

PARTNERSHIP BETWEEN SHANGHAI SUNRISE SERVICE AND KIP INTERNATIONAL SCHOOL

On 12 September 2014 in Shanghai, in front of an audience of over one hundred people, Mr. Famiano Crucianelli, Co-President of the KIP International School, and Mr. Zhu Xiaodong, President of the Shanghai Sunrise Service Co, Ltd, signed a Memorandum of Understanding for an international cooperation programme. The partnership is based on the interest that the KIP International School has in extending its activities for human development and social inclusion and on the China Unionpay's policies aiming at putting into practice its own social responsibility as a private actor.

China Unionpay, through its operational company, called Shanghai Sunrise Service Co, Ltd, has been supporting in China for many years public programmes and social services through new mechanisms of ethical finance making available part of its profit accumulation raised by the worldwide use of their credit cards. China Unionpay intends to promote international cooperation programmes for social and sustainable development which will be supported through the mentioned financial mechanism. In particular it is interested to support new initiatives for helping elderly people in China and in other countries to be active in improving the quality of human and social development processes with their experience, skills, wisdom and creativity, as well as to better respond to their needs.

The *Sharing Wisdom for a Better World* Programme will be implemented at an early stage in China, Italy and in other countries where the KIP School has good contacts and consolidated relationships and it will be progressively extended, depending on the results and the available resources. The main issues of the Programme will be as follows:

- To implement action-research initiative for



enhancing elderly participation in the identification and documentation of local traditional knowledge in all the fields of development, such as: food and nutrition, craft, agriculture, culture, art, traditional medicine and medical plants, environment, landscape, social protection and others. The expected results of these projects will be the valorisation of the elderly's knowledge and expertise and their active role for sustainable local development. The outputs of the projects will be used as a basis for participatory planning of local sustainable development. The best experiences of the action-research projects will be divulged both at the national and international levels through the KIP International School web sites.

- To implement strategic pilot projects to respond to the needs of the elderly through services that ensure their inclusion in the social life of the area (social housing, innovative methods of care, services provided by the elderly and economically recognized by the community, etc.). These pilot projects will be based on the best practices promoted or recognized by the KIP School in different countries. The results of these pilot projects will be documented and disseminated in order to influence national policies.
- To promote and mobilize associations of seniors in China and other involved countries in order to participate in the activities of the projects at the country and international level.

The Programme will be implemented by increasing the use of the Unionpay Card in China and at international level. Shanghai Sunrise Pension Service Co, Ltd will be responsible for this component of the partnership, establishing collaboration with governments, authorities, associations, private sector, relevant banks and financial institutions in the countries where the Programme will be active. KIP International School will collaborate based on the fact that a part of the profit accumulation of the Sunrise Financial Pension Unionpay Card will be utilised to support the development activities.

In the coming months a Joint Steering Committee will be constituted and established in Shanghai and a joint mission in the first selected countries interested to the initiative will be held in order to define the first annual plan of activities.

