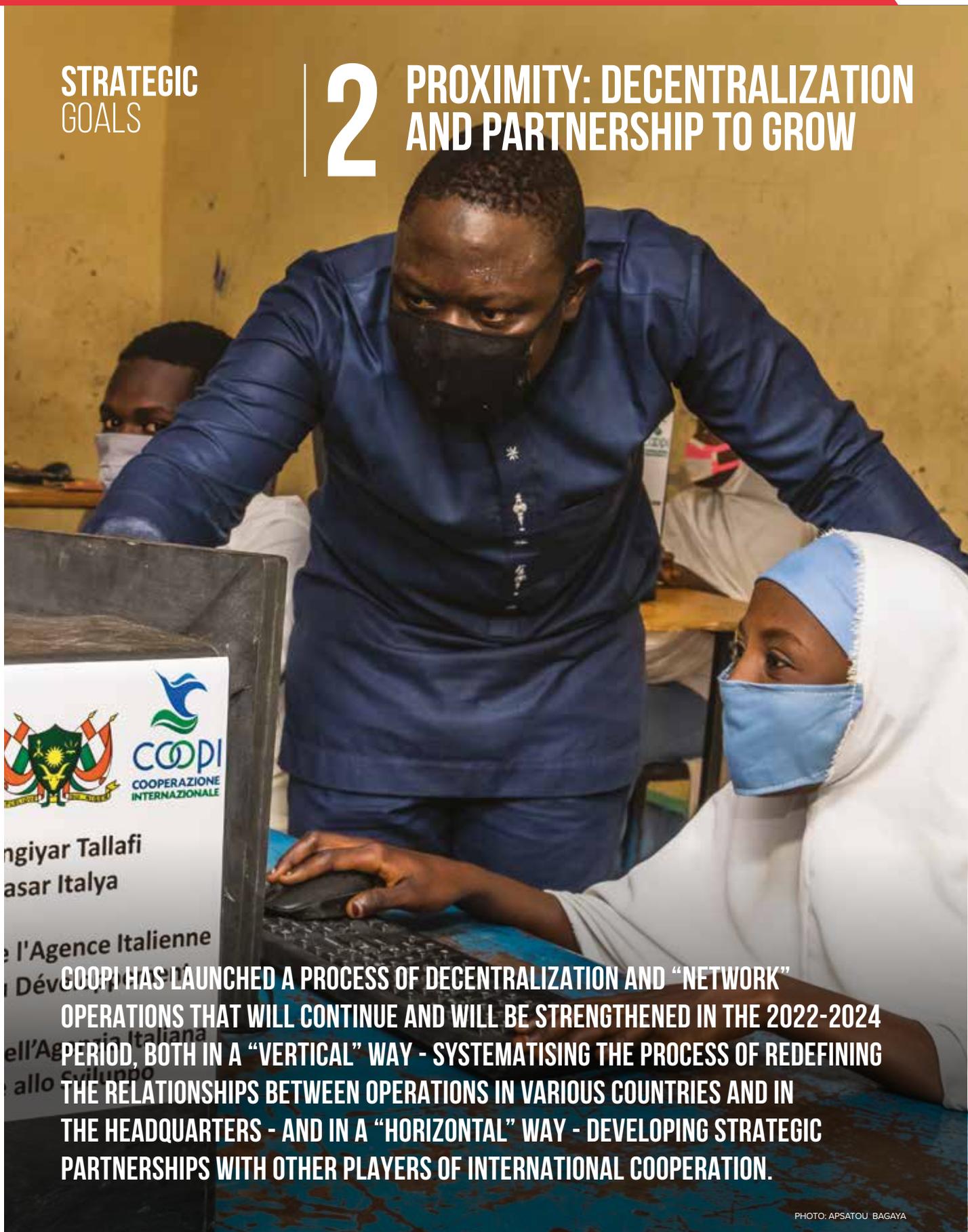
both internally and in collaboration and partnerships with other cooperation actors



PHOTO: COOPI ARCHIVE

STRATEGIC GOALS

2 PROXIMITY: DECENTRALIZATION AND PARTNERSHIP TO GROW



COOPI HAS LAUNCHED A PROCESS OF DECENTRALIZATION AND “NETWORK” OPERATIONS THAT WILL CONTINUE AND WILL BE STRENGTHENED IN THE 2022-2024 PERIOD, BOTH IN A “VERTICAL” WAY - SYSTEMATISING THE PROCESS OF REDEFINING THE RELATIONSHIPS BETWEEN OPERATIONS IN VARIOUS COUNTRIES AND IN THE HEADQUARTERS - AND IN A “HORIZONTAL” WAY - DEVELOPING STRATEGIC PARTNERSHIPS WITH OTHER PLAYERS OF INTERNATIONAL COOPERATION.

PHOTO: APSATOU BAGAYA



The need to **ensure reactivity** in response and **proactivity** in the search for solutions has led organizations to foresee a **strong proximity** to the **field of action** of the individual operating units and to recognize a **strong** degree of **autonomy**, in line with the needs of the reference areas. In recent years, **operating** in highly **complex** situations by effectively responding to the **needs** that gradually arise has required organizations to significantly change their value creation processes and organizational models.

It has been a while since COOPI started an **organizational decentralization** process that has led it to set up **5 Regional Coordinations**, one for each Region of intervention - West Africa, Central Africa, Eastern and Southern Africa, the Middle East, Latin America and the Caribbean - to which it is conceding a progressively increasing decision-making autonomy. This decentralization process is accompanied by **an evolution of the COOPI headquarters** which on the one hand increasingly plays a role of guidance, **integration, facilitation and monitoring** of **decentralized activities** and on

the other hand has a **higher function control to guarantee international donors**.

COOPI continues along the path started by on the one hand **completing, strengthening and systematizing the process of redefining the relationships between the operations in-country and in Headquarters** and on the other by activating **strategic collaborations with other humanitarian organizations**, with which to define and implement wide-ranging intervention plans.

A PATH THAT IS ALLOWING COOPI TO BECOME AN ORGANIZATION THAT IS INCREASINGLY

- **RESPONSIVE**
in the decision-making process
- Geographically **CLOSER** to the stakeholders and to the requests in the areas of operation
- **AUTHORITATIVE AND LEANER**
in the supervision of critical skills at the service of geographic areas
- **STRICT**
in the shared control and coordination tools
- **DISTINCTIVE**
in the practices and procedures adopted
- **IDENTIFIABLE**
in the reference “value” system
- **FEDERATIVE AND COOPERATIVE**
in terms of integration and consolidation



PHOTO: HARANDANE DICKO

**STRATEGIC
GOALS**

3 ENVIRONMENT PROTECTION, ACCESS TO ENERGY AND SUSTAINABLE DEVELOPMENT



FOR SEVERAL YEARS, COOPI HAS BEEN PROMOTING THE DIFFUSION OF CLEAN RENEWABLE ENERGY TECHNOLOGIES AS PART OF PROJECTS FOR THE PROTECTION OF THE ENVIRONMENT AND IN VARIOUS CONTEXTS IN WHICH IT OPERATES. IN THE 2022-2024 PERIOD COOPI INTENDS TO STRENGTHEN ITS COMMITMENT AND BUILD STRATEGIC PARTNERSHIPS IN THIS FIELD WITH THE AIM OF IMPROVING ACCESS TO BASIC SERVICES AND PROMOTING THE SUSTAINABLE ECONOMIC DEVELOPMENT OF THE COMMUNITIES WITH WHICH IT COLLABORATES.

PHOTO: COOPI ARCHIVE



Over the past few years, the idea has finally emerged that development, in order to be such, must necessarily be sustainable. The guidelines by the UN concerning the development, the adoption of the Sustainable Development Goals, the multiplication of initiatives both at international and local level, in addition to the growing perception of the fragile conditions of the planet, from an environmental but also a social point of view, have put the issue of sustainability at the center of every active development policy.

This awareness has been present in the field of cooperation for years and the donors themselves have for some time indicated sustainability as a line of action in every area of intervention.

At COOPI, this awareness does not only translate into adherence to principles, but also into focusing on those areas where the ability to effectively make a difference is greater.

Among the key areas is access to sustainable energy. For several years, COOPI has been carrying out projects that promote the diffusion of eco-sustainable renewable energy technologies both in development and emergency contexts in various countries, also in the context of environmental protection interventions.

FOR THIS REASON, ONE OF THE STRATEGIC OBJECTIVES FOR THE NEAR FUTURE

is to continue and strengthen the work done over the last few years in promoting access to energy in the communities in which COOPI operates, as a specific and effective contribution to environmental protection and to sustainable development.

Nearly one billion people live without access to electricity. Without energy, development is not possible and, if energy is not sustainable, fair and lasting development is not possible. Access to sustainable energy is therefore recognized today as a specific sector and of vital importance for the world of international cooperation.

In this area, COOPI has implemented innovative solutions in the field and it has been able to activate and coordinate a network of different players, demonstrating its ability to modulate its intervention according to needs and context, while minimizing the environmental impact.

In development contexts COOPI can promote **access to modern and sustainable forms of energy in rural and remote areas**: thanks to its many years of experience and strong direct contact with populations, COOPI can act as an **engine for change**.

In **emergency contexts**, COOPI improves access to modern forms of **energy for refugees and internally displaced people**. In these contexts COOPI works as a **link** between the world of research and field operations, as a **developer** of new protocols and practical approaches to operate in contexts of displacement and rural action, as an **implementer** of rapid and sustainable solutions, as a **promoter** of innovative solutions in the humanitarian landscape.



PHOTO: CORALIE MANERI

STRATEGIC
GOALS

4 FIGHT AGAINST
POVERTY IN ITALY



COOPI ALSO INTENDS TO STRENGTHEN AND ARTICULATE ITS ACTIVITIES TO COMBAT POVERTY IN ITALY IN THE 2022-2024 PERIOD BY OPERATING BOTH DIRECTLY AND IN A NETWORK WITH OTHER ORGANIZATIONS ACTIVE IN THE AREA.

PHOTO: PAOLO CARLINI



In 1999 Father Barbieri, the founder of COOPI, started an activity on his own initiative related to food distribution and support for people in need and vulnerable households in Milan. People "close" to the COOPI community, who lived near to the Foundation's headquarters and they could always find an open door for their needs to be met.

Over the years COOPI, in line with its nature and its way of operating, has gradually taken up the legacy of Father Barbieri and given conformity to these activities. This is a choice linked to COOPI's mission, that of combating poverty everywhere - even when poverty manifests itself in places and in ways other than those with which the organization is most often measured - and makes the community in which the Foundation itself lives more fragile, due to the emergence of new forms of poverty, of a different distribution of frailties that is no longer a simple question of latitude, of a world in which access or exclusion from development no longer concerns only those who live far away, in a geographical sense. The pandemic (following the Covid-19 health emergency) has brought out new forms of poverty and fragility and has brought more and more people into emergency conditions, unable to satisfy basic needs. New poverty of citizenship also emerges, linked to the possibility of leading a dignified existence and giving access to those forms of help that the recognition of the rights of every human being entails.

In Italy, during the three-year period 2022-2024, COOPI intends to strengthen action to support the **satisfaction of basic needs**, helping an increasing number of people, especially **those who are unable to receive other forms of aid**.

In addition, it intends to strengthen the activity of the reception point opened in Piazza Selinunte, Milan, as a real reference hub for basic needs dedicated to people in difficulty who live in the nearby areas.

The objectives also include opening COOPI's headquarters to the food distribution business, giving a tangible signal of presence, closeness and willingness to make a contribution even in the neighborhood that has always been COOPI's home, based on standards of excellence that distinguish COOPI's work all over the world.

PROJECTS TO COMBAT POVERTY IN ITALY WILL NOT BE LIMITED TO THE DISTRIBUTION OF FOOD.

COOPI is in fact developing an activity of listening to people aimed at identifying their needs and activating **support interventions, in a network with other organizations and with local institutions** to oppose the **various forms of poverty**, old and new (e.g. overcoming educational poverty, microcredit for starting small businesses, psychological assistance).



PHOTO: PAOLO CARLINI

STRATEGIC GOALS

5 SKILLS DEVELOPMENT AND PROMOTION OF PROFESSIONALISM



COOPI CONSIDERS PROFESSIONALISM TO BE A KEY ELEMENT FOR THE EFFECTIVENESS OF INTERNATIONAL COOPERATION. IN THE 2022-2024 PERIOD COOPI WILL CONTINUE TO ENHANCE THE PROFESSIONALISM OF ITS STAFF AND SYSTEMATICALLY PROMOTE THE PROFESSIONALIZATION OF THE INTERNATIONAL COOPERATION SECTOR.

PHOTO: COOPI ARCHIVE



In all its areas of intervention, COOPI employs qualified staff and experienced professionals in international cooperation.

The growing and ever-changing complexity of the contexts in which COOPI works requires that the skills of the operators and of all those who collaborate with COOPI are constantly strengthened, updated and remodeled.

To achieve this result, COOPI intends to structure its intervention to promote an ever greater professionalization of the organization along various lines:

EMPLOY PROFESSIONALS WITH HIGHLY SPECIALIZED PROFILES

Constantly

PROMOTE THE PROFESSIONAL GROWTH OF COOPI STAFF ALL OVER THE WORLD

CREATE A NETWORK OF EXPERIENCED, PRE-QUALIFIED CONSULTANTS

who can provide technical assistance of a strategic or managerial nature on specific activities

COOPI also intends to continue its multi-year commitment to increase the professionalism of the wider international cooperation sector. After having promoted professional courses for several years, aimed at training qualified humanitarian aid workers, COOPI has created the **“School of International Cooperation - Professional Training”**. Distinctive features of the school are the high quality of the teaching, the sector knowledge, the relationship system that connects the academic world with that of the operators in the field, the “finalization” of training for operational purposes and certification at a European level of the skills acquired.

Through the School, courses for Project Manager and Project Administrator are already being promoted: training courses have already been completed in 2020 from which 90% of participants left for a professional experience in the humanitarian sector.



PHOTO: COOPI ARCHIVE

STRATEGIC
GOALS

6 COMMUNICATION AND PARTICIPATION

IN THE 2022-2024 PERIOD COOPI INTENDS TO CONTINUE DEVELOPING AND ARTICULATING A COMMUNICATION CAPABLE OF MAKING KNOWN THE VALUE OF ITS COMMITMENT IN ITALY AND IN THE WORLD AND INVOLVING AN INCREASINGLY BROAD AND DIVERSE AUDIENCE.

PHOTO: ANGELO LOY



The challenge for COOPI's communication is to be able to make an effective contribution to the **growth of the organization's credibility** even with interlocutors who do not have in-depth knowledge and to spread a culture of solidarity. In order to do this, COOPI must **modulate its message** so that it can increasingly reach - and be appreciated by - **audiences who speak very different languages**.

COOPI ALREADY AND CONSTANTLY CARRIES OUT A COMMUNICATION ACTIVITY THAT GROWS AND DEVELOPS FROM YEAR TO YEAR. IN RECENT YEARS, THE CHOICE HAS BEEN MADE TO DISTINGUISH BETWEEN INSTITUTIONAL COMMUNICATION AND THAT WHICH IS FUNCTIONAL TO FUNDRAISING.



STRATEGIC GOALS

6 COMMUNICATION AND PARTICIPATION

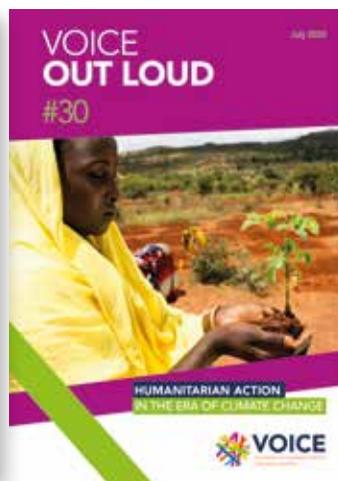
With its **institutional communication**, COOPI is aiming mainly at an audience of professionals or in any case at people who are attentive to what happens in international cooperation. From this point of view, COOPI mostly intends to strengthen its position as a competent organization with long term and extensive experience, capable of operating in a complex international scenario by intervening effectively and competently in many of the most problematic countries and the "hottest" sectors of international cooperation.

The promotion of some **high-profile public events** that allow the advancement of a **wide-ranging debate** and at the same time the **enhancement of its commitment and skills** is part of this trend. COOPI's institutional communication will also be enriched with tools that are increasingly focused on the need for **accreditation in the field** in the various regions of intervention and in Italy.

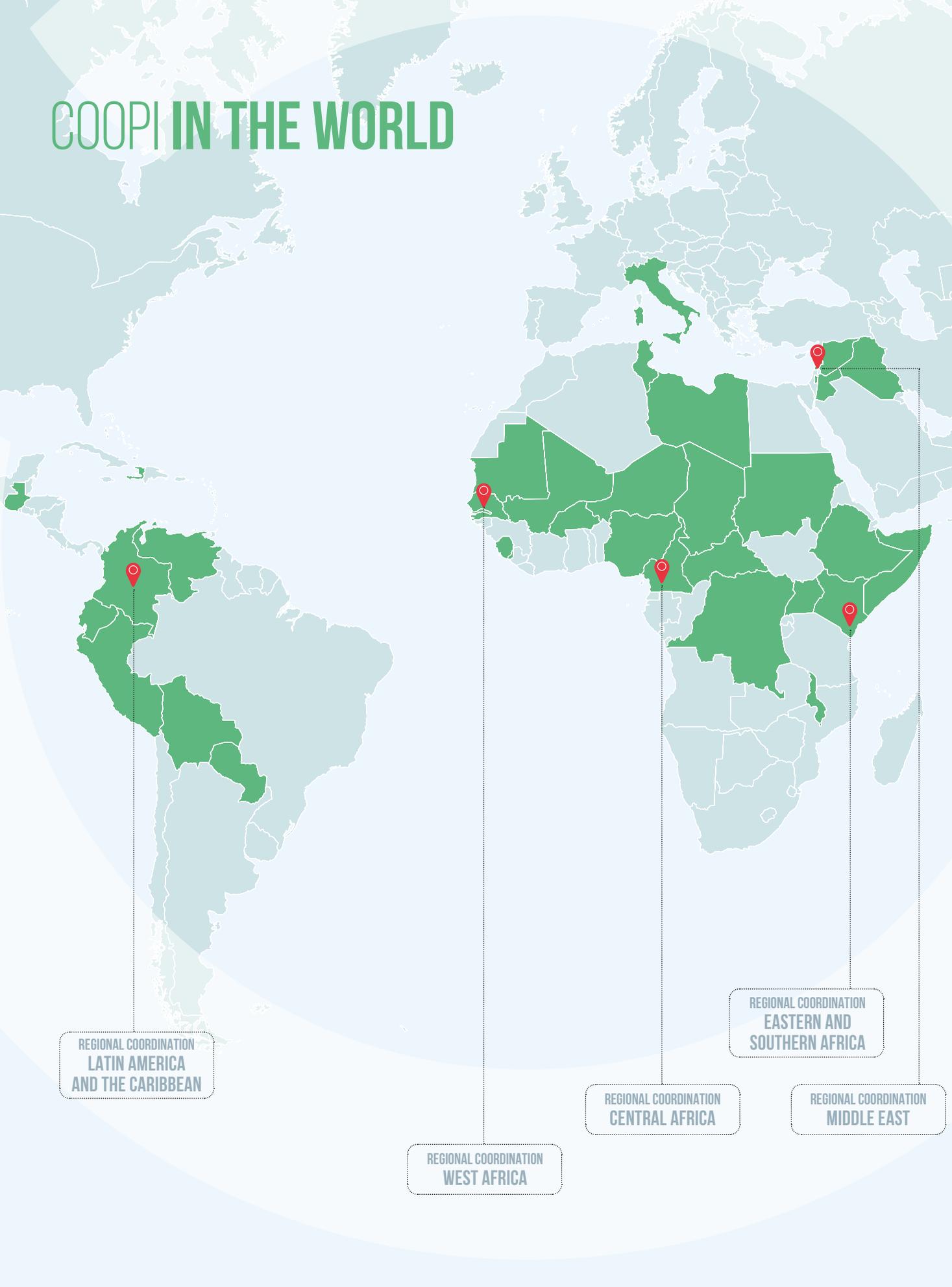
The **communication in support of fundraising** is aimed at a public mindful of social issues, but

more generalist than that which the institutional communication is aimed at. From this point of view, COOPI will continue to increasingly strengthen the audience of its supporters by developing an **engagement** activity aimed at both individuals and the **corporate world**, enhancing the possibilities of **sharing** the mission and COOPI's Way with each type of donor. COOPI will address an audience of **individuals sensitive** to the issues of international cooperation with particular attention to building **lasting relationships** with its supporters based on the awareness of contributing - each in their own way - to achieve the same goal. In order to reach this objective it will use highly focused and professional engagement and fundraising tools (such as thematic campaigns, direct dialogue and digital channels).

With the corporate world, above all else the **convergence** in contributing to **sustainable development objectives** and the possibility of building **strategic partnerships** over time will be enhanced.



COOPI IN THE WORLD



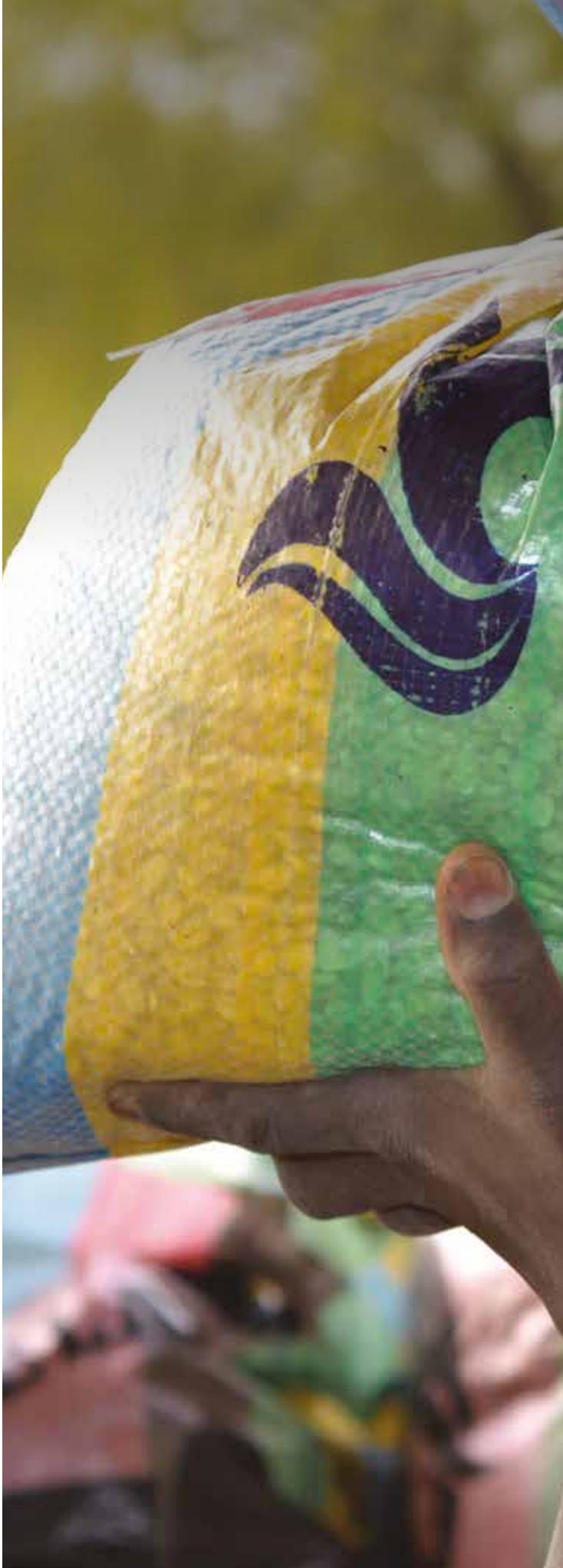
REGIONAL COORDINATION
LATIN AMERICA
AND THE CARIBBEAN

REGIONAL COORDINATION
WEST AFRICA

REGIONAL COORDINATION
CENTRAL AFRICA

REGIONAL COORDINATION
EASTERN AND
SOUTHERN AFRICA

REGIONAL COORDINATION
MIDDLE EAST



Together we can make the world
a better place.

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