

1st Transnational Capacity Building event
Boosting digitalisation and data
strategies in the social economy
7-8 April 2025 - Turin

Luca Cipriani
Head of Operation - Italianonprofit

Mapping the Third Sector
a case Study of Digital Innovation
& Social Impact



1. Overview
2. Methodology & Team Structure
3. Tools & Technical Implementation
4. Data Collection & Management
5. Results & Impact
6. Conclusion

Overview

Italia non profit

Italia non profit is a benefit corporation and innovative SME founded in 2016 to mobilize resources for high-impact social projects. Acting as a bridge between the nonprofit world, public institutions, businesses, and citizens, it provides philanthropic intermediation, advisory, data services, digital platforms and products. Its mission is to enable effective collaboration among social actors by promoting transparency, trust, and sustainability.

With a community of over 60,000 active users, it is the largest digital ecosystem for the Italian Third Sector. It has developed platforms and tools (such as Granter and Registro Volontari), public campaigns, and digital maps to improve access to funding, knowledge, and services. As a trusted partner of foundations, companies, and public authorities, it plays a key role in innovating Italy's philanthropic and civic infrastructure.



Story

01

Ambitious
Initiative

to enhance transparency and accessibility in
Italy's non-profit sector

02

318,000
Non profit

entities across the country

03

Connecting
citizens

with organizations for philanthropic
engagement

04

Completed in
just 2 months

from inception to launch



Why A Map?

01

Transparency

Increase visibility of third sector organizations

02

Accessibility

Make information about non-profits easily findable

03

Connection

Connect citizens with volunteer opportunities

04

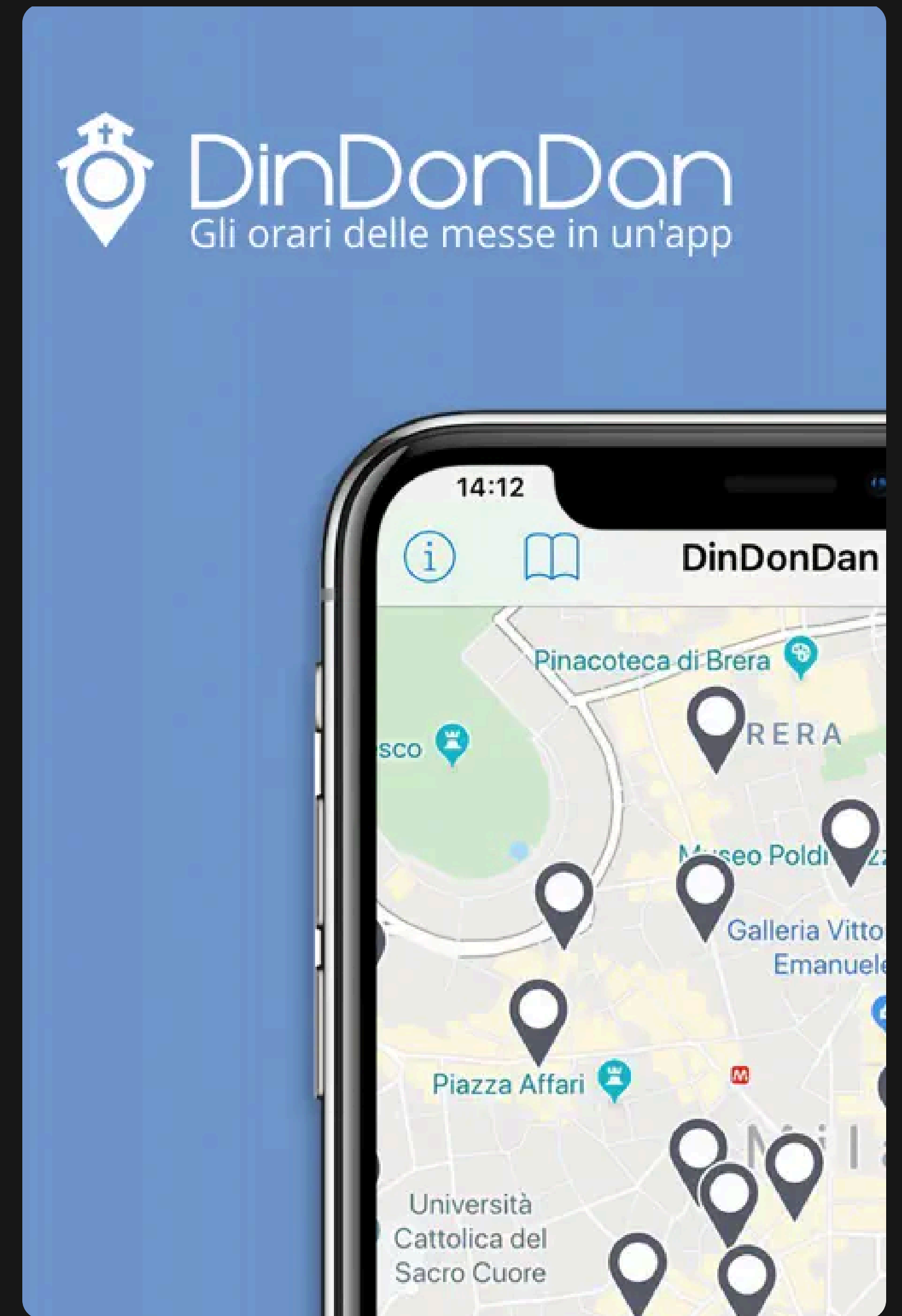
Education

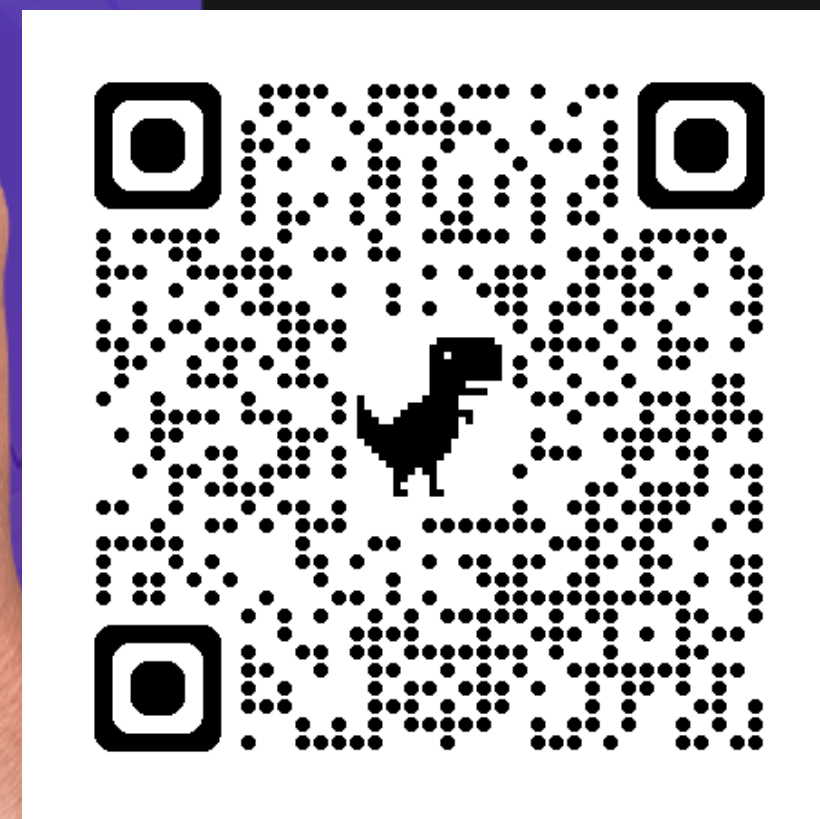
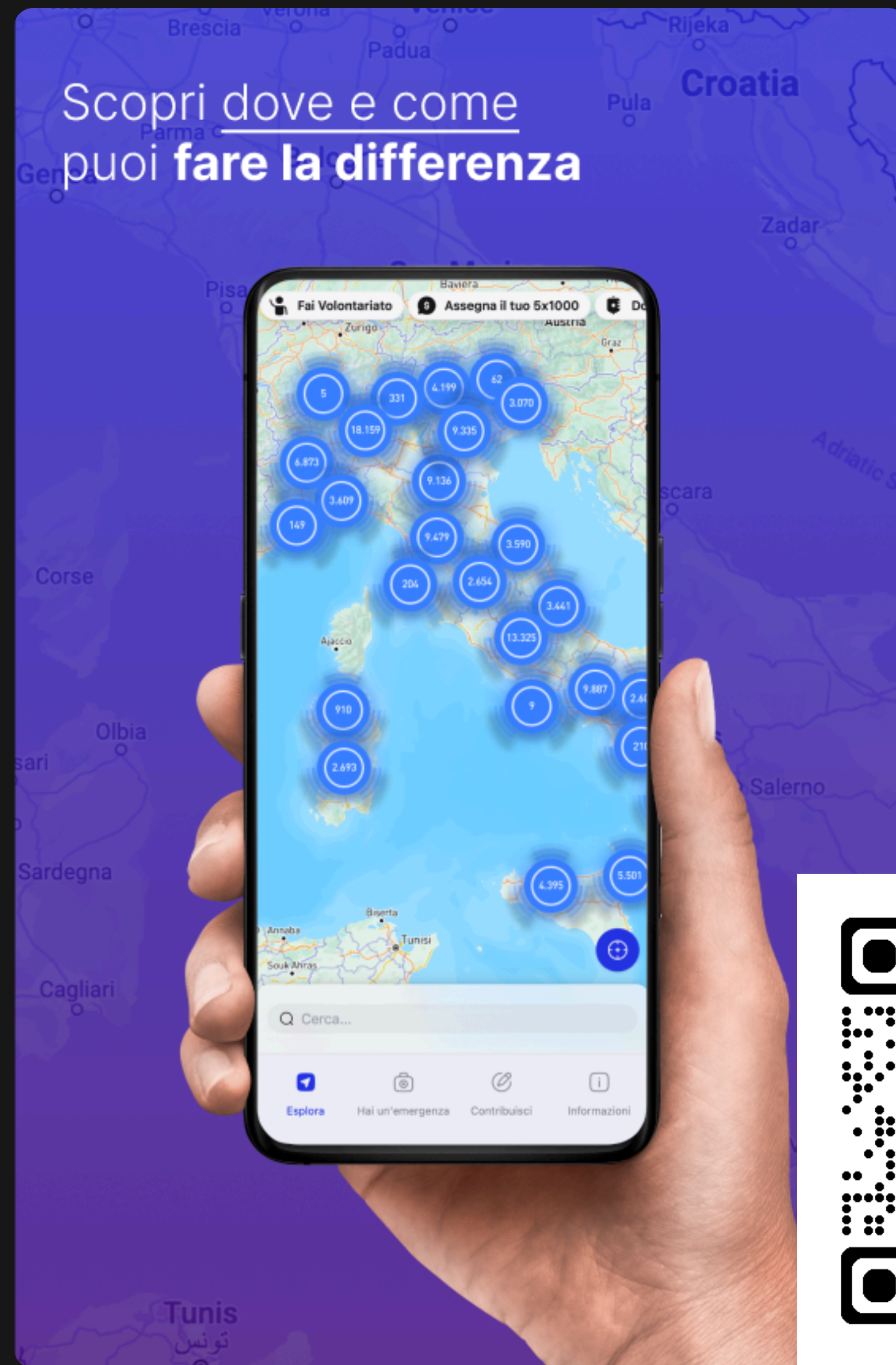
Promote culture of giving and social participation



Inception, copy the good!

— Having mass times at fingerprint





Doing good, should be easy

— close to us

Methodology & Team Structure

Hybrid organizations
have to work
asynchronously

Objectives

We used OKRs to clearly define and measure results

Objectives

01

Increase the number of donations (time, money, resources)

02

Make the organizations locally popular

03

Increase the number of transparent organizations

**Two months to do it,
can we make it?**

Working with hybrid team

Our organizational structure allowed for flexibility and potentially contributed to efficiency, as the team was already partially accustomed to partially work remotely. That increased the asynchronous communication.

Scrum

Whenever we introduce a new methodology, in this case Scrum, we have to take into account some inefficiencies. Scrum helped us to focus on the objectives, the outcome, instead of the output.

Project And Product Management

We utilized a Scrum board on Notion to organize and monitor team activities, ensuring a clear view of the project's progress. Our team was already partially used to the methodology, so no big risks for us.



Tools & Technical Implementation

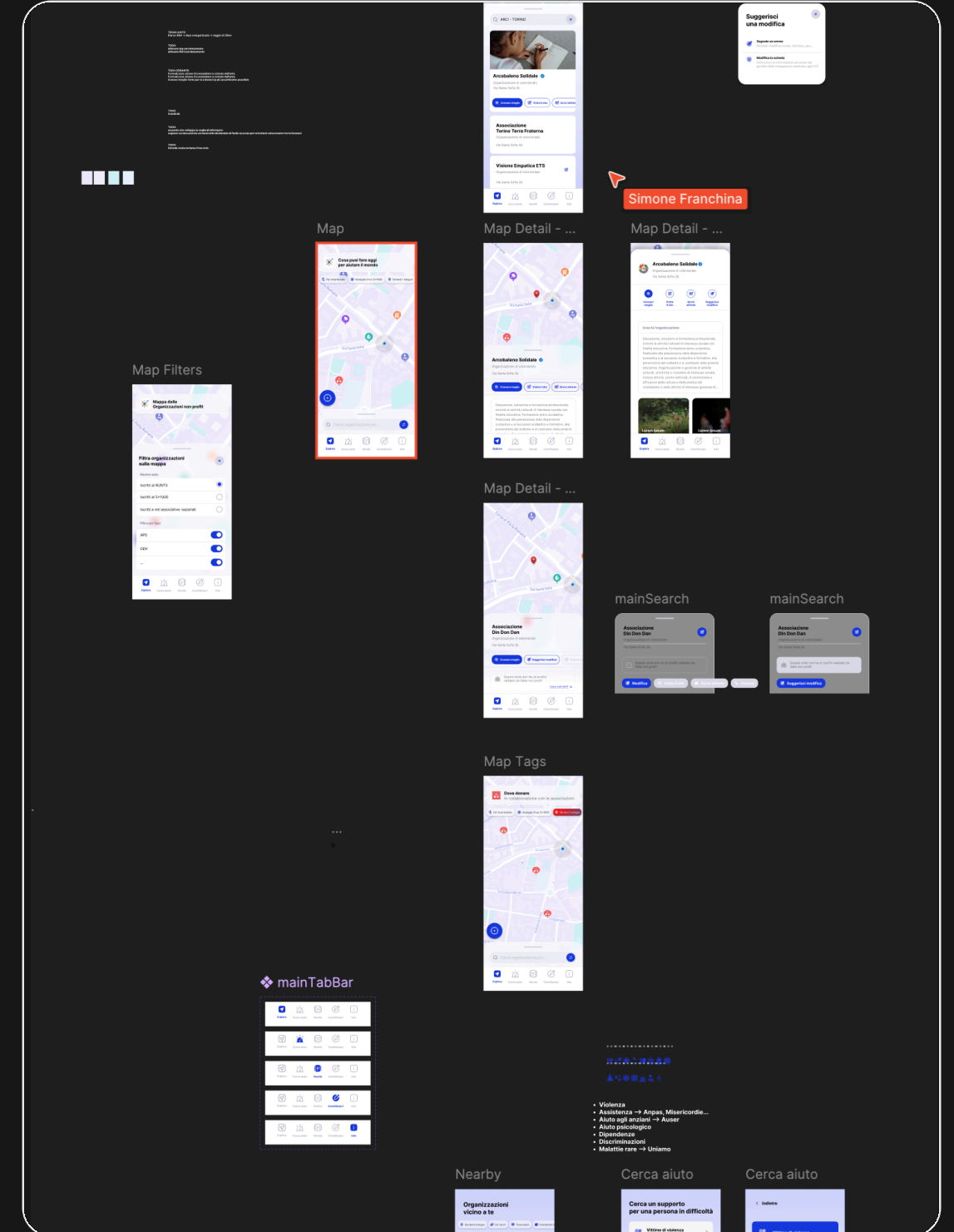
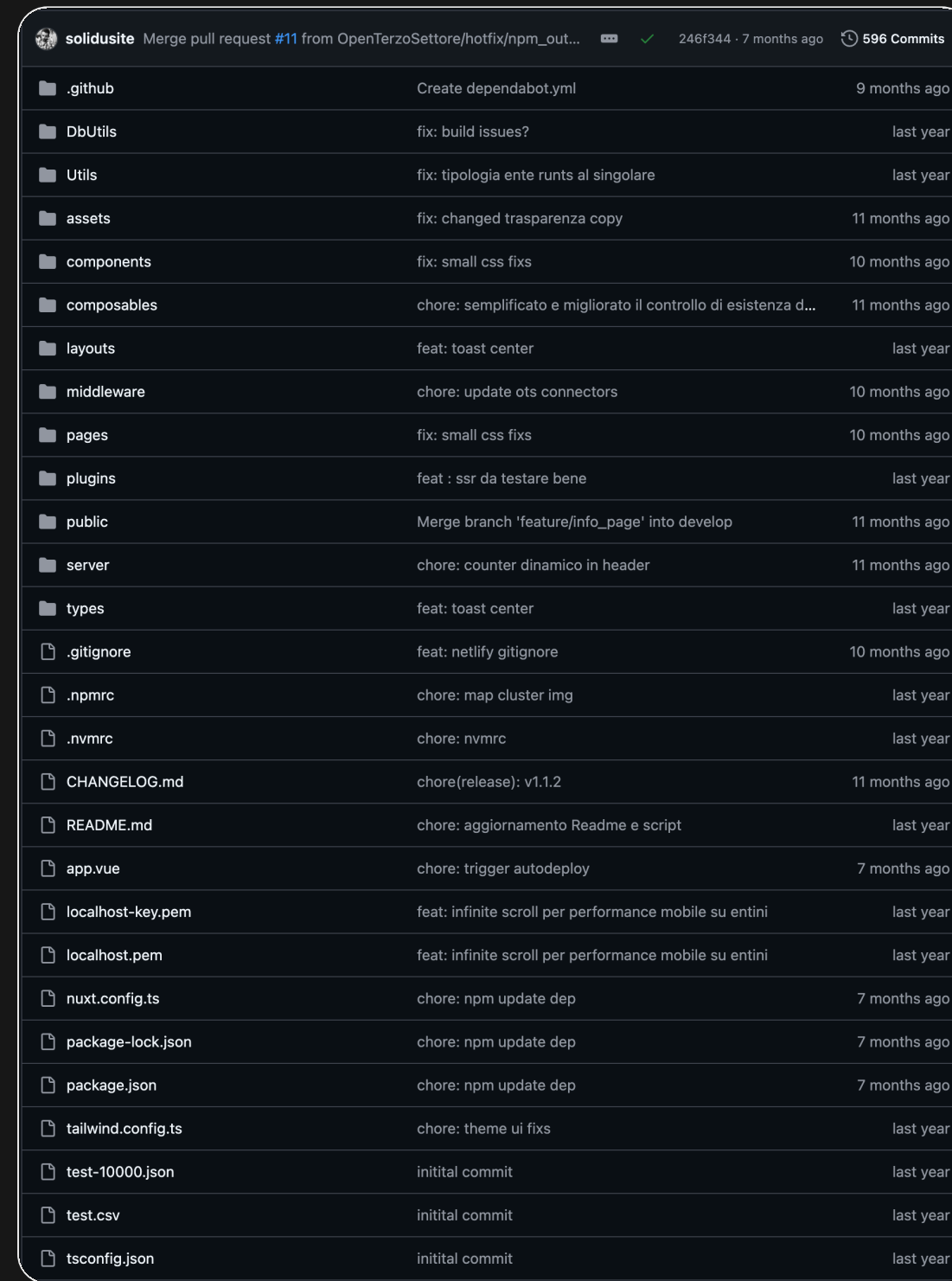
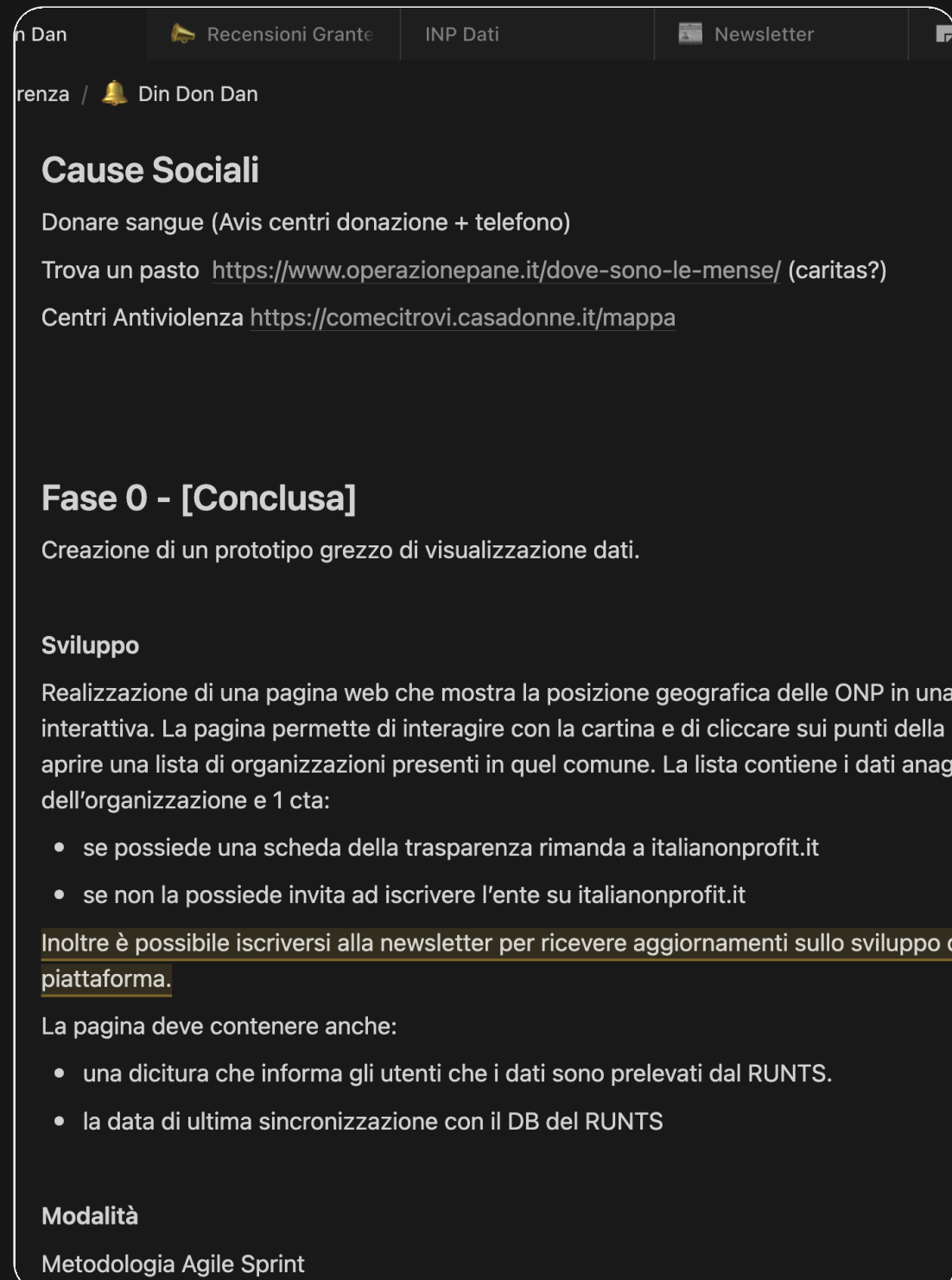
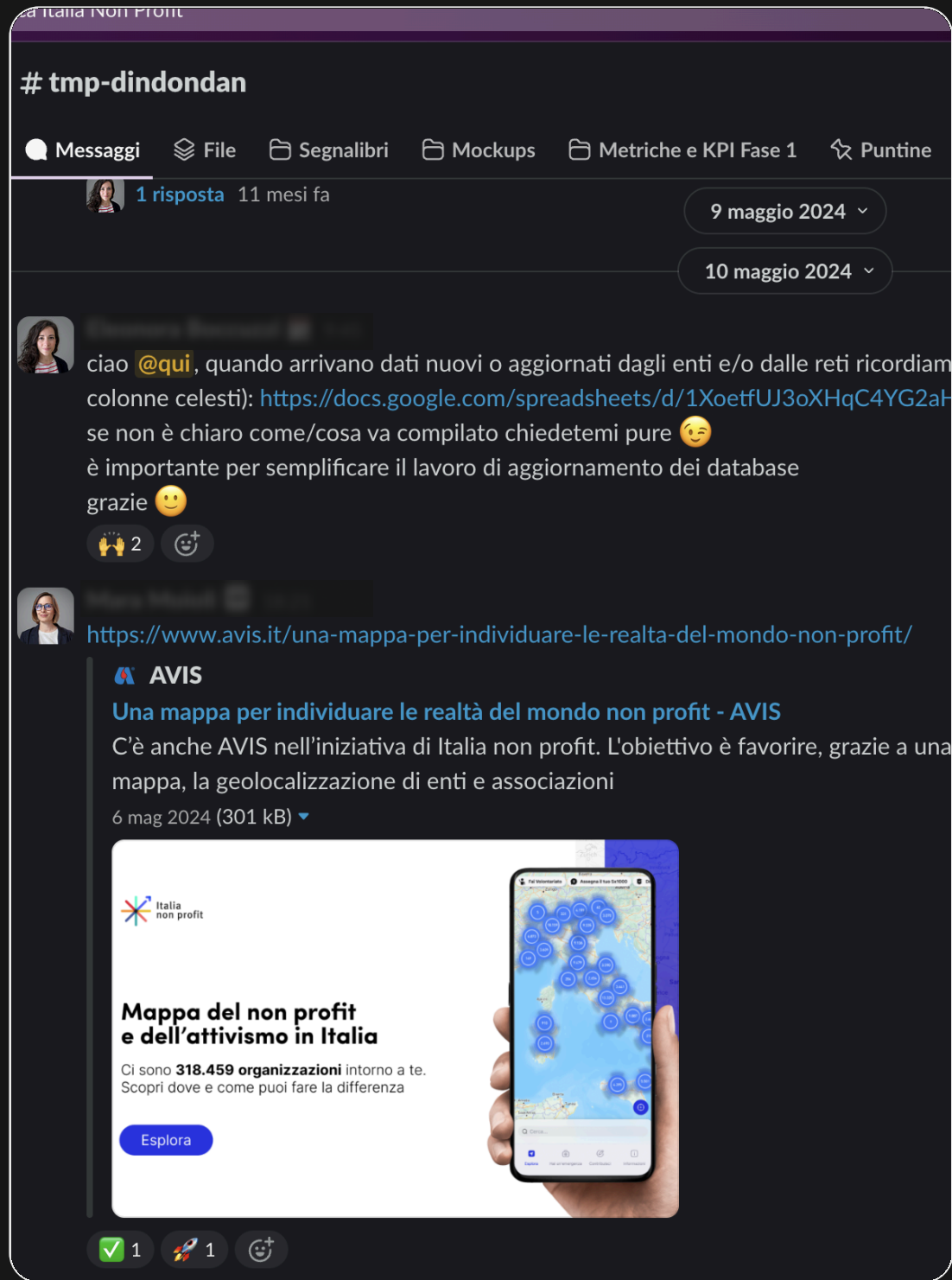


How to select the right tool?

To select the right tools, you should look at:

- UX accessibility for your team members
- Price
- Internal/External tooling (Build or Buy)
- Ramp-up speed
- Adoption
- Friction
- Effectiveness
- Shareability





Slack

Most of our communication happened asynchronously via chat.

Notion

Notion was used for project documentation and planning, ensuring a centralized platform for organizing information and tracking progress.

Jira & Github

Jira & GitHub were instrumental in managing tickets, allowing us to track reports and changes in a structured manner.

Figma

Figma was our tool of choice for creating prototypes and graphics, facilitating idea visualization and team sharing.

Data Collection



Data Sources

Italia non profit database

we incorporated information from our Italia non profit database, obtained directly from entities through questionnaires and interviews. (6k orgs)

Public Sources

We utilized publicly available data, such as those from the National Single Register of the Third Sector (RUNTS with 134k orgs), to enrich our information base.

Aggregated source

We integrated data from organizations like AVIS and ARCI, which provided structured information about their branches and activities.

Scraping other sources

Many organizations do not expose data in an open data format yet



What about you?

Building the map required extensive data collection and management. It works differently in many countries, how easy would it be to make the same map in your country?
And in Europe?

Results & Impact

Real Impact

Geolocation of 300k Entities

The map now offers a comprehensive overview of Italian non-profit organizations, facilitating connections between citizens and entities.

Enhanced Transparency

By making information about entities public, we contributed to greater transparency and trust in the non-profit sector.

Promotion of Volunteerism

The map has encouraged active citizen participation, making it easier to access volunteer and donation opportunities.



Open Data

An ethical and strategic use of data within the social economy context can make a difference.
Do you have access to all the Open Data to operate?

Ecosystem

For the social economy to thrive, it requires enabling, collaborative, “interoperable,” and transformative environments. What is the ecosystem in your country?

Trust

The social economy relies on relationships among citizens, organizations, businesses, investors, public administrations, international bodies, etc. Without trust, meaningful evolution is difficult to imagine.

Courage

The future of the social economy demands courage, to break free from traditional philanthropic and capitalist frameworks and enable new economic models to emerge (though perhaps this is too ambitious).

Conclusion

The Non Profit Map exemplifies how digitalization and strategic use of technological tools can empower the non-profit sector.

This project strengthened the social fabric by bringing people closer to charitable causes and promoting a culture of common good.

Thank you!

Luca Cipriani

c.luca@italianonprofit.it

Head of Operations

Italia Non Profit

