

## INSTITUTIONAL DOCUMENT - EXTRACT

### Social Change

Third Sector Management CIC (TSM) is a **European Training Network dedicated to social transformation and social change**, amongst the leading 'Non Profit' Management Schools in the world for history and number of students.

We are a non-governmental, non profit international 'Community of Interest Company' (CIC) registered in London and member of SEC-the Social Enterprise Coalition UK, with offices in London, Rome and Barcelona.

TSM Master's Programme is supported by **EuclidNetwork**, the "Third Sector Leaders" European network recognized by the European Commission and **AIESEC**, the students driven largest Association in the World.

TSM network is active in **Italy**, in partnership with **ASVI** - School for Management & Social Change founded in 1997; **Leader2Leader** - the network of the Italian non profit managers - co-ordinated by M. Crescenzi since 2008 and with all the most important Italian NGOs.

In **Spain** with la Universidad Autonoma de Barcelona - IUEE-Instituto de Estudios Europeos, with the Spanish representative 'NGOs Platform', with the 'Social Innovation Platform' and the 'Observatory of the Third Sector' in Cataluña and many Associations, Foundation and Social Enterprises.

TSM has an unblinking commitment to selecting the most accomplished and promising students around Europe to be in the Master Programmes.

On our endeavour to create a truly diverse and globally engaged student body, TSM is looking for students from all backgrounds and from around the world. Additionally, we are seeking students who will fit comfortably to deal with Social Challenges and Innovations.

Together with **BNL-Paribas**, we help our students' career by the means of the '**Third Sector Young Leaders Fund**' - more than 300.000 euros per year - composed by the '**Microfinance Guarantee Fund**' (100.000 euros), the '**Study Grant Fund**' (80.000 euros) and the '**Non Profit Instalment Fund**' (120.000 euros without interest). The Funds are available for poor students, disadvantaged people, students from Afrika, South America and Asia, Third Sector workers and volunteers'.

## VISION: TALENTS FOR TOP QUALITY DEVELOPMENT

*"Talent' is one of our key words: we need talents and innovation to keep up with the challenges of the social change, so we look for and train T-People"*

Our **Vision** is a global and incisive third sector able to produce both **social change** within 'the system', **community development**, social cohesion, **qualified employment** for youth. A Third Sector focused not only on present problems, but also and more importantly dedicated to **planning the future** as a policy makers. A third sector able to attract young people who want to be engaged in the civil society and really make the difference.

A third sector with the ability to involve and activate civil society, starting with today's youth; but also able to confront '**the big players**', such as governments and institutions, banks and multinationals, companies and foundations.

A third sector rich in entrepreneurship, highly professional, and with 'top notch' managers, with excellent creativity used in promoting social campaigns, activism or in the development of a civil economy.

## **MISSION: TRAINING, CONNECTING AND DEVELOPING THIRD'S SECTOR YOUNG TALENTED MANAGERS**

Our Mission is to grow up non profit managers to high quality standard able to deal (and win) the challenges of the social change in an ethic way, creating qualified professional networks, and supporting them via the exchange of best practices at an international level.

Lines of actions will concern cultural initiatives about social innovation, professional development, civil economy and employment, and international training courses (Master Programmes such as 'Frame' or the ASVI's innovative Master Programmes since 1998).

**Third Sector Management** is:

- 'The most important platform of managerial development within the sector in Europe for young people and workers coming from for profit.'
- 'The most important and affordable professional recruitment basin available to the third's sector organizations about Fund Raisers, Project Manager, Manager
- The European 'think Tank' on the focus 'Third Sector/Social Innovation/Employment (see below 'Scientific Committee' guidelines)

The objective 'TRAINING' is achieved via the International Master Programmes and specialization courses at foundation and advanced level:



**FRAME - International Master Fund Raising, Management & UE Funds** it is the most important course of TS. It will be carried on as a 'journey' in the 'best' European Third Sector with 10 full immersion workshop in Roma, London, Barcelona, Brussels, and in the meantime on the e-learning platform too.

**The First 'Social MBA' in Europe!**

**The ASVI-Third Sector School for Management & Social Change**, is amongst the leading Non Profit Management Schools in Europe. It was the first to introduce e-learning/Blended Master Programmes (since 1998) in the Third Sector in Europe, thereby removing the principal barrier to accessing all-round Managerial training. Delivered by the protagonists and Leaders of the sector, the training, which is of international standard, is offered either via the International Master Programmes or "in house". Numerous for profit Managers have trained in the school, either to back up their voluntary work or to change sector.

The School "produces" 100.000 hours of training and 300 students a year, of which 100 follow the one year Masters Programme. It also boasts an exceptionally high employment rate for its graduates - 90% find employment within one year after graduating. It has also trained over 1500 employees and businesses to date. We pay special attention to the differences in social background of our students and thus offer high quality training at contained prices, payment by instalments and grants. It is in fact creating a new class of Leaders within the Non Profit sector. Leaders with project management, Leadership and Management capabilities, who are inspired by the "project" as leverage for social change.

## SCIENTIFIC COMMITTEE GUIDELINES

### Mission of the Scientific Committee.

Being the European 'think tank' on the focus 'Third Sector / Social Innovations for Civil Economy/ Employment.

- Developing researches on cases of excellence
- Running the 'Social Innovation Review-Third Sector & Civil Economy'
- Creating a web platform on Third sector Social Innovation and Employment
- Organizing the annual **European Conferences** 'Third Sector, Social Innovation and Employment' (first intake in Barcelona on May 2011)
- **Publishing books** concerning the Management of the Social Change.

The committee is composed by a panel of really representative leaders and social searcher engaged with social change and social innovation, interested in an international exchange of good practices on the specific themes of **social innovation, professionalization, employment and management** in the Third Sector.



Community Interest Companies (CICs) are limited companies, with special additional features, created for the use of people who want to conduct a business or other activity for community benefit, and not purely for private advantage. This is achieved by a "community interest test" and "asset lock", which ensure that the CIC is established for community purposes and the assets and profits are dedicated to these purposes. Registration of a company as a CIC has to be approved by the Regulator who also has a continuing monitoring and enforcement role.



International Master Programme in:

## FUNDRAISING, MANAGEMENT, EU FUNDS

Web Marketing, Campaigning & Advocacy, Partnership with the For Profit Sector

*The first in Europe Since 1999, XXIII Edition - European edition in English*

12 months blended on e-learning Platform and 10 integrated classroom based Workshops in:

Rome - London - Barcelona - Brussels

**FRAME works...** because founded on innovative 'result based management' approaches.

We help professionals and organizations to be driven by the evaluation of the effective results not only by 'good will's'.

**FRAME works** ... because an International Journey in the best of Third 'professional' Sector.

**FRAME works** ... because it is the 'Non Profit, Social MBA' the first in Europe since 1999.

The programme will be carried out - together with many 'country partners'- as a 'journey' to the best European Third Sector with 10 full immersion Workshop in Rome, London, Barcelona/Madrid, Brussels (and in the meantime on the e-learning platform too).

**Duration:** one year

- **Formula:** Blended' e-Learning 'Lab' Platform + 10 Full Immersion Workshop (during the Week End, in London, Rome, Barcelona, Bruxelles) + Project Work + Stage
- **Internships:** Europe Wide: 1 or 2 Month, (5 paid)
- **Lecturers:** simply the best! (Third Sector and NGOs' International Managers, Senior Consultants, Change Makers)
- **Study Grants:** 5 (1200 £ each) on 20.
- **Discounts:** 15% pre-registration, Volunteers and 'Social Workers', Charities, NGOs, Social Enterprises, Communities, Foundations, Associations...
- **Instalments:** 12-24 months (Microfinance)

Around 500 different organisations such as **SAVE THE CHILDREN, WWF, EMERGENCY, GREENPEACE, AMNESTY INTERNATIONAL, OXFAM, FAIR TRADE, MSF, AMREF, UNICEF, I.L.O, UNDP, ACTION AID, LIBERA, PETER PAN, AIDOS, TELETHON, CESVI, UCODEP** and others all over Europe have and do offer internships to our students.

**Join Us!**



## **STAFF (ready to welcome you!)**

### **Master Directors**

Isabel White (London), Marco Crescenzi (London, Rome, Madrid)

### **Master Coordinator**

Maria Giovanna Lai (Barcelona) mariagiovanna @thirdsectormanagement.eu

### **E-learning Platform Coordinator**

Tatiana Tamberlani (Rome)

### **Communications Office**

Elena Grandinetti (Rome), Samr Al Aflak (London), Maria Giovanna Lai (Barcelona)

## **International Scientific Committee (Members-June 2010)**

Ricard Valls (Associación de Profesionales del Fundraising España, Antares Consulting)

Marisa Gomez Crespo (Director NGO's platform for the social action, ES)

Francesco Petrelli (Presidente Associazione ONG Italiane, IT)

Kathy Roddy (Fund Raising Research and Consultancy, UK)

Carlos Martin (IUEE, InstitutUniversitari Estudis Europeus, Universidad Autonoma de Barcelona, ES)

Alessandro Hinna (Università di Roma-Tor Vergata)

Beatriz Sanz Corella Via (Plataforma de Innovación Social de Catalunya, ES)

Pau Vidal, (Director Observator del Tercer Sector de Catalunya, ES)

Maria Iglesias (ESADE -Instituto de Innovación Social, Author of 'Third Sector's White Paper')

Samr Al Aflak (Third Sector Management, Director, Partnership Manager, UK)

Marco Traversi (EuclidNetwork- Third Sector Leaders' European Network Board Member)

Marco Crescenzi (TSM & ASVI President, Coordinator Leader2Leader - Third Sector Leaders' Italian Network)

Maria Giovanna Lai (IUEE, TSM-FRAME Coordinator, Barcelona, ES)

Massimo Coen Cagli (Scuola di Fund Raising di Roma, IT)

Gianfranco Marocchi (Consorzio Nazionale Idee in Rete Social Enterprises, IT)

Valerio Balzini (Presidente Federsolidarietà Liguria, IT)

## **FRAME Promoting Committee**

Isabel White - Advice2go, The Influential List

Siân Mexsom - Freelance Fundraising Consultant- Marine Society

Tenika Ah-Wan - Deputy Director Fundraising and Management

Samr Al Aflak - Third Sector Management

Elisabetta Briguglio - Partnership Manager ASVI

## LECTURERS

### Campaigning and lobbying

Farida Bena Chapman - Oxfam  
Davide Cavazza - Unicef Italy  
Arianne Arpa - Intermoon Oxfam ES  
Natalia Lupi - Aidos Italy

### Communication

Arianne Arpa - Intermoon Oxfam ES  
Marco Piazza - Telethon Foundation  
Bernard Ross - Management Centre London  
Tenika Ah-Wan - Deputy Director Fundraising and Management

### Fundraising

Tenika Ah-Wan - Deputy Director Fundraising and Management  
Carla Cardelli - Libera, Associazione di nomi e numeri contro le mafie  
Valeria Combattente - Save the Children  
Siân Mexsom - Freelance Fundraising Consultant- Marine Society  
Giancarla Pancione - Save the Children  
Kathy Roddy - Kathy Research and Consultancy  
Bernard Ross - Management Centre London  
Isabel White - Advice2go, The Influential List  
Richard Valls - Asociación de profesionales del fundraising España  
Francesca Zagni - ASSIF-Associazione Italiana Fund Raisers

### Management

Marco Crescenzi - Third Sector Management  
Luigi Zampi - Infinity Italy  
Chrisitan Dama - ASVI

### Strategic Planning, Result Based Management, Marketing, Project Financing

Marco Crescenzi - Third Sector Management  
Kathy Roddy - Kathy research and Consultancy  
Federico Marcon - Don Gnocchi Foundation-NGO Activities' Director

### Web-marketing & Activism

Raffaele Coruzzi - Unicef Italy

### Partnerships and Management

Elisabetta Briguglio - Partnership Manager ASVI  
Samr Al Aflak - Third Sector Management-

### EU Funds, Policy, Programmes and Projects

Filippo Addarii - Euclid Network  
Marco Traversi - Project Ahead  
Federica Arcieri - EU Consultant

Plus... meeting and networking with some of the best of the European Third Sector's Managers and Professional. 'Case studies' visits to successfully NGOs in Italy, Spain, UK.

## Contact Us!

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marco@thirdsectormanagement.eu (Marco Crescenzi)



**Third Sector Talent Management Europe**

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London, UK

Headquarters Italy: Piazza Cavour 3, 00193

Rome

### Web Sites

[www.thirdsectormanagement.eu](http://www.thirdsectormanagement.eu)



[www.asvi.it](http://www.asvi.it)

master@asvi.it (Elena Grandinetti)

## Marco Crescenzi (President and co-founder)

Marco is considered as a point of reference in Europe about Third Sector Management & Leadership, Social Innovation and Civil Economy, and for press on the issues of 'working in the non profit-social sector'.

In the last years:

Founder and President of Third Sector Management Europe (2010)

Founder of ASVI, Agency for Non Profit Development (1997) and of its 'School for Management & Social Change', leader in Italy.

Amongst the founders of EuclidNetwork, European Third Sector's Leaders network (2007)

Creator and Coordinator of Leader2Leader- Leaders for civil society (2008), the Italian network of non profit managers

Member of Acevo - UK Third Sector Leaders network (Since 2006)

Member of the Scientific Committee of the Fund Raising Festival (Italy) since 2008

Founder of the European Scientific Committee of Third Sector Management

Member of SEC, Social Enterprise Coalition

Guest of Honour in the International Leadership Symposium on Ethics in Business, which will take place every year at the European Parliament, Brussels,

Former President of the Founding Committee of Agorà, Agency for Good Practices in International Co-operation, created in Joint Venture with Politecnico di Milano, Occam (UN Agency for new development technologies) and ISF (Engineering without frontiers, Milan) (2007)

He collaborated with Symbola, Foundation for the Italian Qualities, as Member of the Scientific Committee and Coordinator of the Bank of Italian Qualities (non profit and artistic crafts sectors) - providing the methodological frame for research (2004-2008)

Coordinator of the 'Observatory on Professions and Jobs in the Third Sector' (Since 2005)

Member of 'Idee in Rete', Italian Network of Social Enterprises.

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**Experimental social psychologist**, specialized in analysis of development processes within groups and organizations with a specializations in marketing and management, he is a manager and an entrepreneur since 1985 managing also for profit companies in different fields but always engaged in initiatives in the voluntary sector. He founded ASVI School for Management, leader in Europe about the Third Sector Master Programmes for number of student, in 1997.

After his commitment in environmental volunteering throughout the '80's, Marco worked in non profit management and organized (1980-1996) activities for promoting Italian artistic handcrafts (organization of national and international exhibitions, in collaboration with ICE - Institute for Foreign Trade - and Italian Regions; implementation of the project "La seduzione degli oggetti: annuario dell'artigianato artistico italiano" (Mondadori, 1997 co-author; foundation of the review "Artigianato tra arte e design", 1994).

**Last International Conferences, Researches, papers (as a speakers in the 2009-2010):**

- Fundraising scenario (amongst the 150 global experts involved in the research conducted by the Management Centre = mc, London, directed by Bernard Ross)
- Training and education scenarios within the Third sector. Italian reference in research regarding innovative training models for the sector (Project Equal: new technologies for social enterprises, 2006; Project Mose: Innovative Training Models for Social Enterprises, 2009)
- Evolving scenarios of the Third sector (European study 'European Models in the evolution of the third social sector) conducted by the Luis Vivien foundation.
- Evolving Scenario on ' Leadership and behind' (Euclid Paper and Congress Madrid 10 may 2010)

Marco wrote many books since 1994 and collaborated with specialized journals, representing a benchmark for the press on the issues of working in non profit sector.

**Publications:** technical and popular management handbooks and books, among which:

- "The Non Profit Manager and the challenge of social enterprising' (Sperling & Kupfer, 1998), first European book on this professional role
- "Manager e Management Non Profit, the Ethical Challenge" (ASVI, 2003)
- "International Guide to jobs and professionals in the Third Sector' (EMI, 2005)
- "Quality Evaluation of the non profit sector and the social enterprises" (ASVI ed. 2007)
- 'Move on: how the non profit managers can change the world', to be published 2010/2011

(plus poetries and short novels)

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*I have three children and I live between London, Madrid and Rome.*

*My sons Sophia, Giordano and Elena Maria own the first place in my life: my family, of which I am co-founder and currently minority associate (with 20%), is certainly the most complex type of organization I have never managed among the others, both profit and non profit.*

*By quoting what Nelson Mandela once said, I believe "It is probably more difficult to be a good family man rather than a professional revolutionary!"*

*I am a quite strange (explosive...) 'mix' of ingredients like social research, entrepreneurship, social activism, poetry...*

*My favourite book is "Memoirs of Hadrian" by Marguerite Yourcenar.*

*My favourite places, and where you will most likely meet me: Piazza Farnese, near ASVI's office in Rome in Piazza Cavour; Regent Park, where the 'Garden Café' is one of my 'office' in London; Plaza Mayor in Madrid, in the side streets.*

*I am giving all of myself so as to realize three 'visions':*

*Running the best 'Third Sector's School of Management in the world, training the most incisive 'change makers' - managers and projects managers. For a Third Sector able to build a strong civil economy offering qualified employment to young people.*

*Helping my three children in leading a free and aware life with a strong enough character to live it to the full. This is a challenge that takes on the world, but I am optimistic.*

*Expanding my spirituality to the max. I have been meditating for over 15 years, I love Buddhism and since I can remember, in between one managerial challenge and another, I continue my inner search. Of the three, the latter, for me, is without a doubt the hardest*