

# Canvas OpenCoesione “Defenders Of Naples” I.S.I.S Enrico Caruso

## Key partners

The key partners who will contribute to the realization of this project are ISTAT Campania, Legambiente Campania and all the students of 5C, who have created a team called "Defenders Of Naples", and are divided into the following roles:

Project manager = Attanasio Gennaro, Iannone Alessandro

Designer = Loffredo Gaetano, Esposito Montefusco Antonio, Quaranta Andrea

Analysts = Esposito Giuseppe, Acunzo Marco, Saraco Antonio

Social media manager = Ferraro Rosaria, Fini Ilaria

Blogger = Iola Vincenzo, Sorrentino Salvatore, Isaia Andrea

Storyteller = Zanniello Gennaro, Manna Francesco, Iavarone Giovanni.

## Key activities

The activities that will help us in the realization of this project will be: contacts with the public administration and with the various competent institutions, posts on our pages and on our blog, etc. The key will be the collaboration of those who follow us because they believe in this cause, so as to make our voice heard and achieve results.

## Key resources

The key resources for the realization of this project are our social pages on Instagram and Facebook, our blog and all the other platforms through which we can connect with people and institutions to make our voice heard and improve society.

## Value offered

The main value that we want to offer to those who follow us and believe in our project is an enhancement of medical and scientific research, because in our territory there are very few cutting-edge centers that can guarantee effective research, so we want to support the creation of a common study center for two centers of excellence at national level: the SDN Foundation for Research and Higher Education in Nuclear Diagnostics and the Italian Institute of Technology Foundation - IIT. The main reasons why we want to carry out this project are the realization of these activities in the short - medium term: to develop the new PET-MRI diagnostic technology, performed on a single hybrid machine; - to study and develop new radiotracers for PET and SPECT in particular with the combination of molecules that increase its stability and direction on the site of interest and many others. The project is financed by the European Union, by the FESR 2007-2013 and by the Revolving Fund. The project started on 01/07/2010 and is currently still ongoing, with your help we will be able to bring it to completion hopefully as soon as possible

## Relationship with customers

To ensure that those who follow us believe in us and in our project, we will do our utmost to achieve what has been said in the previous points, we will remain active on social media where we will post frequently and above all we will try to maintain

## Channels

Our channels will be the social pages on Instagram and Facebook and our blog on which we will keep our followers updated.

## Customers

We aim to raise awareness among a wide variety of people, both adults and children because everybody will experience benefits on disease diagnosis and prevention, with consequent improvement in healthcare and health in general. Obviously the project is also aimed at doctors and researchers, who will be able to carry out their profession better thanks to the implementation of this project

## Cost structure

The project is financed by the European Union, by the FESR 2007-2013 and by the Revolving Fund. The actual public cost is 10.863.512,52 euros and the payments monitored as of 29/02/2020 are 9.777.161,21 euros.

## Revenues

Our project is obviously not for profit, so there will be no monetary revenue, but the main revenue that we can obtain thanks to the collaboration of all the people who believe in us is the realization of the project itself in which we firmly believe, so as to allow people to live better and healthier