

LENE THUN FOUNDATION: CERAMIC THERAPY TO HELP UKRAINIAN REFUGEES

Lenet Group employees become volunteers with Save the Children, Ai.Bi, Refugees Welcome Italia, Fondazione Progetto Arca onlus, Farsi Prossimo Onlus with the City of Milan and Spazio Aperto Servizi and International Rescue Committee.

Since the beginning of the war in Ukraine, more than 6 million Ukrainian citizens have been seeking refuge in the European Union. Among them, after a long journey, over 141,000 have arrived in Italy: over 74,000 are women, almost 45,000 are minors and 22,000 are men. A real emergency situation that cannot be avoided.

This is the conviction of the Lene Thun Onlus Foundation (part of Lenet Group) which, for the entire month of July, will bring ceramics therapy to Ukrainian refugees, as a support to alleviate the psychological suffering endured while fleeing the war. This project is in addition to the association's now traditional activity in the paediatric and oncology wards of 32 hospitals in Italy and Europe, with its 51 permanent ceramics-therapy workshops dedicated to children undergoing treatment.

This new initiative is made possible thanks to the collaboration with some of the most important non-profit organisations operating in Italy, Save the Children, Ai.Bi. (Amici dei Bambini), Refugees Welcome Italia, Fondazione Progetto Arca onlus, Farsi Prossimo Onlus with the Municipality of Milan and Spazio Aperto Servizi and International Rescue Committee: the synergy between the charities will make it possible to help over 350 Ukrainian displaced citizens, including many children between Rome and Milan.

Thanks to ceramic therapy - the benefits of which in various therapeutic paths are now established by medicine - it is in fact possible to provide concrete help to people who have experienced traumatic events of enormous emotional impact. Specifically, the manipulation of clay is a form of self-expression that is totally unrelated to verbalisation: it therefore allows access to the most recondite areas of the psyche and one's inner world and to express profound instances that cannot be communicated through language, thus helping to overcome the fear, pain and frustration caused by traumatic events.

The workshops devised by the Lene Thun Foundation for the families hosted by Ukraine have an important thematic thread, the feeling of home, understood as a physical place and a place of the soul, but also as a perception of safety and welcome. The participants will model two objects with clay: a small house, which will become a pendant to be worn around the neck or given as a symbol of good luck, and a larger house that will become part of a collective work. In fact, together with all the other creations, it will become a small village on the hill, symbolising the importance of community and building together, and will be the 'place' where everyone can symbolically find their home.

The added value of the activity also lies in the direct involvement of employees of the Lenet Group (THUN, La Porcellana Bianca, Rose e Tulipani, Rituali Domestici, Connect Hub and Luxpets): more than 70 of them applied to provide help and support for the



ceramic-therapy workshops dedicated to the Ukrainians. The activity carried out during working hours is 100% supported by the Group, through a well-established approach whereby each employee offers his or her time on the basis of his or her professionalism on projects entirely paid for by the company (regularly paid working days, food, transport and accommodation paid for).

"Collaboration between private companies and the third sector is today more than ever capable of making a difference," said Paola Adamo, Charity General Manager of the Lene Thun Foundation and CSR Director Lenet Group. "By pooling different experiences and skills, it is possible to be effective and produce tangible results. In particular, companies must create genuine value on the territory, taking charge of needs and necessities considered increasingly urgent by citizens. However, all this would not be possible without the invaluable work of the volunteers and associations involved, to whom my sincere thanks go".

The ceramic-therapy workshops will be held for the entire month of July in facilities set up to welcome Ukrainian refugees between Rome and Milan, for two sessions a week held by a team of Lenet employees and four professional ceramists.

This multifaceted project is part of the historic corporate commitment and volunteer programme that Lenet Group activates in support of the Lene Thun Foundation: to date, about 200 employees are involved and more than 4000 hours are dedicated to various initiatives, from helping with permanent workshops and special projects in Italy to fundraising campaigns and smart volunteering during the Covid period.

[Lene Thun Onlus Foundation](#)

The Lene Thun Foundation Onlus is active with 52 permanent ceramic-therapy workshops in 32 hospital facilities in Italy and Europe. In 2020-21, recreational therapy activities continued, despite the pandemic, thanks to the digital ceramics therapy workshops for children being treated in hospitals.

One of the benefits of recreational therapy is the concrete help it offers children and young people in overcoming the fear, pain and frustration of the disease, putting them in a better position to receive treatment.

Since 2014, the Lene Thun Onlus Foundation has offered its ceramic-therapy workshops to more than 35,000 children. For more information, visit the Lene Thun Onlus Foundation website.

[Lenet Group](#)

Lenet is an integrated group of companies created as an evolution of Thun Spa, a company founded in Bolzano in 1950 by Lene and Otmar Thun and now in its third entrepreneurial generation. The group nurtures the omnichannel potential of each brand and, thanks to its logistics and digital know-how, implements innovative strategies, creating a new business model, offering integrated omnichannel solutions, digital platforms and process optimisation and thus activating new synergies between production, logistics and customers.

The group is active in the gift&home decor sector (with the eponymous historical brand Thun, which is complemented by the brands of Unitable - La Porcellana Bianca, Rose e Tulipani and Rituali Domestici), pets (Luxpets, the first one-stop luxury pet store digital offering products and services in the pet luxury sector), food (Thun Café), logistics and digital (overseen by Connecthub Digital & Logistics, with a platform of integrated logistics services, CRM, Customers Service and web design).

Lenet Group is a guarantee of results, based on commitment and responsibility towards people and the planet.

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[Contacts -Edelman Press Office](#)

Alice Radice - alice.radice@edelman.com
Davide Sicolo - davide.sicolo@edelman.com