



MOVIMENTO DIFESA DEL CITTADINO - MDC

Movimento Difesa del Cittadino (MDC) is a national association of consumers' protection and aid, recognized by Italian Ministry of Industry (actual Ministry of Economical Development) according to law 281/98, member of CNCU (Italian National Committee of Consumers and Users) MDC is founder-member of Consumers' Forum, association which aims to widespread ADR.

Starting from 1987, MDC works to promote protection of citizens' rights, trough information and giving them legal instruments for self-defence, furnishing also assistance and tutelage trough experts.

MDC is found member of CILD (Italian Coalition Freedom and Civil Rights) in the 2014. CILD is a network of non-governmental organizations and associations.

At the Health Ministry MDC is member of the National Committee for Food Security (CNSA), at the Consultative Section of consumer associations and producers in food safety).

MDC participates at the principal round tables at the Italian regulation independent Authorities such as Italian Competition Authority , Italian Communication Authority , Italian Data Protection Authority and the Italian Energy Authority .

Local office activities

MDC avails itself of a legal counselling department and is organized into departments that oversee Association activities and deal with specific issues. There are over 100 local offices distributed in 19 regions, that offer advice and assistance to members in the controversies with the PA, with public and private service providers, with contracts, bills, etc.

Objectives

The Movimento pursues by all legitimate means, including by means of judicial action, the following purposes and all consequent and related purposes:

- protection of citizen rights and interest with respect to the Public Administration;
- protection of consumers/users in the relationships with public and private manufacturers and providers of goods and services;
- defence and protection of the individual and collective rights of consumers and users;
- proper relationship between the citizens and the judiciary;
- pluralism, impartiality and transparency of public information and communications, including of advertising nature however given, aimed at promoting, distributing and selling products and services;
- access to and safe use of all existing data, voice and video (and relevant contents) transmission and communication technologies for all citizens, in compliance with the laws in force governing transparency and user guarantees, privacy and minors protection;
- protection and health preservation of citizens and protection of the rights of ill people and their families;
- protection of minors, elders, disabled and low-income persons;
- improvement of the quality of life, protection of the health and of the environment from all sorts of pollution;
- food safety, protection of consumers from frauds, protection and promotion of typical local products as a biologic and cultural wealth;

- cultural promotion and dissemination through projects, studies and initiatives concerning citizen and user rights;
- respect for different ethnic groups, religions, sexual identities, promotion of the actual achievement of immigrant rights as established by national and EU regulations and by international treaties.

Campaigns and projects

In recent years, the Movimento has been committed to several information campaigns and researches on: self-certification, red-tape simplification, Euros, prices and rates, savings, financial and insurance services, food, new technologies, minors protection and information.

Most recent leading projects

- Consumatori 2.0 (2014-2015): co-funded by the Ministry of Economic Development in collaboration with Assoutenti, Codacons, Confconsumatori, Unione Nazionale Consumatori. It aimed at a consumer education through the 2.0 tools in several fields of everyday life.
- "Dalle pari opportunità alla partecipazione protagonista" (2013-2014): co-funded by the Ministry of Employment and Social Policies, aimed at strengthening women's participation in institutional, political, civil society, in collaboration with Codacons.
- RcAuto su misura (2013 – 2014): co-funded by the Ministry of Economic Development in collaboration with Codacons, is aimed at informing citizens about Civil Responsibility insurance news. Among principal actions a toll-free number and a National Day.
- "Famiglie&Consumi - Come vivere meglio in tempo di crisi" (2012-2013) co-funded by the Ministry of Employment and Social Policies, aimed at informing citizens about saving money, ethical consumption (food and no food), energy conservation and fuel saving.
- Bilanciamo MDC (2011-2012), co-funded by the Ministry of Employment and Social Policies. On the occasion of 25th Year of MDC activity (1987-2012), the Movimento carry out its first Social Report.
- "Lavoro Sicuro" (2012-2013) co-funded by the Ministry of Employment and Social Policies, aimed at preventing frauds and crimes among young people looking for a job. Aimed at raising awareness among young people about the rights concerning contracts of employment.
- "Badanti informate, famiglie protette" (2010-2011), co-funded by the Ministry of Employment and Social Policies, aimed at training, informing and supporting family carers on consumer issues, citizenship rights and first aid;
- "Sportello Arcobaleno" (2007-2009), o-funded by the Ministry of Employment and Social Policies, aimed at offering consumer protection to non-EU citizens;

European projects

- Safer Internet Center – “Generazioni Connesse” (SIC ITALY II) (2015-2016): co-funded by the European Commission in the frame of the programme *The Connecting Europe Facility (CEF) - Safer Internet*. Its aim is to develop awareness raising material ,to organize campaigns and information sessions for children and young people, parents, carers, social workers and teachers to enable children and young people to make responsible use of on-line technologies. The project is managed by the Instruction Minister, Save the Children and Telefono Azzurro, Postal and Communication Police Service, Childhood Authority Garantor, University of Florence, Sapienza University, Skuola Network Srl, Cooperativa Sociale E.D.I. ONLUS and MDC acting as implementing partners.
- Market Watch (2014 - 2017):co-funded by the Intelligent Energy Europe Programme of the European Union. Sixteen civil society organisations from all across Europe have come together to form MarketWatch, campaign of testing everyday products in shops and online, MarketWatch will shine a spotlight on those manufacturers and retailers failing to follow EU regulations and depriving their customers of the energy savings they think they are getting.

- EcoLife (2013 - 2016) -Ecological Lifestyles for CO2 Reductions- is an European Union funded project that aims inform and to give suggestions to European citizens on possible sustainable changes in their daily lifestyles to reduce CO2 and greenhouse effects and global warming.

- Safer Internet Center – Generazioni Connesse (2012-2014): co-funded by the EU's Directorate for Communications Networks, Content & Technology. Its aim is to develop awareness raising material, organize campaigns and information sessions for children and young people, parents, carers, social workers and teachers to enable children and young people to make responsible use of on-line technologies. The project is managed by the Instruction Minister, Save the Children and Telefono Azzurro, while MDC acts as implementing partner.

- Adicae (2009) : co-funded by the EU's Directorate-General for Justice. It consisted on a European cycle of seminars for the means of payment fraud prevention in collaboration with the Police and Judicial authorities consumers association and professional organizations. The purpose of the project was the prevention on fraud in means of payment, emphasizing to its transnational dimension and the assistance the victims of these crimes.

- Periscope (2007-2010): co-funded by the EU's Executive Agency for Health and Consumers for the prevention of child obesity. Periscope as Pilot European Regional Interventions for Smart Childhood Obesity Prevention in Early Age aimed at challenging the increase of child obesity in 3 European countries: Italy, Denmark and Poland.

Publishing activities

MDC is engaged in an intense publishing activity and, as association for consumer protection, its main focus has always been on information.

In 2004 MDC founded the daily press agency on consumer issues entitled Help Consumatori (HC). The Help Consumatori project was co-funded by the Ministry of Production Activities between 2004 and 2005 and for the remaining years entirely by MDC. A significant part of the project was the daily press release (5 days a week Monday to Friday) distributed online free of charge to all citizens who asked to receive it. At present, Help Consumatori is being run by Consumedia, an independent cooperative of journalist. The newsletter was registered with the Court of Rome, Press Division, entry no. 260/06 of 27 June 2006.

MDC publishes Diritti&Consumi, the association's monthly review with articles by consumerism experts concerning the status and initiatives of the association's national and local offices. The hardcopy review is mailed to all local offices, which in turn distribute it to the members. Diritti&Consumi may also be downloaded from the MDC website. The review was registered with the Court of Rome, Press Division, entry no. 503/00 of 28.11.2000.

The Association also publishes the bi-weekly newsletter Mdcnews, on hardcopy, containing information about the life of the Movimento and interesting articles for consumers. The newsletter is distributed to all local offices and to all members. Users may sign up in the website to receive the on-line version of the newsletter. The newsletter was registered with the Court of Rome, Press Division, entry no. 502/00 of 28.11.2000.

The latest born (1 October 2011) is the fortnightly online newsletter Salute&Gusto, which is aimed at providing information, updates and insight on food safety issues. It is e-mailed to anyone who subscribes at www.difesadelcittadino.it.

Since March 2009 MDC has also been operating a web TV denominated "Cittadini in TV", which may be accessed to via You Tube (<http://www.youtube.com/user/cittadiniintv>) and via the home page of the institutional website www.difesadelcittadino.it. Every week there is coverage of a hot issue in the world of consumers/users, or of an initiative launched by the Association. In addition to the previously unreleased self-produced contents, Cittadini in TV collects the episodes of TV shows in which MDC representatives were guests. In the coming month a service will be launched to collect and forward cases of public service inefficiency reported by the citizens in the form of mobile phone videos.

Dossiers and surveys

“Italia a tavola”, a report on food frauds in Italy which has been done every year since 2004 in cooperation with Legambiente; “Rapporto sull’etichettatura di pesce e ortofrutta nei mercati rionali”; “Baby Consumers”, a report on child and teen-ager consumption (especially mobile phones, new media, TV and food); surveys on the increase of school-book prices, summer child care centres, toy prices and safety; “Viaggiare in salute” and “Le gabbie sanitarie: farmaci e ticket regionali”; “Risparmio&Fiducia” (2005), report on consumer confidence after the crisis of the early financial cracks (Parmalat, Cirio, Giacomelli) and the outcome of the relevant settlements; surveys on automotive insurance prices; “A scuola di energia”, a survey on the initiatives taken by schools for energy saving and the development of new energy sources.

MDC keeps documentary records of its activities and informs citizens also through social networks like Facebook, Twitter and Google+.