

Category of Good Practice: Communication (e.g. IT & Innovation, Entrepreneurship, Advocacy, etc.)



Good Practice's title

"Riparti da te" Information Campaign to the women

Main objective

Information Campaign aimed at women who want to create their own business idea through micro-credit,

Key words:

Outreach
Beneficiaries
Communication
Women
Web
Television

Type of organization: Public body

Country: Italy

Website: www.microcreditodonna.it; www.microcreditoitalia.org

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Institutional profile

Ente Nazionale Microcredito (National Microcredit Agency) is a corporate Italian body, governed by public law, whose object is to pursue poverty eradication and combat social exclusion in Italy and internationally, active in developing countries and transition economies.

The National Microcredit Agency is vested with the functions of a national coordination body, tasked with promoting, steering, facilitating, appraising and monitoring microfinance instruments and facilities promoted by the European Union, and the microfinance operations implemented using European Union funding.

Ente Nazionale Microcredit carries out training, technical assistance, research, data collection and analysis and legislative promotional work, while promoting and disseminating the culture of microfinance.

Good Practice

Introduction

The campaign aired in the timeslots reserved for the Presidency of Italian Council on RAI (Italian broadcaster), in collaboration with the Ministry of Labour. This campaign relied on a very important concept, born in the '70's but then neglected: the idea that each woman can start a business by herself, employing her own competences and skills.

Target group and accessibility

The target group is women and other organisations (non profit, private and public institutions) that intend to increase the availability of microcredit for women enterprises.

The campaign aired on public television, accessible to all; the video aired on the website www.microcreditodonna.it and was taken from other websites.

Innovativeness

The broadcast was a useful tool for microcredit organizations that do not have financial resources to implement highly visible communication campaigns; a single campaign covered the entire national landscape.

Relevance given the context

The MFIs in Italy do not have large financial resources for promotion. Additionally, a print campaign would not have had the same effect. The use of the public broadcaster has given the charisma of a serious operation. Requests for information were shifted to organizations that work with women and are engaged in microcredit, bringing benefits not only to the direct target of the campaign, but also to the MFI.

Adaptability to other contexts

YES

Outcomes

Great interest was aroused by the campaign; requests for information on microcredit amounted to 12,000, which were answered on the website www.microcreditodonna.it. Many women have turned directly to the Italian MFI to access microcredit. They also received numerous requests to join the network, and consequently, for faster and more informal communication, a Facebook page was established.

Sustainability

Difficult to sustain by the single MFI, has been made possible by the use of public funds.

In practice:

The campaign aired on 3 RAI channels from the 8th to the 17th of October 2013 with about 10 airings per day

The campaign spread across the web with viral diffusion.