

THOSE WHO ACTUATE
ARE DOING THINGS.

Libretto

| **attua** —

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FONDAZIONE
DI PARTECIPAZIONE
ATTIVA

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Preface

Changes which heighten growth, sustainable development and collective well-being, sustainability and economic expansion, can only be the result of a group effort: a composition of many voices, a choral, polyphonic creation animated by a range of people, instruments and attitudes. ATTUA is a foundation characterised by active participation, with expertise in the art of doing things, concrete action which restores meaning to development in those social issues concerned with good living and local, national and international well-being. ATTUA brings to the fore a proactive approach on the part of popular shareholders, as it were, citizens who are neither a muted audience nor a passive public, but aspire to be the main operators in that planning



which oversees increased development.

ATTUA is a favoured setting for the democratic energies which enliven the country: it promotes encounter and dialogue between different elements engaging in progress, it arranges the activities and resources necessary to provide an accomplished form to shared projects and assures them a positive outcome. Today, it is not the same old script occupying the stage: here the ideas of citizens, enterprises and communities are not limited to good intentions and catchy suggestions: they become real interventions.

Because those who ACTUATE are *doing* things.

A new way to listen.

ATTUA is a sounding board for the determination we need to plan for tomorrow, that we see in those engaged in building - day by day, using their own ideas, expressing their own civil commitment - a collective future for all. A collaborative spirit, the sharing of ideas and a convergence of intentions, is the premise for concrete action and sistematization. The ATTUA Foundation interprets the active role and

the participatory spirit of a proactive citizenship, a democratic corpus proudly committed to resolving critical issues and inequalities. ATTUA intercepts and gathers the issues and emerging needs on a local, national and international basis. The issues of citizens take over the public context of discussion and bring to light that civil activism which sustains the realisation of concrete, tangible intervention, in the names of all those who intend contributing to progress in social, economic, cultural, and environmental issues.

A new way of doing things.

Often it is the lack of correct planning in the timing and phasing of realisation, the incapacity to interlock the right bureaucratic stages, converse organically with institutional referents, which ends up swelling the portfolio of quaint but never-realised projects. What happens is that useful, forward-looking initiatives remain dead letter, not so much because of the absence of interest and available resources but because they lack technical, formal and relational inventiveness. ATTUA disseminates

knowledge and skills, it coordinates otherwise fragmented organisational resources, it promotes a broadened access to instruments and that chance to intervene already envisaged in local, national and European policies.

It is a meeting point for the transmission and enhancement of the best development practices: monitoring of successful case-studies, comparisons of good practices, analyses and dissemination of modalities and forms of innovative intervention. ATTUA is a reference point, diversified and interdisciplinary, at the service of citizens, entrepreneurs, nonprofit organisations, local and national authorities, providing strategic evaluation consultation and feasibility studies, resource and contribution availability, tenders and competitions. The vision and field of action of the foundation are glocal in nature, a process of development whose departure point is the *Mezzogiorno*, and which embraces Italy, and then extends itself, stretching from the Mediterranean basin to the whole of Europe.

ACT I

Agorà. The online platform.

Scene

This is the domain occupied by global interactivity and accessibility, a multimedia web space offering dissemination, sharing and promotion of projects and initiatives. A chosen online address which provides due visibility to a desire for change and an idea of development which mobilises citizens, enterprises, organisations and administrations.

Objectives

AGORA, ATTUA's online platform, is an agile, direct gateway to the the transmission, reception and online sharing of proposals and projects: popular petitions, deveòlopment plans involving logistics,

the environment and energy: draft laws, legislative proposals; technological innovation and integration; activities in support of social well-being and development.

Progress: actions and development

The AGORA portal collects and publishes proposals and projects, optimises their consultation and dissemination, evaluates their level of feasibility and signals possible opportunities for internal and external financing at the foundation. The result is an open and updated database in real time of those projects for development which constellate entire territories: networks of ideas which aggregate and connect civil society, elements of change, potential partners and financiers. AGORA exists to expand the networks, making them patterns of opportunity. It does not wish to indoctrinate by administering materials, but offers itself as a hub of skills which enliven the community of participants, supply tools for action, share projects, convey petitions and proposals, animate meetings and discussions on those themes of greatest relevance to our society.

ACT II

The annual meeting.

Scene

The action takes place in those locations which host the yearly event, uniting all those participating in ATTUA, and here they listen to, suggest and share, ideas, plans and projects.

Objectives

Meetings aimed at constructive listening and dialogue in which the following year's proposals and initiatives are discussed - fields of action concerning the projects, financing sources. It is in this same context that the annual assembly of the foundation is held and the annual budget approved.

Progress: actions and development

Preparatory stage: meetings with experts and specialists about themes of greatest interest to the participants: speeches and round tables, working tables and workshops. Experiences recounted by international experts and those responsible for plans and projects realised in the sphere of topics of interest, are the occasion for assimilating know-how and scientific technical skills, and also contribute to hypothesising the “reproduction” of cases tested out elsewhere with success.

Proactive phase: participants present projects and ideas to be carried out; later they will be subject to an initial feasibility verification, which will then be approved by the foundation’s Board of Directors.

ACT III

The Generation of Value.

Scene

In today's knowledge society, where training and education are the main instruments of growth, generating clear opportunities for social redemption on the part of young people and the disadvantaged.

Objectives

Promoting quality in human resources and skills as the first step towards inclusive growth and the stimulation of employment in the name of meritocracy, know-how and competitiveness. Educating the citizens of today and tomorrow in civil awareness and cohabitation, investing in the dissemination of democratic principles among the new generation.

Progress: actions and development

Projects for an education for citizenship, the environment, health and nutrition, addressed to schools of every order and degree.

Financial educational campaigns addressed to the young, families, old people and immigrants.

Dissemination of the information and knowledge needed by those observing – closely - those economic choices which concern the daily life of citizens.

Itineraries of digital culture addressed to all sections of the population, artisans and small businesses, so as to disseminate practical knowledge about IT and the opportunity of getting to know computers better.

Training for adequate environmental sustainability, in behaviour and in daily choices, and dissemination of the culture of courage and change for protagonists of the future.

Make an entrance.

Participate actively and at first hand in change: take part, in an open and honest manner, responsibly, in the realisation of concrete intervention, wherever you are personally, but also in the whole country, intervene in choices of governance and formulate your proposals for sustainable and inclusive development. Support ATTUA. Become a founding member. And change things.

info@fondazioneattua.org

www.fondazioneattua.org

The tuning fork is that little instrument used to tune musical instruments: a steel fork which, when knocked against something, produces a very pure sound (usually the note A). ATTUA tunes itself to all those voices which express civil ethics and the civil sense of the country: it harmonises relations, records dialogues and coordinates rhythms and phases in the realisation of the project.

ATTUA amplifies harmonic motion in a choral and polyphonic development, so as to materially affect the social, economic and cultural reality we live in.

And start the ball rolling.

