

FONDAZIONE MONNALISA ETS

Newsletter
Issue No. 21
April- May 2025



WE TELL ABOUT OURSELF

On 9 and 10 April, as every year, at the Master in Digital and Sustainable Marketing, organized in Turin by the University of Economics, we told the 24 enrolled students what are the new metrics to measure impact in social projects.

The only reality of the Third Sector invited in the Master's classroom, there was great interest from students who were also able to practice on 6 proposed Good Practices, reporting good final grades.

WE PAINT

The exhibition of paintings created by our Children with disabilities, who attend the Charity of Arezzo, was held in Arezzo on **23 April**.

There were 13, those who every Monday afternoon, have been able to attend the course of drawing and painting, organized by the Foundation Monnalisa e Karaokabili, thanks to the teacher painter Raffaello Lucci, which with determination and creativity has allowed the acquisition of artistic pictorial skills of children, from simple graphics to the production of small paintings.



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CHILDREN'S RIGHTS

There were 64 children from the 3 classes of the Scuola Sante Tani in Arezzo who, on **May 14** staged the representation of the **6 rights**: home, health, education, family, play, happiness.

Final Event of the Project: an Educational Community in Arezzo, was realized thanks to the enhancement of the accessories donated by Monnalisa to the Foundation, which has valued them and made children from 12 different ethnic groups wear them.

IN UMBRIA, WE PARTICIPATE

On **24 May**, invited in the beautiful setting of a Resort at the gates of Perugia, our Charity located in the dreamy heart of the historic center of Umbria, was able to participate in a parade organized for the next election of Miss Italy.

DIGITIZING



On **30 May**, we sent the application to the Digital Republic Fund which, in collaboration with Google, provides important resources for the digital literacy of vulnerable users. The **MOMAI** (Fashion Marketing Artificial Intelligence) project sees the lead Foundation together with the University of Siena and the European agency Skill up, to activate 3 educational paths for children with disabilities, who will be able to use the new learning tools based on AI, in blended mode.

