



The European House
Ambrosetti

In collaborazione con:



Riportare lo sport e la cultura del movimento al centro dell'agenda politica per creare valore per il Paese

SECONDA EDIZIONE

Lunedì 12 e martedì 13 Febbraio 2024

Sala Autorità - Stadio Olimpico di Roma

PROGRAM

Partner dell'iniziativa



DECATHLON



GATORADE



MATRIX



Monday 12th February, 2024

- 14.30 – 15.00 *Welcome coffee and registration for the first day of work*
- Moderator: **Massimo Caputi** (Journalist and former RAI anchorman;
Editorial Director, DMTC)
- 15.00 – 15.05 **INTRODUCTION AND INSTITUTIONAL GREETINGS**
- 15.05 – 15.25 **OSSERVATORIO VALORE SPORT: RIPORTARE LA CULTURA DEL MOVIMENTO AL CENTRO DELL'AGENDA POLITICA PER CREARE VALORE PER IL PAESE**
- Valerio De Molli** (*Managing Partner & CEO, The European House - Ambrosetti*)
- 15.25 – 15.45 **SPORT VALUE OBSERVATORY: PRIORITISE THE CULTURE OF MOVEMENT IN THE POLITICAL AGENDA TO CREATE VALUE FOR THE COUNTRY**
- Andrea Abodi** (Minister for Sport and Youth, Italian Republic)
- 15.45 – 17.15 **POLICIES TO PROMOTE “SPORTS FOR ALL”**
- PROPOSALS AND STIMULI FROM INTERNATIONAL BENCHMARK CASES: FINLAND AND ENGLAND
- Tiina Kivisaari** (Director of Sports Division, Ministry of Education and Culture, Finland)
- Simon MacQueen** (Director of Strategy, Sport England)
- PERSPECTIVES FOR ITALY
- Marco Mezzaroma** (President, Sport e Salute)
- Beniamino Quintieri** (President, Istituto per il Credito Sportivo)
- CHALLENGES AND SYNERGIES FOR OLYMPIC AND PARALYMPIC SPORT
- Giovanni Malagò** (President, CONI)
- Luca Pancalli** (President, CIP)
- DISCUSSION
- Fulvio Matteoni** (Head of Institutional Affairs, Decathlon Italy)
- Eduardo Montefusco** (Founder & CEO, FitActive)
- 17.15 – 17.35 **SPORT AS A VEHICLE FOR SOCIAL INCLUSION**
- Javier Zanetti** (Vice President, Inter; Member of the of the Organising Committee of FIFA Competitions)

Monday 12th February, 2024 (following)

17.35 – 18.30 **THE IMPACT OF PRACTICING SPORTS ON INDIVIDUAL HEALTH AND ON THE SUSTAINABILITY OF THE NATIONAL HEALTHCARE SYSTEM**

EVIDENCE AND IMPACTS FROM THE SPORT VALUE OBSERVATORY AND TANGIBLE IMPLEMENTATION

Emiliano Briante (Partner, The European House - Ambrosetti)

Guido Rasi (Consultant, Ministry of Health;
former President EMA - European Medicines Agency)

Daniela Sbrollini (Vice-President Commission for Social Affairs, Health, Public
and Private Labour, Social Security, Senate of the Republic)

DISCUSSION

Francesco Bardelli (CEO, Generali Welion; Chief Health & Welfare
and Connected Business Development Officer, Generali Italia)

THE VISION OF THE MINISTER OF HEALTH

Francesco Vaia (Director General, Directorate General of Health Prevention
of the Ministry of Health)

18.30 – 18.55 **THE IMPORTANCE OF COMMUNICATING AND RAISING AWARENESS ON THE VALUE OF SPORT**

Linus (Artistic Director, Radio DeeJay)

Lisa Migliorini (Physiotherapist-Osteopath; Founder, *The Fashion Jogger*)

18.55 – 19.15 **CHEERING, PASSION AND BUSINESS: THE CAROTA BOYS CASE**

Maria Cristina Russo (CEO, Oltre Consulting)

Carota Boys

19.15 – 19.30 **DEBATE, CLOSING SESSION AND VISIT TO THE OLYMPIC STADIUM**

Tuesday 13th February, 2024

- 09.30 – 10.00 *Welcome coffee and registration for the second day of work*
Moderator: **Stefania Cavallaro** (Editor-in-chief, TG4)
- 10.00 – 11.30 **THE ECONOMIC IMPACT OF SPORTS IN ITALY: SCENARIOS AND PERSPECTIVES**
EVIDENCE AND IMPACTS FROM THE SPORT VALUE OBSERVATORY AND CONCRETE APPLICATIONS
Valerio De Molli (*Managing Partner & CEO, The European House - Ambrosetti*)
Lodovico Mazzolin (General Director, Istituto per il Credito Sportivo)
Michele Camisasca (General Director, Istat)
Silvia Salis (Deputy Vice President, CONI)
DISCUSSION
Pino Di Eugenio (CEO, Matrix Fitness, a brand of Johnson Health Tech)
Giovanni Giacobone (*Managing Director, Sportium*)
PROMOTIONAL POLICIES FOR THE GROWTH OF THE EXTENDED SPORTS SUPPLY CHAIN IN THE COUNTRY:
THE VISION OF THE MINISTER OF ECONOMY AND FINANCE
Valentino Valentini (Vice Minister, Ministry of Enterprise and Made in Italy)
- 11.30 – 12.05 **THE ECONOMIC AND SOCIAL IMPACT OF THE FOOTBALL SYSTEM AND PROSPECTS FUTURE**
Giorgio Marchetti (Deputy General Secretary and Director of Football, UEFA)
Lorenzo Casini (President, Lega Serie A)
WHAT VALUE GENERATED AND WHAT RETURN FROM INVESTMENTS IN SPORTS SPONSORSHIPS
Antonella Inglese (*Head of Marketing, PepsiCo Italia*)
- 12.05 – 12.15 **SPORT AS A UNIVERSAL LANGUAGE OF UNITY, INCLUSION AND PARTICIPATION**
Annalisa Minetti (Athlete and Paralympic medalist;
Ambassador, Associazione Side by Side)
- 12.15 – 13.15 **THE IMPACT OF MAJOR SPORTS EVENTS ON THE TERRITORIES**
Diana Bianchedi (*Chief of Strategic Planning and Legacy, Fondazione Milano-Cortina 2026*)
Angelo Binaghi (President, Italian Tennis and Padel Federation)
Diego Nepi Molineris (CEO, Sport e Salute)
Alessandro Onorato (Councillor for Major Events, Sport, Tourism and Fashion, Roma Capitale)
Flavio Siniscalchi (Head of the Department for Sport)
- 13.15 – 13.30 **DEBATE AND CLOSING REMARKS**
- 13.30 – 14.00 **COCKTAIL GREETINGS**