



Alessandria club

Cinema Week waiting for the Pink Night

What did the Service or Advocacy Project involve?

The traditional Zonta cineforum (established in 2010) became the attraction and inspiration for a week of events in the most populous district of the city of Alessandria, involving other five likeminded associations.

Why was the Project chosen?

Covid-19 cancelled the Zonta cineforum for 2 years in a row. The club convinced the Equal Opportunities Council of Alessandria and the Association of Neighbourhood Traders to dedicate a whole week to women's themes expressed through cinema, fashion and other events.

Who benefited from the Project?

The club achieved great visibility, direct and indirect notoriety. The neighborhood's population had the opportunity to attend 12 events for free, including film screenings, shows and concerts, all of which were female-themed.

What results were Achieved?

Great visibility via hundreds of posts on social media, press articles, radio and TV interventions and interviews. Greater awareness on women's strength and courage, even those apparently invisible. Each event also paid a tribute to Sofia Lauren, Frances McDormand, Virginia Marini and Milly (local actresses of past times), Audrey Hepburn, Grace Kelly, Marilyn Monroe – all icons beyond being actresses. Club's announcement of the 6th edition of Zonta Short Festival, May 2022.

How did the project fill full the Zonta Mission?

The credibility and visibility of Zonta focused on women empowerment. Zonta took on a leadership role involving other associations from different backgrounds.





Stuttgart club

Video Clip – The City of Stuttgart blazing in Orange

What did the Service or Advocacy Project involve?

The club compiled pictures from the campaign “Orange your City” on the International Day for the Elimination of Violence against Women into an artful film clip which was published in social media and is thus ideally suited to reach a younger audience.

Why was the Project chosen?

The striking colors of the illuminated buildings were visible in a wide area, however visibility was restrained due to Covid-19. This forbade setting up information booths in order to attract attention to the fact that in Germany alone every 3rd day a woman is killed by her partner. We therefore relied on social media coverage.

Who benefited from the Project?

ZC Stuttgart increased its presence on the social media, the club’s Instagram account became better known. This also was instrumental in alerting the public to the problem of violence against women.

What results were Achieved?

Social media coverage: the video was posted on Facebook and Instagram by the institutions participating in the event and also by various Stuttgart accounts like Stuggi TV, Stuttgart marketing, Meine Stadt. Press coverage with this project, which is not so easy in a city like Stuttgart where always many events are competing with each other.

How did the project fill full the Zonta Mission?

The video certainly increased the awareness for violence against women and is thus furthering the Zonta mission. By initiating the project, taking the photographs and compiling the film we have used and focused the abilities of our members to create something special.



Torino club

Mimosa Project



Why was the Project chosen?

Violence victims may be helped at chemists, provided that the chemist knows how to deal with the problem. "Progetto mimosa" teaches people working in chemists to detect unspoken signs of suffered violence and provide information on what can be done. Zonta Club Torino has provided a webinar, leaflets and posters to make the project known.

Who benefited from the Project?

There are Associations of women working in chemists that are aware of the violence victims issue. They need help to spread the knowledge of the techniques useful in detecting violence problems.

Violence victims finding help at chemists all over Italy with Authorities' awareness of the issue.

What results were Achieved?

The webinar was followed by a lot of interested people.

How did the project fill full the Zonta Mission?

The project is in keeping with "Zonta says no to violence against women" and makes it known amongst chemists.

