



# Pinco Pallino Ethics

For information on the "Cambodian Children's Fund Shelter School" (CCF) number 2, built thanks to the donation by I Pinco Pallino [www.cambodianchildrensfund.org](http://www.cambodianchildrensfund.org)  
For information on the Observatory on Minors [www.ipincopallino.it](http://www.ipincopallino.it)

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*The philosophy, projects and choices of a firm with an annual turnover of? 20 million, but also with a soul, which it increasingly preserves the more it sells. In short, the entrepreneurial and human spirit of Stefano and Imelde Cavalleri who, to look at, seem like two ordinary people, but to hear...*

Last year they celebrated 25 years of activity. A long period studded with success and recognition: magazine covers, front page headlines, fashion shows, new shop openings, awards, public decorations and lots and lots of work, plus lots and lots of passion.

Stefano wanted to publish a book that celebrated the event. He was very keen on the idea... Instead, with the money he opened a home in Cambodia. He and Imelde took only a few minutes to decide: the length of the phone call at 2 a.m. from a friend living on the other side of the world, with a request for help. How much? The same as the cost of the book. Okay.

In four months the project was carried out. On the 20th of March they were in Phnom Penh for the opening, overwhelmed by the affection of someone whose life you had saved and who kept clinging to you for fear you'd disappear from one moment to the next. Because he's just a child. And yet despite everything, the dump where that child lived, the stench, toxic sewage, abuse, violence, exploitation, hunger and the wretched existence, he is still able to hug and smile, hope, play and learn.

Tomorrow's ruling class will come from there, say Stefano and Imelde. A ruling class that will be the country's conscience: well-prepared and aware, that speaks English and the language of the down-and-out, and that knows how to use a computer and has a heart, taking care of people and also the law. A class that builds, unites and reconciles a prostrate and tormented country. The Cavalleris are not only concerned with humanitarian emergencies, but also research and studies on children in general. The "Observatory on Minors" project was started in 2004 with the aim of studying and analysing the relationship between minors and advertising, and between minors and the television. The "Observatory" seeks to safeguard their rights with regard to the media and boasts important names, such as Nobel Prize-winner Rita Levi Montalcini, on the "Supporters Committee". Hence a firm with a soul, but also attentive to optimising its resources and conquering new markets. The latest openings, in Hong Kong, Moscow, Zurich, Donetsk, Porto Cervo and Bologna (at the end of August), which add to the many others in the last ten years, are the clearest proof.

And likewise the project for an "I Pinco Pallino Foundation" that organises, develops and orders the group's charitable initiatives. Through fiscal recognition it can invest more, give more and help more, involving friends and collaborators as well as anyone interested in doing some good and giving back to the community a part of what they have received.

"I Pinco Pallino" have lots of projects in store, and determination is needed to complete them all. Clear ideas are also necessary, and Imelde has them, along with lots of requests to make at the Italian Parliament and the European Parliament where she has been asked to speak. Projects for a more flexible organisation of work time, especially for women, the creation of intercompany day nurseries (as vice-mayor she has just created one in a neighbouring town), the relaunching and recovery of vocational schools, apprenticeships at firms during the school years, and for a more rational and authentic recognition of Made in Italy. These are projects that give back dignity to the men of today and, above all, of tomorrow, and which will let them know the meaning of enthusiasm, passion, and the love of life, a job, and the family. So that they can experience the priceless joy of feeling loved and esteemed, even by those less fortunate and who do not necessarily live on the other side of the world. "Children are the centre of our life and everything starts from the fact that we are parents" they say.

But that's not true. Everything starts from the fact that we are good people.



(fig. 1)  
Pinco Pallino