



Oltre il Coronavirus

- A collaborative, work-in-progress document with id ple as nnnon how to help sustain the Milan-area & broader Italian economy during these difficult times.

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What This Is About

I'm not in Italy. I love Italy. How can I help?

In these difficult times when the response to the Coronavirus crisis is forcing a substantial reduction in economic activity in Italy - [and in particular in the greater Milano area](#) - we are gathering ideas on how to help from afar.

There are people all over the world that have strong ties to Italy, and many that have especially strong ties to the city of Milan, because they grew up, studied, or worked there.

To those people, this document aims to provide some practical ideas to help answer the “**what can I do?**” question. Although buying a small government bond or a “Made in Italy” product may feel like an insignificant drop in the bucket, there is strength in numbers and every action counts.

All in all, we’re in uncharted territory, and it’s easy to feel that there is simply nothing you can do.

We reject that.

How about other areas hit by Coronavirus?

Absolutely, help is and will be needed in many places. This is a global problem that requires global solutions. That said, locally focused ideas and solutions help as well. It’s like when you donate to a local charity AND to a global one. The two actions are not in conflict, but rather they complement each other. What matters is that there is action, instead of inaction.

A work in progress

This is certainly not an exhaustive list of “what can be done”.

Rather, it’s a starting point and a work-in-progress.

In fact, this document was born as a Google Doc precisely so that many hands can collaborate on it, and improve it over time. So...

→ Please contribute

What do you recommend that others do? What do you believe would help? Feel free to edit this document to make your voice heard. Two simple rules as you do so:

1. **Be respectful** of other ideas.
2. **Be practical**: favor ideas that can immediately turn into action.

Who Is Behind This

It doesn’t matter. It’s people that care about Milano, Lombardy, Italy. We want to focus on how we can help vs. criticizing whatever decisions have been made. And we believe that coming together is the only way to respond to a global crisis, whether in Italy or anywhere else.

Let’s do it.

Ideas

Help local hospitals

Articles that list multiple places

A summary of hospitals that you can donate to (the article is in Italian).

<https://www.ilpost.it/2020/03/10/raccolte-fondi-ospedali-coronavirus>

Gofundme: Coronavirus Italy

<https://www.gofundme.com/mvc.php?route=category&term=coronavirus%20italy&country=US>

Bari

<https://www.gofundme.com/f/tztxv-rafforziamo-la-terapia-intensiva-a-bari>

Bergamo

http://www.asst-pg23.it/section/2358/Donazioni_liberali

Bologna

<https://www.gofundme.com/f/donazione-ospedale-santorsolamalpighi>

Brescia

Fundraising for hospitals in the Brescia region (the article is in Italian)

<http://www.fondazionebresciana.org/news/aperta-la-raccolta-fondi-per-sostenere-gli-ospedali-bresciani-aiutiamobrescia/>

This site has a section in english:

<https://www.forfunding.intesasanpaolo.com/DonationPlatform-ISP/nav/progetto/aiutiAMOBrescia>

Como

<https://www.gofundme.com/f/aiutami-la-terapia-intensiva-santanna>

Cremona

<https://www.gofundme.com/f/raccolta-fondi-per-l039-ospedale-di-cremona>

CREMA

This one is for Crema which has been battling Covid-19 since the beginning. The major of Crema, Stefania Bonaldi shared a post on Facebook supporting this particular campaign.

<https://www.gofundme.com/f/aiutiamo-l039ospedale-di-crema-terapia-intensiva>

Genova

Buy "Made in Genova" products:

- [Mercato Orientale](#): buy local products there and support the retails in the economy disaster that will happen in a few months from now, your favourite local store might close and this time forever

Donations (of all sorts):

- Donate blood:
 - <https://www.ilsecoloxix.it/genova/2020/02/25/news/coronavirus-l-appello-donate-il-sangue-non-c-e-alcun-rischio-ne-emergenza-in-liguria-1.38515513>
 - <http://www.mentelocale.it/genova/articoli/83773-coronavirus-appello-san-martino-donate-sangue-senza-timore-numeri-utili.htm>
- Donate to San Martino Hospital (approved by the hospital itself):
<https://www.gofundme.com/f/la-liguria-contro-il-coronavirus>



 Author

Ospedale Policlinico San Martino Buonasera Federico, tutto tracciato dalla Direzione Amministrativa e dall'Ufficio del Bilancio. Avanti così!

Like · Reply · 1m



Red Cross & Hospital in Monza

Hospital:

https://www.gofundme.com/f/coronavirus-fondi-emergenza-ospedale-san-gerardo?utm_source=customer&utm_medium=copy_link-tip&utm_campaign=p_cp+share-sheet

Croce Rossa di Monza needs money to buy masks and medical supplies

<https://www.gofundme.com/f/yqppre-cri-monza-coronavirus-2019>



Milano

Niguarda Hospital

<https://www.gofundme.com/f/aiutiamo-ospedale-niguarda-covid19>

Policlinico Hospital

<https://www.policlinico.mi.it/donazioni-lotta-al-coronavirus>

Sacco Hospital

<https://www.gofundme.com/f/aiutiamo-la-rianimazione-dell039ospedale-sacco>

San Paolo & Carlo Hospital

<https://www.gofundme.com/f/covid19-azienda-ospedaliera-santi-paolo-e-carlo>

San Raffaele Hospital

The Ferragnez (Chiara Ferragni and Fedez) is organizing this fundraiser on behalf of Ospedale San Raffaele di Milano to strengthen the intensive care. More than 3 million of euro already raised

<https://www.gofundme.com/f/coronavirus-terapia-intensiva>

Napoli

<https://www.gofundme.com/f/raccolta-fondi-per-il-cotugno-di-napolicovid19>

Novara

<https://www.gofundme.com/f/emergenza-coronavirus-novara>

Lecco

<https://www.gofundme.com/f/coronavirus-aiutiamo-asst-lecco>

Padova

<https://www.gofundme.com/f/coronavirusrafforziamo-la-terapia-intensiva-pd>

Palermo

<https://www.gofundme.com/f/donazione-ospedale-civico-palermo>

Parma

<https://www.gofundme.com/f/sosteniamo-la-terapia-intensiva-di-parma>

Pavia

<https://www.gofundme.com/f/ospedale-san-matteo-coronavirus>

Pesaro

<https://www.gofundme.com/f/raccolta-fondi-pr-ospedale-Pesaro>

Piacenza

<https://www.gofundme.com/f/emergenza-coronavirus-ospedale-di-piacenza>

Reggio Calabria

<https://www.gofundme.com/f/terapia-intensiva-ospedale-reggio-calabria>

Treviso

<https://www.gofundme.com/f/aperyshow-aiuta-rep-terapia-intensiva-treviso>

Follow Bocconi University's lead

We invite each of you Alumni to join this important fundraising campaign [using our iGive platform](#) to support the two initiatives indicated above and team up with Bocconi University's community. All the donations received from Alumni, Students, Academic Council, Dirigenti, Staff and Faculty will be added in real time to the counter [on this page](#) so that you'll be able to monitor the progress of the campaign.

Below are links to the two initiatives we have chosen to support, after consulting local institutions:

- **Regione Lombardia - Sostegno Emergenza Coronavirus**

Info:

<https://www.regione.lombardia.it/wps/portal/istituzionale/HP/DettaglioRedazionale/servizi-e-informazioni/cittadini/salute-e-prevenzione/coronavirus/coronavirus-raccolta-fondi>

- **Fondo di mutuo soccorso del Comune di Milano**

Info:

<https://www.comune.milano.it/-/coronavirus.-dal-comune-di-milano-un-fondo-di-mutuo-soccorso>

Offer digital services to support areas heavily hit by the COVID-19

Join [here](#) the digital solidarity initiative to support citizens and businesses based in the red zone.

Buy Italian government bonds

Italy is likely to issue new debt to inject cash into the economy. Buying Italian bonds via your brokerage firm may not be that easy, but a shortcut is to buy shares in a bond fund that focuses on Italian government bonds, such as [iShares Italy Govt Bond](#).

With regard to the risk associated with Italian government bonds, this [recent Walls Street Journal article](#) stresses that the risk is low. The ECB is likely to be a buyer soon, as part of a stimulus package that will surely be implemented in response to the crisis.

Please note: this document was not created by a broker/dealer, an investment advisor, or by people who have access to non-public information about publicly traded companies or government bonds, and this is not a place for the giving or receiving of financial advice, advice concerning investment decisions or tax or legal advice. This document is simply a list of ideas. No content on the site constitutes - or should be understood as constituting - a

recommendation to enter in any securities transactions or to engage in any of the investment strategies. We do not provide personalised recommendations or views as to whether a stock or investment approach is suited to the financial needs of a specific individual.

Buy Lombardy Regional Bonds, when available

The Italian region of Lombardy successfully issued regional bonds in the past (e.g. 1 billion Euros in 2014). We should encourage the region to fast track the issuance of new bonds, so that private & public investors from around the world can immediately lend money to it

Interest rates are low, and investors may be willing to subscribe at a rate that is further discounted because of the nature of the bonds ([current rates for Italy's government bonds](#)).

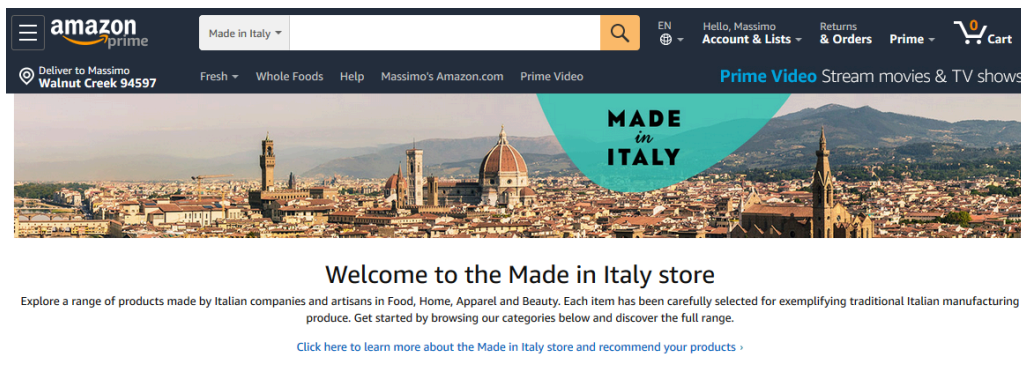
A petition could be started asking Lombardy to issue special bonds as soon as possible, specifically targeted to economic relief in the areas most affected by the reduction of economic activity triggered by the Coronavirus outbreak. The petition could be run on a site like <https://www.change.org/start-a-petition>

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Buy “Made in Italy” products

Buying more products that are “Made In Italy” can help the Italian economy in these difficult times. You can find countless products that come from Italy at your grocery store, at your department store, etc. You can also shop on Amazon in the “Made in Italy” section of the Web site (at least here in the USA). You can find it at:

<https://www.amazon.com/b?ie=UTF8&node=19207856011>



Buy “Made in Milan” products

As the greater Milan area has been hit particularly hard by the Coronavirus crisis, there are areas of this document that focus on highlighting products that have strong roots there (e.g. the company is headquartered in the area, even if the products may be manufactured elsewhere).

Buy clothing from Milan-based fashion brands

Some of the top, Milan-based fashion brands include:

- Armani - <https://www.armani.com>
- Boggi - <https://www.boggi.com/>
- Camiceria Ambrosiana - <https://barrocoitalia.com/en/artisans/camiceria-ambrosiana/>
- Canali - <https://www.canali.com>
- Dolce & Gabbana - <https://dolcegabbana.com>
- Fiorucci - <https://www.fiorucci.com>
- Lavazza - <https://italiansforitalians.com>
- Marni - <https://www.marni.com>
- Missoni - <https://www.missoni.com/>
- Moncler - <https://www.moncler.com>
- Moschino - <https://www.moschino.com>
- Pomellato - <http://www.pomellato.com>
- Prada - <https://www.prada.com/>
- Trussardi - <https://www.trussardi.com/>
- Tucano Urbano - <https://www.tucanourbano.com>
- Valentino - <https://www.valentino.com>
- Versace - <https://www.versace.com/>
- Vivetta - <https://www.gilmarlab.com/en/designer/vivetta.html>

- Zegna - <https://www.zegna.com>

The popular online fashion retailer [Yoox](https://www.yoox.com) carries many Milano & Italy-based brands: [yoox.com](https://www.yoox.com)

Buy housewares from Milan-area manufacturers

Alessi

<https://www.alessi.com>



Bialetti

https://www.bialetti.it/it_en/



Gaggia

<https://www.gaggia.com/>



Pentole Agnelli (Cookware)

<http://www.agnelliusa.com/>



Buy food & drinks from Milan-area brands

Bindi Desserts

- <https://www.bindidessert.it/en/>
- <https://bindiusa.com/>



Branca

<https://www.brancadistillerie.com/>



Campari

<http://www.campari.com/>

Campari has lots of different brands, from Campari itself...



... to anything from Aperol to Grand Marnier to SKYY Vodka. See:

<https://www.camparigroup.com/en/brands?legalRadio=1#legalage>

Pasticceria Marchesi

- <https://www.pasticceriamarchesi.com>
- <https://store.pasticceriamarchesi.com>



Buy Italian food & wine

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Eat better, live better

FIND A STORE | SHOP ONLINE | CLASSES & EVENTS

<https://www.wine.com/list/wine/italy/7155-107185#>



<https://www.supermarketitaly.com/>

Specifically, these wines are from **Lombardy**:

<https://www.wine.com/list/wine/lombardy/7155-107218>

Buy other products from leading companies based in the region

Alfa Romeo

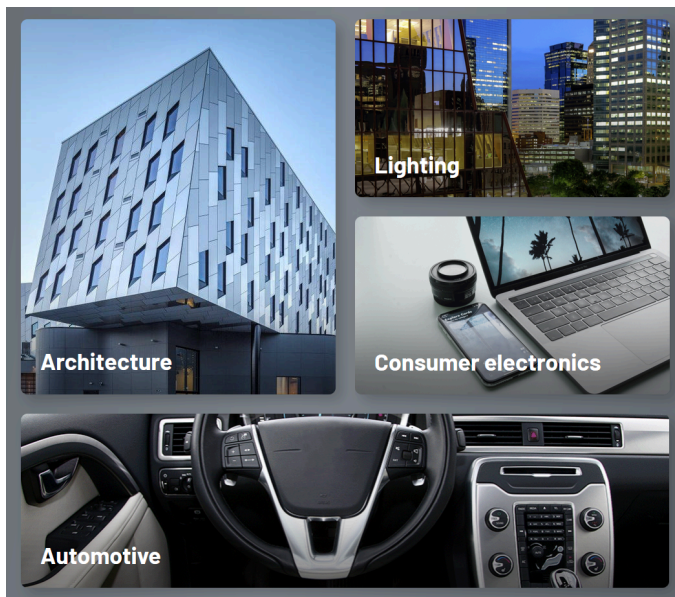
The famous car manufacturer - part of [FCA](#) (Fiat Chrysler Automobiles) - is rooted in the Milan area, and its museum still sits right outside of Milano.

- <https://www.alfaromeo.com/>
- <https://www.museoalfaromeo.com>



Almeco

Aluminum-based products for architecture, automotive, lighting, consumer electronics, ...



BioNike

Cosmetic products.

<https://www.bionike.it>



Cassina

Gorgeous, high-end furniture made right outside of Milan.

<https://www.cassina.com/>



Flexform

Modern indoor and outdoor furniture.

<https://www.flexform.it>



Kartell

<https://www.kartell.com>



Moleskine

<https://us.moleskine.com>



Rimadesio

Innovative furniture, wall systems, etc.

<https://www.rimadesio.it>

