

#TURNINGPOINT #LOOKINGAHEAD

HIGHLIGHTS
ANNUAL REPORT 2020



A PIONEER IN DEFENDING THE RIGHTS OF CHILDREN AND ADOLESCENTS

LISTENING / INTERVENTION / STUDY / PREVENTION



HELPLINES AND HOTLINES

19696

114 Childhood Emergency
116000 Missing Children
Three answers to three needs



CHAT AND WHATSAPP

19696 chats, 114 phone lines,
and 114 Whatsapp instant messaging
are three channels for seeking
immediate assistance



APPS

the 19696, 114, and 116000 services
are also accessible through geolocated
apps to always be close when a child
needs help



SOCIAL MEDIA

Telefono Azzurro engages with kids
through Facebook, Twitter, YouTube,
Instagram, and TikTok



VOLUNTEERS

involved in listening services, schools
and prisons projects, and awareness
and fundraising campaigns



TERRITORIAL CENTRES

operational offices and bases for
volunteers located throughout Italy



RESEARCH AND DEVELOPMENT

The Study Centre and
multi-stakeholder projects
at national and international levels



in the world

Telefono Azzurro is a member
of all the leading international
networks dedicated to
protecting children and
promoting children's and
adolescents' rights.



in Italy

Telefono Azzurro has always
operated in all of Italy



There is a new section of the website dedicated to the
Coronavirus: <https://azzurro.it/coronavirus>, which includes all the
dedicated services made available during the emergency period

TELEFONO AZZURRO IN 2020

Helpline **19696**: since its inception in 1987 until 2020, managed **80,977 cases**

Hotline **114 Childhood Emergency**: since its inception in 2003 until 2020 managed **25,920 cases**

Hotline **116000 missing children**: since its inception in 2009 until 2020 managed **1,377 cases**

Activities in numbers

Digital citizenship, mental health, and pandemics are the key themes of our action in 2020: with institutions, at schools, and in international networks.

In 2020 too, our Listening 19696, 114 Childhood Emergency, and 116000 Missing Children services have always remained **active 24 hours a day, every day**, ready to provide support to children, adolescents, families, and teachers.



19696 FREE HELPLINE FOR CHILDREN AND ADOLESCENTS: 3,610 CASES MANAGED (+40,6% COMPARED TO 2019)
line 19696: 47% of cases managed (+12% compared to 2019)
chat 19696: 49% of cases managed (+70% compared to 2019)
e-mail and web: 4% of cases managed

Average of more than 300 cases managed per month, about 10 per day, in 2020



114 Childhood Emergency: 1,829 cases managed (+6,5% compared to 2019)

Average of more than 150 cases managed per month, about 5 per day, in 2020

Click and report: 1,905 reports of child pornography content



116000 Missing Children: 87 reports of missing minors

Legal guidance legale: 37 requests managed



Information via web and social media

www.azzurro.it: online the new website

188,458 users - 461,914 page views

Facebook: 94,413 followers - 2,532,368 post views

Twitter: 7,170 followers - 242,000 tweet views

Linkedin: 6,149 followers - 74.159 post views

Instagram: 3,083 followers

TikTok: launched the channel in November, 5,647 views

Ads and social media campaigns, with influencers too



School-Education project: over 23,000 people reached

Teachers of Italy: 4,528 views

Digital Citizenship: 7,825 teachers and 237,876 students indirectly

Live Internet at its Best: 10,255 teachers and 584.787 students indirectly

Safer Internet Center: 5,372 teachers, 1,568 students e 406 parents

Dedicated training activities with teachers: over 1.200 teachers engaged

Azzurro Academy: the new online platform dedicated to e-learning



Children and Prison project

20 towns, 22 playrooms, 2 ICAM, 1 Nursery, 13 Green Areas

THE SOCIAL REPORT



Value for stakeholders

The 2020 Annual Report is inspired by the new Italian regulations relating to Third Sector Entities to strengthen the responsible reporting process, to give stakeholders tools to assess the impact and value created for children, adolescents, and the community by the action of Telefono Azzurro.

Our impact

Since 1987, we have been listening to children and adolescents who live in situations of abuse and hardship.

We were the first to voice the requests for help from minors through the telephone.

Since then, we have been at the side of children and adolescents via telephone, online, in chat, at school, and on the ground. We do not limit ourselves to listening and intervention.

We work to create and disseminate an authentic culture of children's rights.

By conducting studies, conducting research, and working with institutions and organizations in Italy and around the world, as well as companies, in an innovative manner and in response to the changes affecting society and affecting children and adolescents.

We are active promoters of the defense of children's rights, and we intervene where these rights are threatened. On-line and off-line.

We feel responsible for being the first and most authoritative point of reference for children and adolescents in difficulty.

As a result of this responsibility, we are required to open ourselves up to confrontation and collaboration with all those in various capacities - families, school staff, services, law enforcement, institutions, and the world of associations - who contribute to creating a culture of rights that protects children and adolescents.

Our goal is to react promptly to the social changes that impact the lives of the minors and promote, through all places of relationship and social interaction - school, family, areas of aggregation, web and social channels - the well-being of children and adolescents.

Since 2005, Telefono Azzurro has published its Social Report as a tool for managing and representing the social value produced, aimed at all stakeholders. This path continues with consistency with this document, which integrates the provisions for the reporting of Third Sector Entities.

SOME ACTIVITIES AND PROJECTS IN 2020

Listening and Emergency

19696

In order to provide support and assistance, within a space of listening and psycho-pedagogical advice, for children, adolescents, and adults for all those situations that may harm the psycho-physical development of children and young people, as well as the enhancement of the Networks of Services in effect at the territorial level.

114 Emergenza Infanzia

The 114 Childhood Emergency, managed by Telefono Azzurro since 2003, is a multi-channel emergency service of public utility of the Department of Equal Opportunities, after which it was transferred to the Department for Family Policies, Presidency of the Council of Ministers.

116000 bambini scomparsi

Since 2009, 116000 has been active in Italy, the Universal Number for Missing Minors, an emergency number that belongs to the Ministry of the Interior, which with a Memorandum of Understanding has assigned exclusive rights to Telefono Azzurro.



19696 Listening and 114 Emergency. Certified quality.

The activities related to telephone answering services, Listening Line 19696, are certified according to **UNI EN ISO standards 9001:2015**, while the 114 Childhood Emergency service is **ISO 18195 certified**.



La nuova piattaforma E-learning di Telefono Azzurro nel campo dell'educazione e della formazione:
<https://academy.azzurro.it/>

Education and prevention in Schools

In its capacity as an institution accredited by the MIUR (the Italian Ministry for Education, University and Research), Telefono Azzurro provides, through periodic interventions in schools throughout Italy, training and prevention activities on various topics such as bullying, abuse, safe internet use, multiculturalism, and children's rights. As an institution accredited by the MIUR (the Italian Ministry for Education, University and Research), Telefono Azzurro proposes, through periodic interventions in schools throughout Italy, training and prevention activities on various issues, such as bullying, abuse, safe use of the internet, multiculturalism, and children's rights. A large portion of the intense training and support for teachers and children during this pandemic has been devoted to digital issues. As an accredited Training Institution, Telefono Azzurro is responsible for the MIUR Training Programs at the schools for teachers and students at all levels.

SOME ACTIVITIES AND PROJECTS IN 2020

Children in Prison

Since 1993, Telefono Azzurro has promoted and implemented, without public funds, its “Children and Prison” project, designed to protect children with one or both parents incarcerated, as stated in article 9 of the Convention on the Rights of the Child (UN, 1989). This project is being conducted in collaboration with the Ministry of Justice and the Department of Penitentiary Administration. The project is coordinated at the national level, and it is operated by volunteers, appropriately trained and updated, in close and continuous collaboration with all prison authorities. There are two operational support functions: “Nursery/ICAM,” for children (0-6 years) living in Penitentiary Institutes and Attenuated Custody Institutions for Detained Mothers (ICAM); and “Playroom,” designed to create a serene and welcoming atmosphere for minors who visit their parents or detained relatives at the Penitentiary Institute.



Studies and Research

The Study Center di Telefono Azzurro is a privileged observatory for monitoring phenomena related to the rights and problems of childhood and adolescence. Data, evidence, and monitoring are the primary building blocks for prevention and intervention programs, as well as a constant dialogue with the networks and realities of the sector, also internationally. These activities include:

- continuous alignment with **new digital technologies, tools and channels** used by children and adolescents
- **quantitative and qualitative reports** on the activity of the listening and emergency lines
- creation of monothematic **dossiers** on specific subjects
- technical **documentation** for Ministries, other institutions, and bodies.
- **research and publications** related to minors
- organizing **conventions and conferences** on critical issues affecting children and adolescents.

With companies, organizations, and institutions

In 2020, Telefono Azzurro strengthened its relationship with:

- the **Institutions** on proposals for laws and action plans related to online safety, bullying and cyberbullying, as well as wider policies for online intervention in defense of children’s rights;
- the **business** world, focusing its attention on what has made new technologies its core business, as possible leverage instruments and alternatives to public funding and private donations to implement its projects.
- the **associational** world, to improve and expand the network of relationships to make a better-integrated culture in the defense of minors.



Sharing and International Projects

Among Telefono Azzurro’s activities is its participation in international conferences, in important projects with other associations, institutions, and services to prevent and intervene in abusive situations of childhood and adolescence and to promote the rights of children and young people in the context of today’s quickly changing technologies. Many of the phenomena occurring online are, in fact, of global significance. The exchange of best practices in Europe fosters their implementation on a national level. Establishing operational networks should facilitate, at the same time, the provision of valuable and high-quality services to children and promote a culture of children more attentive to their rights, aimed not only at preventing situations of hardship but above all at promoting their general well-being. Thus, the activities carried out by Telefono Azzurro within the field of the European projects are complemented by the participation of the Association within the most important international networks in the area of child protection.

ECONOMIC-FINANCIAL RESOURCES

THE 2020 BUDGET

BALANCE SHEET ASSETS	2020	2019
Credits vs members	4450	4750
Trademarks and patents	5683	4692
Software	1064	0
Multiannual charges to be amortised	48203	61976
Total intangible fixed assets	54950	66668
Equipment and facilities		
Office machines	18942	22952
Furniture and furnishings	0	0
Vehicles	0	0
Real estate		
Total tangible fixed assets	18942	22952
Participations Telefono Azzurro srl	0	0
Shareholdings in different companies	5262	9190
Total financial fixed assets	5262	9190
TOTAL FIXED ASSETS	79154	98810
CIRCULATING ASSETS		
Properties for sale	208647	208647
Inventories		
goods warehouse	56649	46148
Total inventories	56649	46148
CREDITS		
Tax receivables	7962	468
Security deposits	10585	8185
Miscellaneous credits	5441	4886
Credits vs. financing bodies	292645	142916
Contributions and donations to receive	46673	46891
Total credits	363306	203346
Financial fixed assets		
Bper arca	209997	209997
BPER securities deposits	4898943	4736551
UBI BANCA securities deposits	667205	667682
Financial non-fixed assets	5776145	5614230
LIQUID AVAILABILITY		
Bank and postal deposits	2470022	2727449
Money and cash values	48345	53900
Total cash and cash equivalents	2518367	2781349
ACCRUALS AND REBATES		
Active rebates and Credit Notes to receive	52497	38578
Accruals	305	265
Total accruals and deferred income	52802	38843
TOTAL CIRCULATING ASSETS	8975916	8892563
Total Assets	9059520	8996123
LIABILITIES BALANCE SHEET AND SHAREHOLDERS' EQUITY	2020	2019
EQUITY		
Endowment Fund	516457	516457
Funds	3087996	2127057
Reserves	4457606	4457606
Operating surplus/deficit	226459	960939
Total equity	8288518	8062059
FUND FOR RISKS AND CHARGES		
Fund for risk contributions to be received	0	0
Fondo rischi cont. Legal	63738	122340
Liquidation Fund Telefono Azzurro srl	0	0
Total funds for risks and charges	63738	122340
Subordinate termination of relationship treatment	148108	175227
DEBTS		
Debts vs suppliers	404211	429527
Tax debts	10428	26290
Debts vs social security institutions	18680	23850
Debts to staff	25233	60362
Miscellaneous debts	29422	14537
Total debts	487974	554566
ACCRUALS AND DEFERRED INCOME		
Accruals Deferred Liabilities	71182	81931
Totale ratei e risconti passivi	71182	81931
Total Liabilities	9059520	8996123

Due to the impact of the Covid pandemic, balance sheet data for 2020 show a significant deviation from the previous year.

Although revenues decreased significantly, the percentage share of the budget allocated to listening and intervention activities increased.

MANAGEMENT REPORT Reclassified by projects/activities	2020	2019
INCOME		
Contributions and donations from private individuals	492408	508231
Contributions and donations from companies	110483	126147
Contributions and donations from associations/banks/foundations	3428	100689
Contributions and donations from institutions	750	8264
Inheritance	10379	190403
Contributions, agreements and donations for project financing	429013	649574
Proceeds from national initiatives	1064	721691
Contributions 5 per thousand	665720	379307
Membership fees	1050	1150
Insurance and other income	83977	210654
Active rentals	4460	4460
Change in final inventories		
114 Project income	253048	800583
TOTAL INCOME	2055780	3701153
OPERATING CHARGES		
A) CHARGES FOR LISTENING AND INTERVENTION ACTIVITIES		
1. Listening and emergency lines		
Free listening line for adult minors	-252574	-205189
Line 116000 missing children	-28364	-49036
Line 114	-315663	-524039
2. Volunteering and territorial activities		
Structural and staff costs in support of volunteering	-86486	-244235
Education Project	-69474	-95500
Children and Prison Project	-65741	-98496
Awareness raising and training	-3983	-37873
3. Research and development		
Research and training studies	-38195	-71849
Security online	-229716	-262696
Bullying	-28938	-24918
B) AWARENESS-RAISING AND DEVELOPMENT ACTIVITIES		
Communication and information campaigns	-262973	-229798
Fundraising	-203340	-255720
National initiatives	-37067	-509005
C) COMPLEMENTARY SUPPORT ACTIVITIES		
Complementary and supportive activities	-203471	-269059
TOTAL CHARGES	-1825985	-2877413
OPERATING SURPLUS (DEFICIT)	229795	823740
Provisions for risks		
Financial and extraordinary income (expenses)	6642	151795
Operating taxes	-9979	-14596
Operating surplus	226458	960939

Telefono Azzurro's financial statements as of 31 December 2020 are subject to an external audit on a voluntary basis.

TELEFONO AZZURRO 2020: WHO WE ARE, TODAY

About us

In 1987, Telefono Azzurro was founded in Bologna, Italy, in response to the right of children to be heard as outlined in the International Convention on the Rights of the Child signed by the United Nations. For more than 30 years, Telefono Azzurro has been a point of reference for children and adolescents experiencing difficulties, at the forefront of promoting a culture that respects and enhances their ability.

Telephone Azzurro is a listening, intervention, and prevention service, and it constantly evolves to respond to the needs of children and young people on the phone, online, and on the ground.

Today, Telefono Azzurro represents a digital reference reality, which interacts with children and young people on social media and addresses a variety of critical situations arising from the online world, such as online abuse, cyberbullying, sexting and sextortion, online grooming, privacy violations, online games, and identity theft.

Creating a real integrated platform of telephone, web, social media, apps, territorial centers, and local volunteer organizations to meet the needs of the new generations in becoming fully digital citizens. An integrated, multichannel approach to dealing with old and new forms of abuse and hardship.

Who we are, today

With the Covid emergency and the prolonged lockdown period that has frozen reality, we have learned a great lesson: even with the commitment made in 33 years of activity by Telefono Azzurro and by many other subjects involved in advocacy for the protection of children, without a continuous effort, children and adolescents will continue to be marginalized. With always new needs, such as the theme of mental health, which has been one of the most pressing in this period.

In order to begin again, we must first focus on the rights and needs of children and adolescents.

It is not a new concept. Telefono Azzurro has increased its efforts since the start of the emergency to remain available to children and adolescents - as well as their reference adults such as parents, teachers, and educators - despite the limitations and constraints imposed by the lockdown. We have experienced an increase in calls to our listening and emergency lines as a result of the fear and anxiety generated by the pandemic, but also to the exacerbation of the issues arising from forced cohabitation, in particular, the explosion of violence and abuse in the family environment. In addition, we are also reminded of the subtle and hidden drama provided by the growth of psychological and psychophysical discomforts in particularly fragile children: we consider the whole world of disabilities and the children of families that have been adversely affected by the economic crisis that has dramatically impacted large sections of the population. What is left behind after the emergency is a wounded childhood, deprived of its own spaces, its natural habitats, and its sense of security. We must start from this awareness if we want to try to really rebuild a better society, more attentive to the rights of children.



SOS Il Telefono Azzurro Onlus Foundation - An Italian Registered Charity Organisation
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The photographs and names used do not necessarily represent the people described in the text in order to protect the identity of children and people mentioned in this document.

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