

COMMUNICATION ON ENGAGEMENT (COE)

Junior Chamber International Italy



Period covered by this Communication on Engagement

From: October 2016

To: October 2018

Part I. Statement of Continued Support by the Chief Executive or Equivalent

Please use the box below to include the statement of continued support signed by your organization's Chief Executive or equivalent.

26 October 2016

To our stakeholders:

I am pleased to confirm that Junior Chamber International Italy reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Roberto Felli
JCI Italy National President

A handwritten signature in dark ink, appearing to read 'Roberto Felli', is written over a faint, light-colored rectangular stamp or watermark.

Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. *Please refer to the complete list of suggested activities for your type of organization found [here](#).*

JCI Italy incorporate and promote the UN Global Compact principles in order to create an impact concerning the role of Global Compact SDG's.

After our Workshop held in Cascina Triulza (the first Civil Society Pavilion beyond Expo) in order to show the role of UN SDGs in the building of the peace in the world, according the Principles about Human Rights, Environment and Anti-Corruption (principles 1-2-7-8-9-10). We focused on three SDGs: #2 Zero Hunger, #5 Gender Equality e #12 Climate Action, JCI Italy have focused its activity on the SDG #5.

From the work table about the "Gender Equality" borned the idea about the National Contest "Give Me Five", with the aim to create a public service announcements to raise awareness among young people on the issue of discrimination against women in many areas with consequences such as gender violence and fewer opportunities in the professional, social and political spheres.

The National Contest started in 2017 asking to the Local Organizations to participate in the project by contacting parnters and schools in their local area.

So the Local Chapter in Varese organized a local contest, called "STEM Like a Lady" based on studies and professional contents about Gender Equality. The local contest was based on the existing Gender Employment Gap that in Italy is about 19% and only 5% of girls in Italy choose engineering studies against 18% of males. The organization was made in cooperation with local partners, like Group of Young Entrepreneurs Alto Milanese, Rancilio Group, BCC Bank, Class Editori, that are stakeholders of our society, and many local schools. Thanks to these cooperations more than 300 students participated to this challenge and more than 80.000 people have been reached by this message through sharing on social media and mass media channels.

After the local contest, where the winning team of the Torno Ecomony school received awards and visibility, the students created a second video for the National Contest. The new video really liked the National Jury so much that it won the "Give Me Five" contest during the recent national event, for simplicity, clarity and effectiveness of communication, creating a message of impact on the theme of Gender Equality.

The winning team receive also the opportunity to present their project during the International PR & Media Academy 2018 to be held in the end of September in Varese.

In addition, following the inspiration of SDG #9 "Industry, innovation and infrastructure", JCI Italy supported local authorities and organization in the reconstruction process in center Italy after the 2016 earthquake. Within the framework of JCI Operation Hope, JCI Italy provided funds in order to support the construction of "Monti della Laga" shopping center: an opportunity for 15 local commercial activity to restart their business after the massive earthquake which destroyed Amatrice, Accumoli and Norcia. The funds managed support the cost of the public lights within the framework of the project supported by Regione Lazio, Confcommercio Lazio, and local authorities.

All our local organizations work, create projects and action according to Global Compact Principles and UN SDGs in order to create impactful activities that create positive changes in the local and global community.

Part III. Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

SDG #5: Fifty projects in the competition and more than 300 participants of 8 high schools in the local area who have challenged themselves with a video to find a new way sensibilize about Gender Equality in the professional and innovative business sectors. The winner class was selected during a public event on 2nd December 2017.

The winner video had the opportunity to compete, versus other schools from other Local Organizations, for the National Contest "Give Me Five". The objective of the National contest was to create another different video, about SDGs #5 Gender Equality that could be a public service announcements.

During the last National Event in May, the National Committee, select our local video as winner of the contest, giving, to the winning team, the opportunity to present their project during the International PR & Media Academy 2018 to be held in the end of September in Varese.

This is the link about the winner video: <https://youtu.be/XCOgIIITvmJI>

Another big result is that, from the social media promotions, more than 80.000 people viewed the video and the read the news about the local contest, creating a very big impact on the local community. In the following weeks, after the National Event, also the winning video about the National Contest "Give Me

SDG #9: realization of "Monti della Laga" shopping center in Accumoli.

The follow schema is how our organization (both local, national and international) creates projects and activities.



Additional Information

Pictures from the opening ceremony of “Monti della Laga”



