

# VOLUNTEERING IN COMMUNICATION IN A BUTTERFLY HOUSE

## HOSTING ORGANIZATION

Farfalle nella testa

## WEBSITE

[www.farfallenellatesta.it](http://www.farfallenellatesta.it)  
[www.bordanofarfalle.it](http://www.bordanofarfalle.it)

## WHERE

Bordano (Udine), Italy



**casa delle  
farfalle**

## WHO WE ARE

Farfalle nella Testa is a cooperative company that deals with **communication of science public engagement with science and sustainable tourism**. We were born in 2013, bringing together different know-hows (management, scientific advice, research, exhibition design, educational projects, technology and communication) from some friends with a long experience in science museums, science centres, zoos, aquariums, research groups, training, etc.

We're strongly connected with our territory, the Friuli Venezia Giulia, a region with the highest biodiversity in Italy and among the higher in Europe.

*“We wanted to build a working group to include all the skills needed to think, create, develop and manage exhibitions as well as educational projects that involve also live animal and plants. The whole process of it.”*



## OUR MAIN FACILITIES

We are managing the **Butterfly House** in Bordano (UD), the biggest one in Italy (and we have our headquarters in the Butterfly House itself).

We manage the Visitor's Centre of the **Ecomuseo della Val del Lago** on the Lago di Cavazzo, minutes away from Bordano.

We also manage the **Tiere Motus** museum, in Venzone, the most important location to commemorate the 1976 earthquake and the reconstruction of the Friuli.

*“We tell the thousand stories of this planet – the bizarre adventures of fishes, insects, mammals and plants; because there is a thriller story, inside any duck migration, and there is a thousand-year saga in every river pebble. So, we are the storytellers. We tell these stories. We translate them from the natural language to the human language.”*



## THE BUTTERFLY HOUSE

Every year, **about 50k visitors enter our Butterfly House** with about 10k of them being students. A considerable percentage of them are foreigners. In fact, the exhibitions and educational services are realized in Italian, English and German languages. All the staff speaks at least two languages.

**We are engaged in the local community of Bordano.** Annually we organize many events in collaboration with the Ecomuseo della Val Del Lago, local promotion associations such as the Montessori Education Schools, etc. The Butterfly House greenhouses are open to the public from March to October.

*"We want our visitors to stay breathless, facing the paramount show of everyday life on Earth. We want them to smile and to think. We want our visitors to raise in their souls the desire to better live with themselves, with animals and with everyone that lives on this amazing little planet, which we were born on."*



# WHAT WE DO

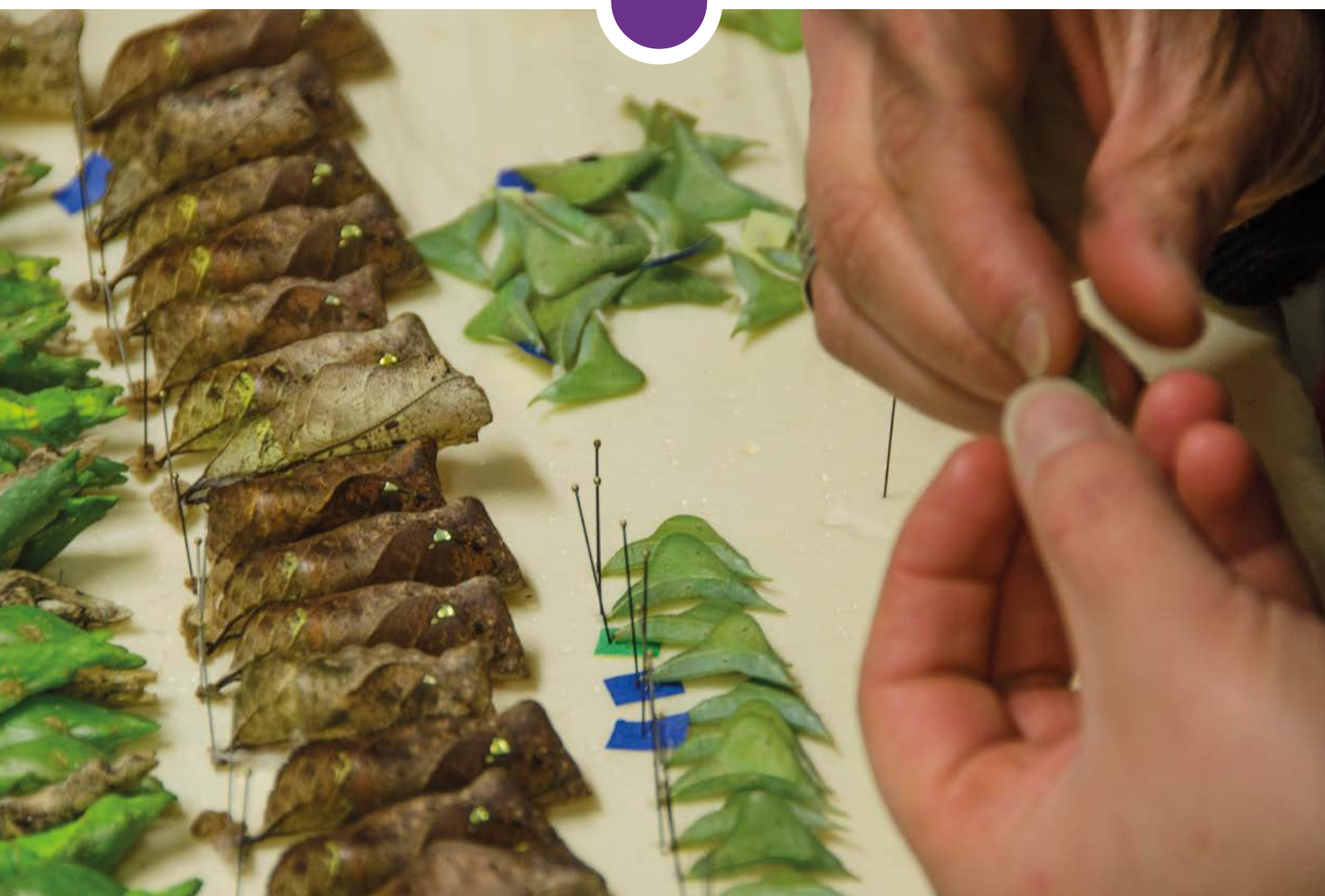
## 1. GREENHOUSES AND ANIMALS

We are one of few groups in Italy specialized in the **realization and management of public environments with live animals**. It deals with every aspect of the process, from the structures to the design and set up of the interior, to the training of technical and scientific staff, to the educational programs.

## 2. EXHIBITIONS

We create **temporary or permanent exhibitions on scientific themes**, with particular expertise in natural sciences. We can be a consultant for exhibition concept, executive design, content creation (texts, images, videos), communication campaign and multimedia software.

*“Destroying rainforest for economic gain  
is like burning a Renaissance painting to cook a meal.”  
E.O. Wilson*



# WHAT WE DO

## 3. EDUCATION

We design and develop education activities for the general public or specific targets (children or teenagers, people with disabilities, elderly people). Our offer mainly covers the fields of **earth sciences, natural sciences, biology, chemistry and physics**. We propose demonstrations, informal talks, laboratory activities, in-the-wild lessons, conferences and workshops, other edutainment activities. We provide complete packages, specific interventions or consulting activities.

## + SUPPORTING ACTIVITIES

Our supporting activities include:

- **graphic design & editorial**
- **photographic shooting and editing**
- **video production and post-production**
- **social and digital marketing**
- **active citizenship**

We work on this for our own projects and for the structures we manage, as well as for other projects and companies in the scientific, educational and touristic sectors.



# THE PROJECT CONTEXT

## BORDANO

*Bordano is known as the “Town of the Butterflies” because of the various species of butterflies flying in late spring. It has been renowned for this, since the XIX century.*

**Bordano is a very small community of around 800 inhabitants.** The village is a few kilometers to Gemona del Friuli and half-an-hour-by-car to the city of Udine. Bordano stands to 224m of altitude, right of the **Tagliamento river** (a very special kind of river), between the mountains Brancot (south) and the well-known San Simeone

(north), which create a little open valley towards the river. Furthermore, the community has in itself Interneppo, which overlooks the **Lake of Cavazzo** (2.5 km from Bordano). Also, it is possible to take a refreshing swim near by the Butterfly House in a small lake with amazing mountain scenery.



## ... AND SURROUNDINGS

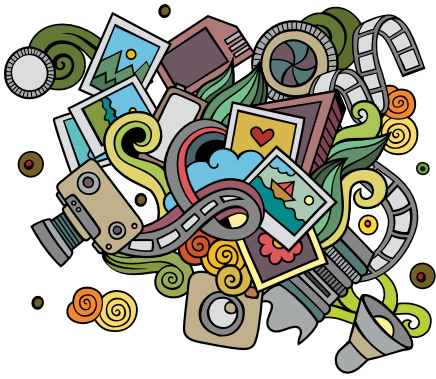
*Venezia, Cividale, Aquileia, Grado, Dolomiti, Trieste, Istria, Slovenia, ...*

Around the town, on the walls of the buildings, **hundreds of murals** can be seen, representing especially butterflies. The making of these murals started in 1996 and reached its peak with the opening of “Casa delle Farfalle” (Butterfly House) in 2003. Casa delle Farfalle is one of the main turistic attraction of the Friuli Venezia Giulia region, and the most important butterfly house in Italy. It’s visited by 50k people each year. The guests come from the Friuli Venezia Giulia region, but also from Venetian and nearby. Other tourists come from Austria, German

and Northern Europe. During the summer, around the area of the **Lake Cavazzo** there are countless events, festivals and activities. In the Bordano community also exist important sports activities, in particular athletics (mountain trail running) and **paragliding** (one of the most important spots in northern Italy is here). In the Lake Cavazzo you can do aquatic sports like windsurfing and canoe. Bordano, by standing in the centre of Prealps Carniche and Prealps Giulie, is also seen as an excellent starting point for **trekking and cycling**.



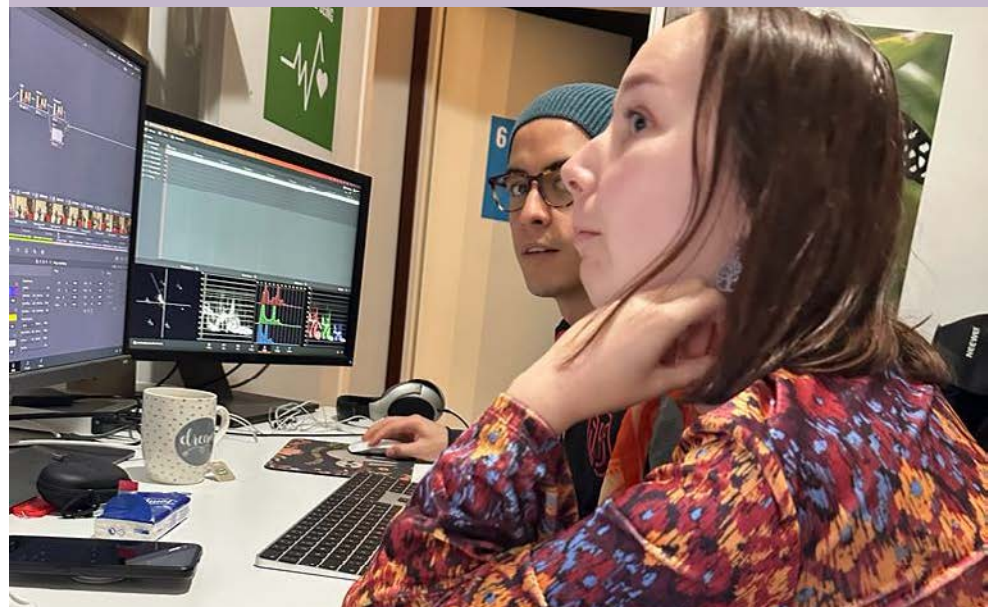
# VOLUNTEERING IN THE COMMUNICATION OF A BUTTERFLY HOUSE



The program of activities (see right for details) comprehend help the staff in producing, editing and publishing of the media, as well as social activities. Your specific program, after the first weeks, will be slightly adjusted to make it adapt to your personal interests and inclinations, so that each one of you will have space and time to express her/his ideas and preferences. The volunteers will be encouraged to propose, personalize and improve the activities.

**The volunteers will be involved in the communication of the activities of the Butterfly House and the other activities of Farfalle nella Testa, as follows:**

- ✓ Support the staff in the shooting, editing and publishing of photo of animals and plants inside the Butterfly House and the environment of the surroundings;
- ✓ help in the maintenance of the huge photographic archive of Farfalle nella Testa;
- ✓ support the staff in the video production (planning, shooting – light, audio, video) and post-production – audio and video editing;
- ✓ follow the publishing of informations and media content in the websites and social media channels;
- ✓ take care of the daily interaction activities in the websites and social media channels;
- ✓ help in reading the statistic and planning the media strategy and media campaigns;
- ✓ take part in the graphic design of all the different materials produced by Butterfly House and Farfalle nella Testa;
- ✓ after an initial phase of knowing the Butterfly House and the context, the volunteers will be encouraged and supported to enrich us with their ideas and experiences.





## WORKING HOURS

The volunteers will be working for a total of **35 hours per week, 5 days a week with around 6-7 hours a day**. The remaining 2 days, as well as the other free time (programmed days off) they can do what they prefer, in the area or travelling in Italy.

The working time and days of duty can vary during the year, because of the opening season is not all along the 12 months.



# ACCOMMODATION

## THE HOUSE

The volunteers are hosted in a three-floor house with a garden, located in Bordano, seven-minutes-walk from the *Butterfly House*. The house has three rooms, a living area with open kitchen and dining table, a toilet and a shared bathroom.

The house is light, clean and provided with all necessary appliances – oven, microwave, kitchen appliances, washing machine, iron, hair dryer, etc. The common area is kept clean by volunteers cleaning schedule.

## FINANCIAL AND MORE

- ✓ Every volunteer will be given monthly a pocket money amount of 6 euros per day, and a monthly 150 euros for the food;
- ✓ transportation to Gemona for weekly grocery shopping and to/from train station is provided by the staff (ask before);
- ✓ we can provide some bicycles;
- ✓ the travel expenses will be refunded on the basis defined by the European Commission.



# EATING

## FOOD IS CULTURE

About the food. We let every volunteer choose and cook her/his own food. We encourage to share your country's and your personal cooking habits with your co-volunteers and the Bordano staff + friends. During the summer, at lunch time,

you can take advantage of the Butterfly House's restaurant with staff discounts. Previous volunteers have created a productive garden, to provide fresh vegetables and herbs for their consumption, in the back of your house.





**JOIN OUR TEAM** 

how to apply

Send the CV and the application form to [apply.esc@associazionejoint.org](mailto:apply.esc@associazionejoint.org) with the subject line “**Application for Farfalle nella testa**” as soon as possible. Shortlisted people will be contacted to arrange a Zoom interview.