

FONDAZIONE
ICONS

2017 ACTIVITY REPORT

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FOREWORD

by the President and Vice-President

Being established in 2016, Fondazione ICONS is a relatively young organisation. Nonetheless the two pillars of the foundation, science communication and music, are rooted in a twenty-years history of passion and commitment of its founders and in professional strength of its team. Placing human capital is at the core of our vision and activities is our most important value.

Even if this was the first full year of operations, 2017 resulted extremely successful for Fondazione ICONS.

In the course of the year, we were able to set strategic priorities addressing both our internal long-term vision as well as the societal challenges of our mission.

In our scientific culture programme, we have managed to enter three European funded large-scale urban sustainability projects, where co-creation and communication with citizens and stakeholders is considered pivotal for any innovation and where our mission to communicate in an inclusive and transparent way to enable accessibility for all, is a pre-condition for the implementation of any other related research and technical activities. Additionally two European funded projects focus on clean energy transition in buildings and e-vehicles.

In our artistic culture programme, we organized



Mario Martinoli



Elena Gaboardi

three residencies and seven concerts in Italy and France in the first six months of the year, where citizens were the main beneficiaries together with the musicians who had the possibility to perform in an international orchestra under the guidance of famous and globally recognized conductors and tutors.

We have enlarged our network of donors, followers and online communities granting culture a prominent role in the dissemination of European humanistic values.

We have taken the courage to invest with our own resources with no additional financial support from external parties, as we believe in the values of independence and human capital and want to share them with anyone.

Thanks to the dedication and professionalism of everyone involved, Fondazione ICONS was able to successfully raise funding and implement all of its planned activities and events in the course of 2017.

ABOUT FONDAZIONE ICONS

Fondazione ICONS is an Italian private non-profit organization promoting the dissemination of culture, with particular reference to music and arts, and the communication and valorization of scientific research through projects and initiatives aimed at enhancing human capital.

It is a rare example of an entirely operative Italian foundation. Fondazione ICONS has an operative model based on the collection of European public funds for research & innovation, private donations and fundraising campaigns.

As a non-profit, Fondazione ICONS re-invests its financial resources with the aim to develop further projects and support human capital in a virtuous circle: the human capital involved in research & innovation and cultural projects attracts new partners and resources. Professionals and partners working in these projects are able to increase their skills and experience, thus generating more human capital.

The foundation develops its activities aiming at improving culture and human capital under two principal streams: **science culture**, via the participation in public funded international research and innovation projects and **music culture**, via artistic and financial support to young, talented artists.

OUR HISTORY

Fondazione ICONS was established in 2016 upon initiative of two senior entrepreneurs, Mario Martinoli and Elena Gaboardi, in the belief that the development of a more participatory, transparent and engaging social model could bring great benefits to the shaping of a fair and inclusive society.

Fondazione ICONS brings together twenty years of experience in science communication of the founder company iCons srl, established in 1999, and the Theresia project established in 2012 under a private patronage scheme, both managed by the founders of Fondazione ICONS.





OUR MISSION

Promote the improvement and sustainability of society by increasing Human Capital in terms of scientific knowledge and excellence in arts and music.

- We promote Excellence in Culture through training programmes for young music talents.
- We increase scientific knowledge via accessible, inclusive and targeted communication.
- We communicate the results of large international research and innovation projects for the benefit of society, its progress and well-being.
- We highlight the value of research and innovation achievements and develop exploitation pathways to transform research results into applications and services for the benefit of all.

OUR VISION

Fondazione ICONS aims at pursuing the continuous development of its activities, sharing objectives and values with new partners and societal players and at evolving its operative, non-profit and circular model to maximise impacts of its activities and increase the effect of this virtuous circle on society.

OUR VALUES

Human capital and **intangible assets** are the main values at the core of all our activities. Fondazione ICONS believes that financial resources, capitals and patrimony are just instruments to achieve social, cultural and participative objectives.

Fondazione ICONS embraces the principle of maximisation of **free circulation of ideas** as the most valuable instrument to build a sustainable environment.

Fondazione ICONS shares the belief that the development of different cultural and social models can bring great benefits to the shaping of a fair, inclusive and sustainable society.

Fondazione ICONS believes in the value of each individual in society: anyone can make the difference, any increase in human capital is worth being supported.

Fondazione ICONS believes in the innovation capacity of our society that can be developed, stimulated and driven towards a more inclusive and sustainable model.

Fondazione ICONS has an operative, transformative and circular model enabling a high level of independence and flexibility in facing challenges, managing and planning activities.

Fondazione ICONS embraces a universal interpretation of culture improving knowledge and building capacities and skills of young talents in different areas.

Fondazione ICONS relies on a twenty-year long experience in developing ambitious projects, built upon continuous commitment, passion, innovative spirit and high-quality skills and competences.





OUR HUMAN CAPITAL

Fondazione ICONS relies on a lean and flexible organization, led by the two founders, Mario Martinoli and Elena Gaboardi, President and Vice-President respectively

Fondazione ICONS has a staff of 25 people and 35 musicians.

More specifically our staff is made of:

- 20 professionals working in the field of communication (web development and social media, graphic design, video making), social innovation frameworks, valorization of research results;
- 1 artistic secretary and 1 education supervisor for musical training & education courses;
- 3 music directors and 7 tutors;
- 35 young musicians from different nationalities;
- a network of about 30 journalists and media specialists.

In managing human resources and daily activities, Fondazione ICONS guarantees equal opportunities, gender equality, protection against any form of discrimination and promotes a culture of valorization of any diversity.

As of 31 December 2017, women represent 62% of the total staff.

The average age of the Foundation's staff is 37, which is low compared to other non-profit organizations.

The staff of Fondazione ICONS is highly qualified: all its employees and external collaborators are graduated.

Fondazione ICONS guarantees a working environment open to new ideas and continuous professional growth for its staff.

Thanks to the dedication and professionalism of everyone involved, Fondazione ICONS was able to successfully raise funding and implement all of its planned activities and events in the course of 2017.

OUR ACTIVITIES

We develop, support and promote international projects via two cultural programmes:

- a **scientific cultural** programme through which we communicate and valorize the results of public-funded research together with academic, industrial, institutional partners;
- an **artistic cultural** programme through which we support the activities and training of an international orchestra of young musicians.

In both programmes we stimulate and encourage the growth of professionals, providing them with continuous learning and hands-on experience.

As a transversal stream of activities Fondazione ICONS organizes and leads various training activities covering communication, engagement and business strategies involving researchers, academia and students. Fondazione ICONS regularly awards grants to young talents in the fields of art, music and innovation. Grants cover the participation in structured educational projects, or the development of specific projects.

SCIENTIFIC CULTURE PROGRAMME: bringing science and innovation to society

The scientific cultural programme by Fondazione ICONS supports researchers and innovators in maximizing public and professional impacts of public funded projects on society by communicating and valorizing research results. Through our scientific cultural programme, we:

- manage communication and exploitation activities in publicly funded European and international projects;
- produce and distribute content related to R&I to the media, the general public and the scientific and professional public;
- design exploitation pathways to guarantee the sustainability of R&I results for the benefit of society;
- measure impacts of R&I on society;
- promote knowledge of innovation and excellence.

Thanks to our integrated communication, dissemination and exploitation approach Fondazione ICONS develops targeted strategies to increase impacts in terms of awareness, social acceptance and uptake of innovation and we measure them through dedicated, proprietary indicators.

Fondazione ICONS masters a wide range of communication formats and channels including web-based knowledge transfer tools, dissemination materials, journalistic articles, multimedia story-telling and various video formats, distributed globally via online, social and TV media, organization of events, mobilization and networking with key European umbrella organisations. We have developed scientific models to monitor outreach and engagement activities based on quantitative and qualitative assessment of KPIs and indexes. We have gained solid experience in developing social innovation and assessment of acceptance models in co-design and community-oriented projects.

Fondazione ICONS valorises the results developed by R&I projects by identifying and mapping key exploitable results, defining exploitation pathways (economic, scientific, political, replication-related, etc.), managing IPRs, analysing market potential, designing business models and generating business plans.

Over the past 20 years, the top management and key personnel of ICONS have successfully managed dissemination & communication activities in over 50 EU-funded projects (under FP4, FP5, FP6, FP7, H2020 programmes) in different research domains: Smart Cities, Circular Economy, Bioeconomy, Environment, Security, Energy, Health, Transport, Nanotechnologies, Society, ICT.

Fondazione ICONS partners with consortia in EU and public-funded projects and non-profit organizations. Our network consists of more than 300 key European organisations, including universities, research centers and industry. We are connected with major media players in Europe, on-line information multipliers and scientific magazines. The professionals working in the scientific cultural programme of Fondazione ICONS have long-standing experience and remarkable track records in developing and implementing communication and engagement strategies, creating visual identities and mastering

communication channels based on user-experience design (web and social media), stakeholders' mapping, networking and fostering dialogue with innovation enablers, co-creating social innovation frameworks, analysing and designing innovative business models, exploring funding opportunities, producing exploitation business plans, analysing and studying European policies. They are often involved in capacity building and training activities within European consortia, universities and master courses in both research and cultural domains.

ARTISTIC CULTURE PROGRAMME: **increasing excellence of young generations via music and culture**

Fondazione ICONS provides artistic and financial support to young artists via a dedicated professional artistic training programme reserved to talented musicians under 30 years of age coming from the major European schools of early music.

Through our artistic cultural programme, we:

- support talented artists through their inclusion into artistic projects;
- manage a two years' educational programme in the classical music repertoire;
- award grants, of one or two years, to 35 young musicians, who
- become permanent members of the Theresia orchestra; implement a participative model of cultural development.

So far through its artistic cultural programme, Fondazione ICONS has:

- delivered more than 486 orchestral training hours via 3 principal conductors and 7 tutors;
- involved 100 musicians from more than 20 world countries;
- received 400 applications from 32 world countries;
- delivered master-classes, courses, orchestral stages and lectures;
- organized more than 30 concerts in several venues and festivals: I Concerti del Quirinale, Bolzano Festival Bozen, Sagra Malatestiana, Musiké, Bologna Festival, Trame Sonore, and many others.

The musicians are chosen after a selection procedure that includes the evaluation of the technical skills and of the personal motivation of each candidate.



OUR PROJECTS

SCIENTIFIC CULTURE PROGRAMME

In 2017, Fondazione ICONS was involved in 5 new EU-funded projects with the role of communication, social innovation and exploitation leader.



URBAN GreenUP “New Strategy for Re-Naturing Cities through Nature-Based Solutions” (2017–2022) H2020-SCC-02-2016 GA 730426. The project aims at obtaining a tailored methodology (1) to support the co-development of Renaturing Urban Plans focused on climate change mitigation and adaptation and efficient water management, and (2) to assist in the implementation of NBS in an effective way. ICONS is leader of URBAN GreenUP Communication and Dissemination activities, also involved in the definition of strategies for citizen engagement and co-creation activities, replication and exploitation activities.

www.urbangreenup.eu

Total EU contribution of the project:
14,811,824.43 €



STARDUST “Holistic and Integrated Urban Model for Smart Cities” (2017–2022) H2020-SCC-01-2016 - GA 774094. In STARDUST, intelligent solutions for energy, mobility and ICT will be integrated in cities together with innovative business models, which will serve as blueprints for replication across Europe and abroad. This synergy of actions will transform cities into living labs, platforms where citizens and community engagement will become the driving elements to improve not only their way of life but also their local economies. The project is fully aligned with the Clean Energy for All Europeans strategy and involves three lighthouse cities and four follower cities. ICONS leads Communication and Dissemination activities and contributes to clustering activities with the Lighthouse Smart Cities projects cooperation network.

www.stardustproject.eu

Total EU contribution of the project:
21,093,539.25 €



MATCHUP, “MAXimizing the UPscaling and replication potential of high level urban transformation strategies” (2017–2022) H2020-SCC-01-2016 - GA 774477. The project aims to drive the transformation of Smart Cities in Europe, as part of the EU Smart Cities and Communities initiative. The MATCHUP project seeks to facilitate the urban transformation process by leveraging innovative solutions in the field of energy, mobility and ICT areas, with the involvement of citizens. ICONS leads Communication and Dissemination activities as well as the development of Exploitation strategies and plans. Moreover, ICONS contributes to the design and development of a social evaluation framework (leading social acceptance) and to clustering activities with the Lighthouse Smart Cities projects cooperation network.

www.matchup-project.eu

Total EU contribution of the project:
19,472,388 €



eTEACHER “End-users tools to empower and raise awareness of behavioural change towards energy efficiency” (2017-2020), H2020-EE-2017-IA GA 768738. eTEACHER aims to: i) reduce energy consumption through more conscious energy behaviour of energy end-users in a wide range of buildings; ii) raise the energy awareness of building users by tailored methods and strategies; iii) empower building end-users to achieve energy savings and improve comfort for the sake of health and wellbeing. The project will develop intervention strategies according to cultural and demographic indicators. The project takes place in 12 different demo sites located in three European countries with different climatic conditions. ICONS is leader of communication activities.

www.eteacher-project.eu

Total EU contribution of the project:
2,394,862.50 €



DRIVEMODE project, “Integrated Modular Distributed Drivetrain for Electric & Hybrid Vehicles” (2017-2020), H2020-GV-2017 GA 769989. DRIVEMODE aims at developing next generation electric drives – highly efficient and compact integrated modular drivetrain components dedicated for mass produced electric and hybrid vehicles. Fondazione ICONS is leader of communication and exploitation activities.

www.drivemode-h2020.eu

Total EU contribution of the project:
9,519,067.50 €

Training activities

31 MAY 2017 The seminar „**Communication and Social Media Strategies for EU Projects**“ was co-organized with APRE, Italian National Contact Point for Horizon 2020 programme. Through a combination of an extensive presentation of the tools, case study analysis and simulations, participants were able to increase their expertise in communication strategies and social media campaign management, to craft an authentic and effective “voice” for their organizations and communities in the European market.

MAY 2017 - NOVEMBER 2019 Training course in **communication and dissemination** for Università Cattolica for the project “The History of Human Freedom and Dignity in Western Civilization”. The service is addressed to the training of the Early Stage Researcher involved in the project.

6 JUNE 2017 Training course for the students of the Master in Science Communication “Franco Pratico”, SISSA – Scuola Internazionale Superiore di Studi Avanzati. Fondazione ICONS professionals gave the students of the master course the opportunity to increase their competences in **designing communication and social media strategies**, engaging with the stakeholders and measuring impacts of communication and engagement activities.

26 SEPTEMBER 2017 Training course for researchers and communication staff of POLITECNICO di Milano aimed at increasing the capacity building of the participants (more than 30) in **designing a communication strategy**, mapping their target audiences, choosing the right social media, using journalistic techniques to increase outreach and address the large public via mass media.



ARTISTIC CULTURE PROGRAMME

The Theresia Project

Theresia is a unique musical project built around young musicians. The project develops around the Theresia Orchestra, an international orchestra composed by musicians under 30 years of age coming from the major European schools of early music.

Theresia focuses exclusively on the classical music repertoire (1760-1820) and promotes its performance on authentic instruments, developing its learning cycles and concert tours around the symphonic works of Haydn, Mozart, Kraus, Boccherini and Beethoven. The full musical program of the orchestra for the years 2017-2020 consists of a large-scale artistic project called “The Golden Age of Symphony” that points at the core of the classical music repertoire.

The orchestra was created in January 2012 under a **private patronage** scheme on the initiative of the Italian entrepreneur Mario Martinoli.

Fondazione ICONS has been supporting Theresia since 2016, providing the orchestra with a dedicated managerial and administrative framework that facilitates the development of its training and artistic activities.

ICONS awards **educational grants** to all 35 permanent members of the orchestra for the duration of one or two years. The grants aim at providing young professional musicians with refined tools to improve their playing and while raising awareness on the specific features of the historical performance practice for the classical music repertoire.

Theresia is a positive environment where the grantees have a chance to get acquainted with a large number of peers, thus establishing their own future working network, while getting acquainted with renowned professionals and specialists in the field.

Theresia is a musical project built around its young musicians. As such, it has grown on the belief that the orchestra members should also cover the principal musical roles, i.e. concertmaster and soloists. The orchestra has more than one conductor, so that its members can confront not only with the repertoire but also with different artistic readings and approaches. Claudio Astronio, Chiara Banchini and Alfredo Bernardini are the permanent conductors of the orchestra for the period 2018-2020.

EVENTS & INITIATIVES

In 2017 Fondazione ICONS organized 3 residencies and 7 concerts for the musicians involved in the Theresia programme.



RESIDENCY 13 – ORCHESTRAL **FEBRUARY 2017 - CRESSIA (FR)**

Tutors: Chiara Banchini (violin), Kathy Goel Moser (cello)
1 Concert in Dole (France)



RESIDENCY 14 – ORCHESTRAL **12 - 17 MAY 2017 - CAMOGLI (IT)**

Franz Joseph HAYDN: Overture from "Armida"
Franz Joseph HAYDN: Symphony in F major n. 89 Hob I:89
Luigi BOCCHERINI: Overture in D major op.43 G 521
Luigi BOCCHERINI: Symphony in D major op.42 G 520
1 Concert on 16 May 2017 in Camogli
1 Concert on 17 May 2017 in Bologna



RESIDENCY 15 – ORCHESTRAL

29 MAY - 4 JUNE 2017 - MANTOVA (IT)

Conductor: Claudio Astronio
Josef MYSLIVECĚK: Symphony in A major
Joseph Martin KRAUS: Symphony in D major VB 143
Joseph Martin KRAUS: Symphony in E b major VB 144
Joseph Martin KRAUS: Proserpin Overture
Wolfgang Amadeus MOZART: Symphony in A major n. 29 K 201
Wolfgang Amadeus MOZART: Symphony in D major n. 30 K 202
4 Concerts on 1, 2, 3, 4 June 2017 in Mantova (Mantova Chamber Music Festival – Trame Sonore)

FINANCE

SITUAZIONE PATRIMONIALE		
ATTIVITA'	31/12/2017	31/12/2016
A - Immobilizzazioni:		
I. Immobilizzazioni immateriali:		
Spese di impianto	27.407	7.968
Lavori straordinari su beni di terzi	5.519	
- (ammortamenti)	-4.143	-1.594
Totale (1)	28.783	6.374
II. Immobilizzazioni materiali:		
Fabbricati	194.000	194.000
Impianti	13.692	-
Attrezzature varie	366	-
Macc. Elettr. d'ufficio	1.784	-
Arredamento	79.380	-
- (ammortamenti)	-1.330	-
Totale (2)	287.892	194.000
III. Immobilizzazioni finanziarie:		
Titoli a reddito fisso	3.000	3.000
Totale (3)	3.000	3.000
B - Attivo circolante:		
II. Crediti esigibili entro l'esercizio successivo:		
Crediti per progetti europei da incassare	245.623	-
Crediti verso Erario	644	-
Totale (II)	246.267	-
III. Crediti esigibili oltre l'esercizio successivo:		
Depositi cauzionali	100	-
V. Disponibilità liquide:		
Banche	342.917	41.532
Cassa	2.221	-
Totale (V)	345.138	41.532
C - Ratei e risconti		
Risconti attivi	17.305	-
TOTALE IMPIEGHI (A+B+C)	928.485	244.906

B - Trattamento fine rapporto lavoro subordinato	527	
C - Fondo rischi ed oneri	-	-
D - Debiti esigibili entro l'esercizio successivo		
Fornitori	100.795	-
Debiti verso Erario	9.951	1.030
Debiti verso Istituti Previdenziali	1.170	
Dipendenti c/retribuzioni	2.548	
Atri debiti	3.683	-
Totale (C)	118.147	1.030
E - Ratei e Risconti		
Ratei passivi	1.197	
Risconti passivi	618.401	-
Totale (D)	619.598	-
TOTALE FONTI (A+B+C+D+E)	928.485	244.906

RENDICONTO GESTIONALE		
PROVENTI	31/12/2017	31/12/2016
A - Proventi da attività istituzionale:		
Contributi per progetti europei di ricerca	202.435	-
Altri proventi	58	-
Totale (A)	202.493	-
B - Proventi da raccolta fondi:		
Liberalità e donazioni	9.000	9.205
Totale (B)	9.000	9.205
C - Proventi Finanziari	1	-
D - Proventi straordinari	404	-
Totale Proventi (1) (A+B+C+D)	211.898	9.205
ONERI	31/12/2017	31/12/2016
A - Per acquisti		
Materiali vari, di consumo e pulizie	629	-
Totale (A)	629	-
B - Per servizi		
Compenso lavoro occasionale attinenti attività	2.300	-
Compensi professionali attinenti attività	137.248	-
Spese postali	133	-
Spese viaggi e trasferte	66	-
Compenso Revisore	3.172	-
Pubblicità	267	-
Consulenza legale, amm.va e paghe	7.778	-
Comp. Professionali Orchestra	3.208	-
Compensi occasionali Orchestra	19.200	-
Spese Trasferta Orchestra	14.549	-
Rimborsi spese collaboratori Orchestra	8.667	-
Gas ed acqua	606	-
Energia elettrica	523	-
Compensi per lavoro occasionale	-	201
Formalità amministrative	723	-
Servizi deducibili	4.364	-
Servizi indeducibili	3.036	-
Spese condominiali	2.000	-
Oneri bancari	381	13
Affitto sala	-	1.625
Totale (B)	208.221	1.839
C - Per godimento di beni di terzi		
Affitti passivi	7.250	-
licenza d'uso software d'esercizio	17.302	-
Totale (C)	24.552	-

D - Costo del personale		
Salari e stipendi	11.748	
Oneri sociali	4.824	
Trattamento di fine rapporto	527	
Totale (D)	17.099	-
E - Ammortamenti e svalutazioni		
Ammortamento immob. Immateriali	3.700	1.594
Ammortamento immob. Materiali	1.330	-
Totale (E)	5.030	1.594
H - Altri oneri		
Valori bollati	107	16
Imposta registro	355	67
Imposta municipale unica	351	195
Tassa sui rifiuti	24	-
Multe e ammende	254	1
sopravvenienze passive	421	
Liberalità	5.885	-
Totale (G)	7.396	279
M - Oneri Straordinari	-	-
Totale oneri (2) (A+B+C+D+E+F+G+H+I+F+G+H+I+L+M)	262.928	3.712
Risultato della gestione ante imposte (1-2)	- 51.030	5.493
Imposte correnti dell'esercizio	2.632	990
Risultato della gestione	- 53.662	4.503

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www.icons.foundation