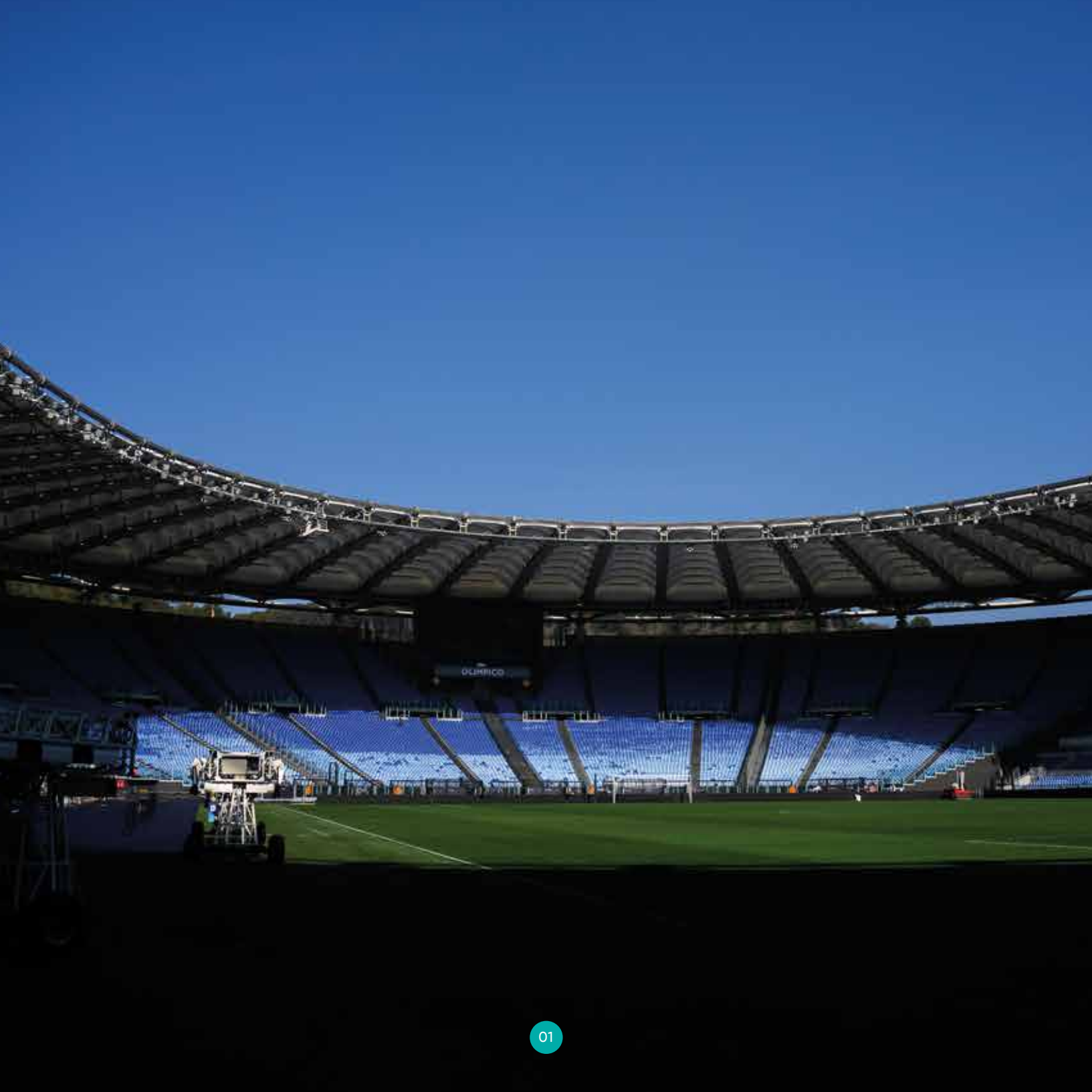


SPORT E SALUTE



www.sportesalute.eu



2002 - 2022

EVOLUTION OF THE ITALIAN SPORT'S SYSTEM

2002

CONI Servizi S.p.A. borns with the aim of offering services exclusively to CONI

2019

CONI Servizi S.p.A. evolves into Sport e Salute S.p.A. (reform of the Italian sports system - Law 145/2018)

SPORT E SALUTE IS THE STATE-OWNED COMPANY THAT **PROMOTES SPORT AND HEALTHY LIFESTYLES** BY PROVIDING SECTOR-SPECIFIC SERVICES AND EXPERTISE TO STAKEHOLDERS IN THE SPORT SYSTEM.

STAKEHOLDERS IN THE SPORT SYSTEM

INTERNATIONAL ORGANISATIONS

EC / EP / UN

NATIONAL OLYMPIC COMMITTEES

CONI / CIP

SPORTS ORGANIZATIONS

FSN / DSA / EPS / AB
Civilian and Military Sports Groups

PRIVATE PARTNERS

POLICY MAKER

National / Regional / Local

SPORTS CLUBS

ASD / SSDs
(Amateur sports clubs and associations)

SOCIAL PLAYERS

SCHOOLS AND UNIVERSITIES

SPORT
E SALUTE

SPORT E SALUTE IS ITALY INVESTING IN THE SOCIAL ROLE OF SPORT AND PHYSICAL ACTIVITY, A TOOL FOR SOCIO-ECONOMIC IMPACT AND SUSTAINABLE DEVELOPMENT FOR CURRENT AND FUTURE GENERATIONS.

SPORT E SALUTE

Sport e Salute plays the strategic role of **coordination and integration** between institutional bodies, stakeholders, athletes and companies.

It implements policies for the **development and sustainability** of sport by providing services of general interest in favour of sport, under the guidance of the Government Authority for Sport.

Its mission is **to innovate the Italian sports' system**, with a particular focus on enhancing the social function of sport and on important issues such as the elderly, schools, social exclusion and welfare.

It promotes initiatives to help the population adopt **healthy lifestyles** and improve their health through sport. Reducing obesity, sedentary lifestyles and physical inactivity is a commitment that must be pursued by all means and must reach the homes of all Italians.



OUR RESULTS

Through the reform of the Italian sports system, we have created a virtuous process that reinvests 32% of tax revenues from sport back into the sector.

1.200

SPORTS INFRASTRUCTURE

funded since 2016

1.4 BN €

CONTRIBUTIONS DISBURSED

to Sports Organizations
from 2019 to 2022

+ 30% compared to the previous four-year period

OVER 2 MLN

CHILDREN AND TEENAGERS

facilitated access to sport
from 2019

1.8 BN €

INVESTED

to support sports staff during
the pandemic

Italy is in

11TH PLACE

in the ranking of the most sedentary
nations, a marked improvement over the
5TH PLACE IN 2018¹

+3.5 MLN

OF ITALIANS

practise sport compared to 2017

¹Special Eurobarometer 525



1

SPORT IMPACT

7

SPORT AND SUSTAINABILITY

2

"SPAZIO SPORT"

8

PEOPLE FIRST

3

SPORT COMMUNITY

9

HEALTH AND WELLNESS

4

SPORT ON THE TERRITORY

10

SPORTS DIGI-TECH

5

**PROMOTING PHYSICAL
ACTIVITY AND SPORT
AT SCHOOL**

11

INSTITUTIONAL PARTNERSHIP

6

**ECONOMIC RESOURCES
AND SUPPORT FOR SPORT
ORGANIZATIONS**

INFORMATION ASSETS OF PHYSICAL AND SPORTING PRACTICE

SUPPORTING THE STRATEGIC CHOICES OF PUBLIC AND PRIVATE INSTITUTIONS AND COMPANIES

1 SPORT IMPACT

SPORT IS A HUGE CONTAINER OF INFORMATION

12 MLN
registered athletes

30 MLN
sports enthusiasts

100.000
ASD / SSDs

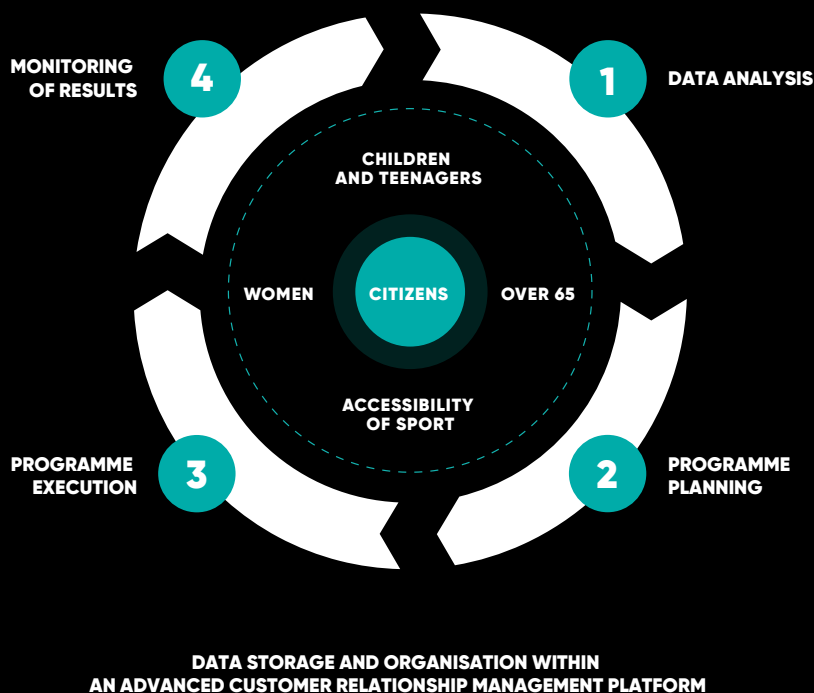
1,37%
Direct impact of
Sport on Italian GDP¹

97 € per person
Annual savings on
health expenditure
for those who regularly
practise sport²

¹Equivalent to 24.5 billion euro - Sport Observatory Value - The European House Ambrosetti

²"The social and health cost of sedentariness", Sport e Salute, Svimez, Uisp, 2021

Sport e Salute adopts a data-driven approach for concrete, sustainable and measurable solutions.



25 STUDIES and research projects carried out

1 PLATFORM AND APPLICATION for surveys and statistics

NEW NATIONAL REGISTER OF AMATEUR SPORTS ACTIVITIES

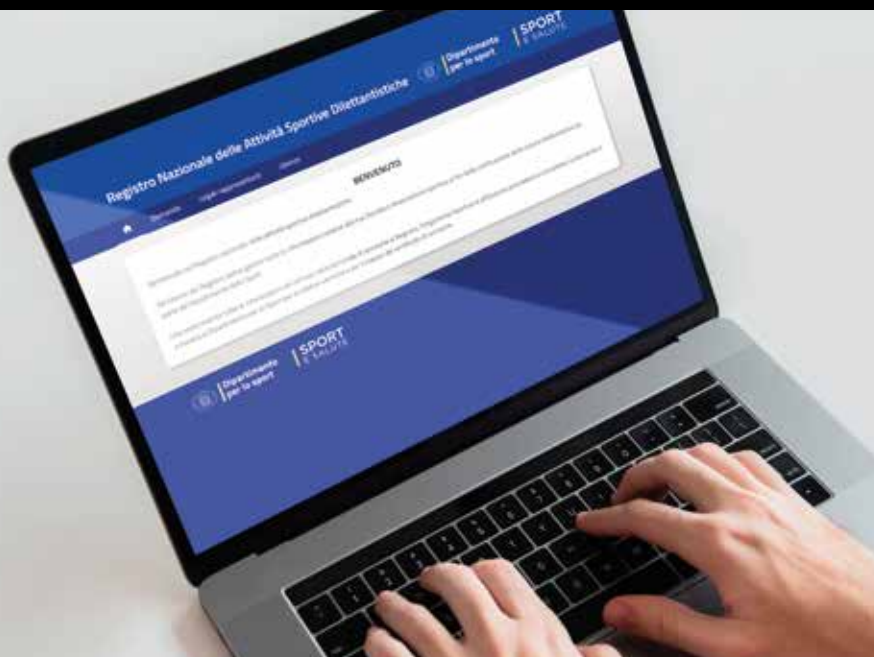
1

SPORT IMPACT

SPORT IMPACT MANAGES ON BEHALF OF THE DEPARTMENT FOR SPORT
THE NEW NATIONAL REGISTER OF AMATEUR SPORTS ACTIVITIES,
CREATED BY LEGISLATIVE DECREE. 39/2021

Census of **all amateur sports clubs and associations** that carry out sports activities and are part of a national sports federation, an associated sports discipline or a sports promotion body recognised by the **Italian National Olympic Committee (CONI)**.

Registration of all sports clubs and associations recognised by the **Italian Paralympic Committee (CIP)**.



AVAILABLE ON THE SPORT E SALUTE WEBSITE

SPORTS FACILITIES MAPPING

Sport e Salute provides the population with the most complete database on sports facilities in Italy, born from the need to have an **updated** and homogeneous **mapping** of the **existing heritage**.

1

SPORT IMPACT



77.000
SPORTS FACILITIES

142.000
ACTIVITY AREAS

7.000
MUNICIPALITIES

The census is a **planning** tool to support policies for the promotion of sport and the development and **enhancement** of the territory at all levels.

The census also allows everyone to identify their place of sport.

AVAILABLE ON THE SPORT E SALUTE WEBSITE
AND THE MYSPORESALUTE APP





1

SPORT IMPACT



SCUOLA DELLO SPORT
(SCHOOL OF SPORT)

TRAINING AND FORMATION

The School of Sport is an **all-round training programme for all those involved in the sports system** to improve their tools for social promotion through sport, technological and digital skills, sports facility management or communication skills.

The School of Sport is an **indispensable tool and service for the promotion and growth of the Italian sports system**, both in its disciplinary proposal and in the development of trends and new sports dynamics.

SUBJECTS COVERED

- TECHNICAL SPORTS TRAINING
- MANAGEMENT
- CORRECT LIFESTYLES
- INSTALLATION
- SPORT AND ACTIVE SOCIETY
- SPORTS CULTURE



ANNUAL VALUES

55.000
PARTICIPANTS

75
COURSES
AND SEMINARS

10.000
SPORTS STAFF

+250%
AUDIENCE
VS 2020



SPORTS INFRASTRUCTURE CENTRE OF EXCELLENCE

2

"SPAZIO SPORT"

Spazio Sport supports ministries, local authorities, sports organisations and private individuals throughout the life cycle of sports infrastructures. From planning to support for the execution of local sports facility projects and sports infrastructure in schools.



SPORT AND SUBURBS

Spazio Sport supports the management of the "Sport and Suburbs" fund set up by the government to carry out building interventions for sports facilities, aimed, in particular, at the renovation and upgrading of existing facilities. The purpose of the Fund is to enhance competitiveness, develop sports culture, remove economic and social imbalances, and increase urban safety.



1.200

SPORTS INFRASTRUCTURE FINANCED SINCE 2016

585 MLN €
INVESTED TO DATE

510 MLN €
IN THE NEXT 4 YEARS

2

"SPAZIO SPORT"



City parks have always been places of sport.

The pandemic has increased their importance, and today public administrations want to rethink them as places for all-round motor and physical activity.

Sport e Salute S.p.A. and ANCI, in accordance with the Memorandum of Understanding signed on 10 November 2020, have drawn up an Action Plan and a Public Notice for the systematisation, installation, recovery, use and management of equipment, services and sports and motor activities in urban parks, and, in particular, for the dissemination of the Sport in Parks project.

6 MLN €

**FUNDS ALLOCATED
TO THE PROJECT**

by the Support Bis Decree

465

**FUNDED
INTERVENTIONS**

7 MLN €

**FOR THE NEXT
TWO YEARS**

GOALS

- Promote new models of outdoor sports practice, both independently and through local ASD/SSDs, that are easily replicable with reduced costs.
- Encourage the use of green spaces in public parks for ASD/SSDs activities, while providing a free service to the community.
- Promote synergies between municipalities and ASD/SSDs for the use of green spaces.



2

"SPAZIO SPORT"



HUB FOR THE VALORISATION OF THE SPORTS SYSTEM

AND THE PROMOTION OF A HEALTHY LIFESTYLE

3

SPORT COMMUNITY

Sport Community analyses and develops sports marketing strategies, working with all stakeholders to create the largest sports hub with its own dedicated content and distribution channels.

THROUGH THE SPORT COMMUNITY AND INTEGRATED SPORT E SALUTE STRATEGIES, IT IS ABLE TO COMMUNICATE, ENHANCE, ENERGISE AND AGGREGATE THE WORLD OF SPORT AS A UNIQUE COMMUNICATION HUB TO AMPLIFY MESSAGES.

Creates, manages and organises sports events with a strategic and integrated approach to maximise impact through the delivery of turnkey projects that are synergistic with the local area.



MAJOR SPORT EVENTS

3

SPORT COMMUNITY



120 MLN
SOCIAL VIEWS

4 MLN
INTERACTIONS

50 MLN
USERS REACHED

14 EVENTS
IN 2022

1 MLN
SPECTATORS

400 MLN €
IMPACT ON THE TERRITORY

200 MLN €
TURNOVER



The Foro Italico was inaugurated in 1932. It was designed and built by Enrico Del Debbio between 1927 and 1933. Its success was due to the desire to create a true "city of sport", a sporting, architectural and urban reality capable of combining Roman architectural tradition and modernity. And that was its strength. The park is located in the north-west quadrant of Rome, within the Tiber Park and Monte Mario Hill, which together form the capital's largest sports facility system, easily accessible on foot from the city's main attractions.

The Foro Italico Park is a unique place in the world, where historical and monumental elements merge with sports facilities and commercial areas.

**TODAY, AS IN THE PAST, THE PARK IS A LARGE OPEN-AIR GYMNASIUM,
THE LARGEST ITALIAN THEME PARK, CONTENT GENERATOR, LIVE 365 DAYS A YEAR.**

SPORTS FACILITIES

- **13 TENNIS COURTS**
including the historic Stadio Pietrangeli
- **2 PADEL COURTS**
- **2 POLYVALENT STADIUMS**
Stadio Centrale and Grand Stand Arena
- **2 50-METRE POOLS**
- **1 33-METRE POOL**
- **2 25-METRE POOLS**
- **1 DIVING POOL**
- **OLYMPIC STADIUM**
- **STADIO DEI MARMI**
with 6-lane athletics track
- **FARNESINA STADIUM**



5 MLN
VISITORS

400.000 SQM
UTILISED SURFACE AREA

188.000 SQM
OF SPORTS FACILITIES

40.000 SQM
OFFICE SPACE

10.000 SQM
SPACE FOR CORPORATE
EVENTS AND ACTIVITIES

3 SPORT COMMUNITY



OLYMPIC STADIUM TOUR

THE OLIMPIC STADIUM TOUR IS A PROJECT DEVELOPED IN COLLABORATION WITH A.S. ROMA S.P.A., S.S. LAZIO S.P.A. AND THE FEDERAZIONE ITALIANA GIUOCO CALCIO.

The tour of the Olympic Stadium is a journey that begins with its glorious past, represented by the inauguration in 1953, the 1960 Olympic Games, the European and World Athletics Championships (1974 and 1987 respectively), the 1990 World Cup, the great victories of the A.S. Roma and S.S. Lazio, and ends with the present day, with a wide variety of events, including major concerts.

The last stop on the tour is the Bistro of the Olympic Stadium, designed by star chef Antonello Colonna.

The tour retraces the great events of this facility and its protagonists, allowing visitors to enjoy a unique and unforgettable experience through the use of innovative, state-of-the-art technology.

3

SPORT COMMUNITY





OPENED ON
15.11.21

40.000
ADMISSIONS

800.000 €
TURNOVER



LEGEND

3

SPORT COMMUNITY

Legend is a strategic Sport e Salute project that aims to reach out to practitioners of all ages, levels and social groups.

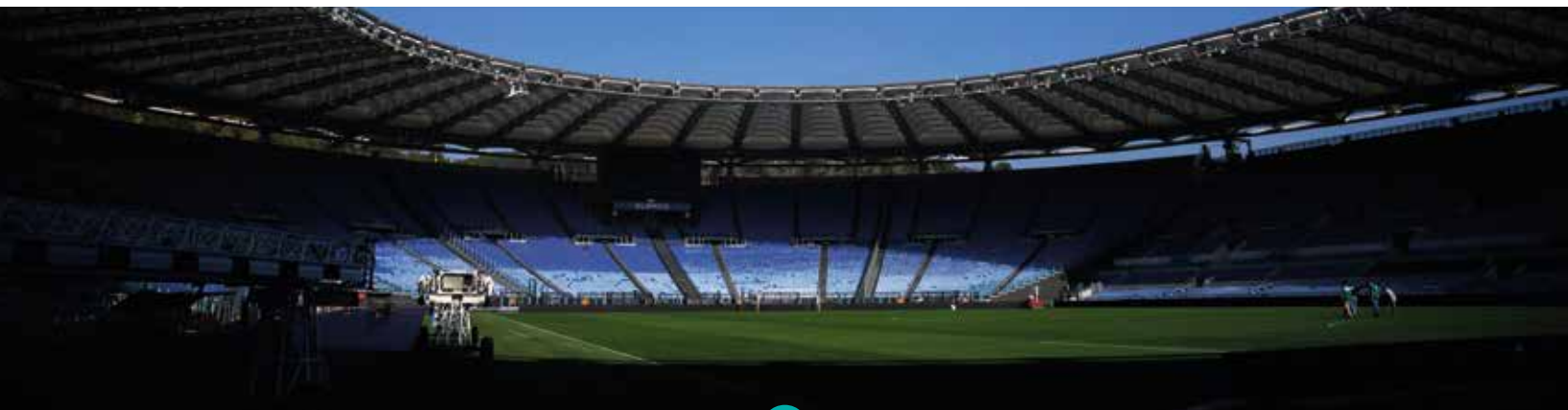
It is an initiative with a great team, made up of former champions who have written the Italian sport history. To support actions in the social field, but also in marketing and communication.

The Legends are at the service of sport for all, to take it everywhere and to attest the educational and formative value of physical activity and to spread correct lifestyles.

"The affection, prestige and following that you, the champions, enjoy can convince and attract the younger generation to stay connected to sport, even in today's difficult times".

SERGIO MATTARELLA

President of the Italian Republic
20th November 2020





3 SPORT COMMUNITY

40
PAST CHAMPIONS
to promote sport

OVER
95%
OF SPORT E SALUTE
PROJECTS
involve Legends



PROMOTING PHYSICAL AND SPORTING ACTIVITY IN THE TERRITORIES

Sport nei Territori (Sport in the Territories) provides **local** expertise and economic resources to interpret and guide the specific needs on a local basis to promote **physical and sporting activity** in different sectors (school, university, health).

The promotion of physical and sporting activity takes place through the organisation of **itinerant events** in the territory, a **new concept of territorial headquarters** and a model of sporting and social intervention such as **Sport per Tutti**.

4

SPORT ON THE TERRITORY



4

SPORT ON
THE TERRITORY

TOUR 2022

#PIÙSPORTPIÙVITA

It was created to **bring together** all the **major players** in the **world of sport** in around **40 Italian cities**, with the aim of promoting sporting activity and a healthy, correct lifestyle. Organised by Sport e Salute and supported by major corporate sponsors, the tour began on 25 June and will end on 29 October 2022.

At each stop, a **sports and entertainment village** will be set up with sports activities, games and attractions for all ages. Inside the Sport e Salute Truck, a meeting room will be set up for meetings with representatives of local institutions, sports associations and clubs.



1.000 SQM
TRAVELLING VILLAGE

40
VENUES

SERVICES OFFERED

4

SPORT ON
THE TERRITORY

Sport e Salute is brightening up the territory with a **new venue concept offering services to the sports community**. The Territorial Headquarters will thus become a real **meeting and reference point** for the world of sport and the local community.

ORIENTATION AND FIRST ASSISTANCE

- Legal and Statutory
- Tax, management and accounting
- Sports Credit
- ASD/SSDs Register and 5x1000
- Information on sports facilities
- Calls for tenders and funding
- Geolocation of sports facilities
- Invitation to Sport Voucher

MEETINGS AND EVENTS

- Training and refresher courses on care topics
- Insights with the expert
- Meetings and events with the Legends
- Meetings with nutritionists dedicated to various groups
- Cultural visits to the site for schools

SPACES AND CO-WORKING

- Aimed at Sports Organizations and ASD/SSDs
- Meeting room bookings
- Booking co-working stations

In January 2022, the State-Regions Conference and Sport e Salute signed a Memorandum of Understanding to define a common strategy for the promotion of sport based on a set of common priorities (sport in schools, well-being, health and quality of life, sports facilities). The MoU will be implemented through the signing of specific operational agreements between the Regions and Autonomous Provinces and Sport e Salute for the promotion of sports activities.





128

TERRITORIAL ENTITIES

4 SPORT ON THE TERRITORY





4 SPORT ON THE TERRITORY

SPORT DI TUTTI

Sport di Tutti (Sports for All) is a sports and social intervention model that aims to break down economic barriers and to put into practice the principle of the right to sport for all, providing a service to the community.

The aim is to promote a healthy lifestyle among all population groups through sport, in order to improve the health and well-being of individuals.

Sport di Tutti is promoted by Sport e Salute in cooperation with sport organisations.

THE INTERVENTION PROMOTES AND SUPPORTS THE CREATION OF SPORT AND EDUCATION CENTRES IN DISADVANTAGED NEIGHBOURHOODS AND SUBURBS, USING SPORT AND ITS EDUCATIONAL VALUES AS A TOOL FOR DEVELOPMENT AND SOCIAL INCLUSION.

Through Sport di Tutti, we provide free access to sport for people of all ages, and we offer the communities activities for gathering, wellbeing and socialising, such as meetings with nutritionists and sports testimonials, after-school activities and other activities to promote sport and healthy lifestyles.

INCLUSION AND NEIGHBOURHOODS

INCLUSION

The aim is to finance projects for vulnerable groups and people at risk, using sport and its values as a tool for social inclusion and promoting synergies with local players.

3.700

APPLICATIONS
FROM ASD/SSDs SINCE 2021

245

SPORTS AND SOCIAL
PROJECTS FUNDED

46

GARRISONS IN SUBURBS
AND DISADVANTAGED
NEIGHBOURHOODS

7.8 MLN €

TOTAL VALUE
OF PROJECTS FINANCED

6 MLN €

FOR THE NEXT TWO YEARS

NEIGHBOURHOODS

The aim is to finance sports and education centres in disadvantaged neighbourhoods and suburbs run by sports clubs: community centres open all year round for the benefit of the community.



SPORT IN PRISONS

4

SPORT ON
THE TERRITORY

A project involving Sport e Salute, the Department of Prison Administration, the Department of Juvenile and Community Justice and the Fondazione Irti.

The initiative will take the form of three levels: one for sports activities in prisons, one for the training of prison staff and sports organisers, and one for the improvement of sports facilities in prisons.

GOALS

- Promote, through the practice of sports activities and the training of sports operators and other stakeholders, a path of support and an opportunity for recovery for fragile individuals placed in difficult contexts and more exposed to the risk of deviance and marginalisation.
- Promoting the practice of sport as a means of improving psycho-physical health through a healthy and correct lifestyle and developing social inclusion.
- To support sports organisations and amateur sports associations and societies that propose to activate sports activity programmes for adult inmates in prisons and for minors in custody and detention in juvenile detention centres (IPM).

4 MLN €

**FOR THE NEXT
TWO YEARS**

**100
PRISONS
INVOLVED**



4

SPORT ON
THE TERRITORY



SCUOLA ATTIVA

5

PROMOTING PHYSICAL
ACTIVITY AND SPORT
AT SCHOOL

A project promoted and implemented by Sport e Salute and the Ministry of Education to promote physical and sporting activity and the culture of well-being and movement in primary and secondary schools. The initiative is implemented in collaboration with the National Sports Federations and with the contribution of the Italian Paralympic Committee for activities related to the inclusion of children with disabilities or other BES.

Scuola Attiva
PIÙ SPORT, PIÙ SCUOLA

SCUOLA ATTIVA KIDS

The primary school project aims to promote the development of basic motor skills and patterns, sports orientation for older children and the culture of well-being and movement for all, through the figure of the school sports tutor.

SCUOLA ATTIVA JUNIOR

A multi-sport itinerary aimed at secondary schools to encourage the discovery and practice of many sports, moments of discussion, in-depth study and sharing, with a focus on nutritional education.

UNCONVENTIONAL SPACES

The project foresees targeted interventions to create existing unconventional spaces inside or outside primary schools without gyms, in order to allow the appropriate implementation of motor, physical and sports activities in complete safety for children.





5

PROMOTING PHYSICAL
ACTIVITY AND SPORT
AT SCHOOL

8.700

SCHOOLS

primary and secondary
schools

1.7 MLN

STUDENTS

34

**SPORTS
FEDERATIONS**

+28 Federations
compared to 2019

6.100

**SPORTS COACHES
AND FEDERAL
TECHNICIANS**



FUNDING FOR SPORTS ORGANISATIONS

6

ECONOMIC RESOURCES
AND SUPPORT FOR SPORT
ORGANIZATIONS

SPORT E SALUTE ALLOCATES AT LEAST 280 MILLION EUROS PER YEAR TO SPORTS ORGANISATIONS, IN ACCORDANCE WITH THE GUIDELINES OF THE GOVERNMENT AUTHORITY RESPONSIBLE FOR SPORT.

It has also introduced **innovative and objective allocation criteria** of additional contributions resulting from the Laws on the Adjustment of the State Budget in order to support sports organisations and, in general, the entire sports system.

1.4 BN €

CONTRIBUTIONS GRANTED

to Sports Organizations
from 2019 to 2022

+30 compared to the previous four-year period

288 MLN €

ORDINARY CONTRIBUTIONS

to be paid to Sports
Organisations in 2022

80 MLN €

EXTRAORDINARY CONTRIBUTIONS

for projects promoting
physical activity in 2022



SPORT ALLIANCES

6

ECONOMIC RESOURCES AND SUPPORT FOR SPORT ORGANIZATIONS

Sport e Salute has made agreements with major companies by activating significant discounts dedicated to ASD/SSDs. The club has asked all the companies in the transport and catering sector to make an effort to guarantee benefits and promotions in the field of travel for sports federations and their members, whether athletes, coaches or managers.

180.000

SPORTS
associations reached

35.000

ASD/SSDs
reached

8.700

REGISTERED
sports clubs



ESG

Sport e Salute has embarked on a virtuous circle of green management, reducing energy consumption and CO₂ emissions.

7

SPORT AND SUSTAINABILITY

SPORT
E SALUTE



PURCHASE OF
100%
RENEWABLE ELECTRICITY
for all sites

69%
REDUCTION IN CO₂
EMISSIONS IN 2019 VS 2012
Year of no Covid

REDUCTION OF ENERGY
CONSUMPTION BY
35%
with the renovation of the lighting
system at the Olympic Stadium





CONSTRUCTION OF COMBUSTION PLANTS

at own sports facilities



RENEWAL OF LIGHTING SYSTEMS

with LED technology
for offices and Foro
Italico Park



COMBUSTIBLE EMISSION COMPENSATION PROJECTS

through new reforestation
on national territory

THE VALUE OF HUMAN CAPITAL

8

PEOPLE FIRST

The well-being, motivation and healthy lifestyle of employees are at the heart of all Sport e Salute choices and actions.

560
EMPLOYEES



WELL-BEING AND WORK-LIFE BALANCE

Meeting people's needs and supporting families.



CONTINUOUS TRAINING

Improving professional skills through highly qualified and certified courses.



FORO ITALICO CAMP

Improving the recreational aspects of sporting activity.

FORO ITALICO CAMP

SPORT AND FUN FOR ALL

8

PEOPLE FIRST

The **Foro Italico Camp** is a commitment that is **renewed every year**.

It was born from the need to find a **qualified place for children and young people** during the period when schools are closed, in order to **enhance the recreational-relational aspects** of sport practice, with a focus on the values of inclusion and **respect for diversity**.

It envisages the involvement of national sports federations to **encourage participants to practice all types of physical activity**.

Thanks to sport, education, play and friendship never go on holiday. In every part of Italy, children are welcomed by sports associations and families know that their children are happy and safe.

Sport brings people together even in summer.

12
WEEKS
of Camp

500
HOURS
of sports

1.290
ENROLLED

14.000
TOTAL
participants

23
PARTICIPATING
FSNs and DSAs¹

300 K
VISUALISATIONS
on social channels

¹National Sports Federations and associated sports disciplines



SPORTS MEDICINE INSTITUTE

Research in sports medicine is now making it possible to provide services and support that can prevent even more than they can cure.

Sport e Salute's Institute of Sports Medicine has honed its professionalism and expertise over the years by looking after the wellbeing and health of athletes of international standing, and now makes this expertise available to grassroots sportspeople and the entire sports system.

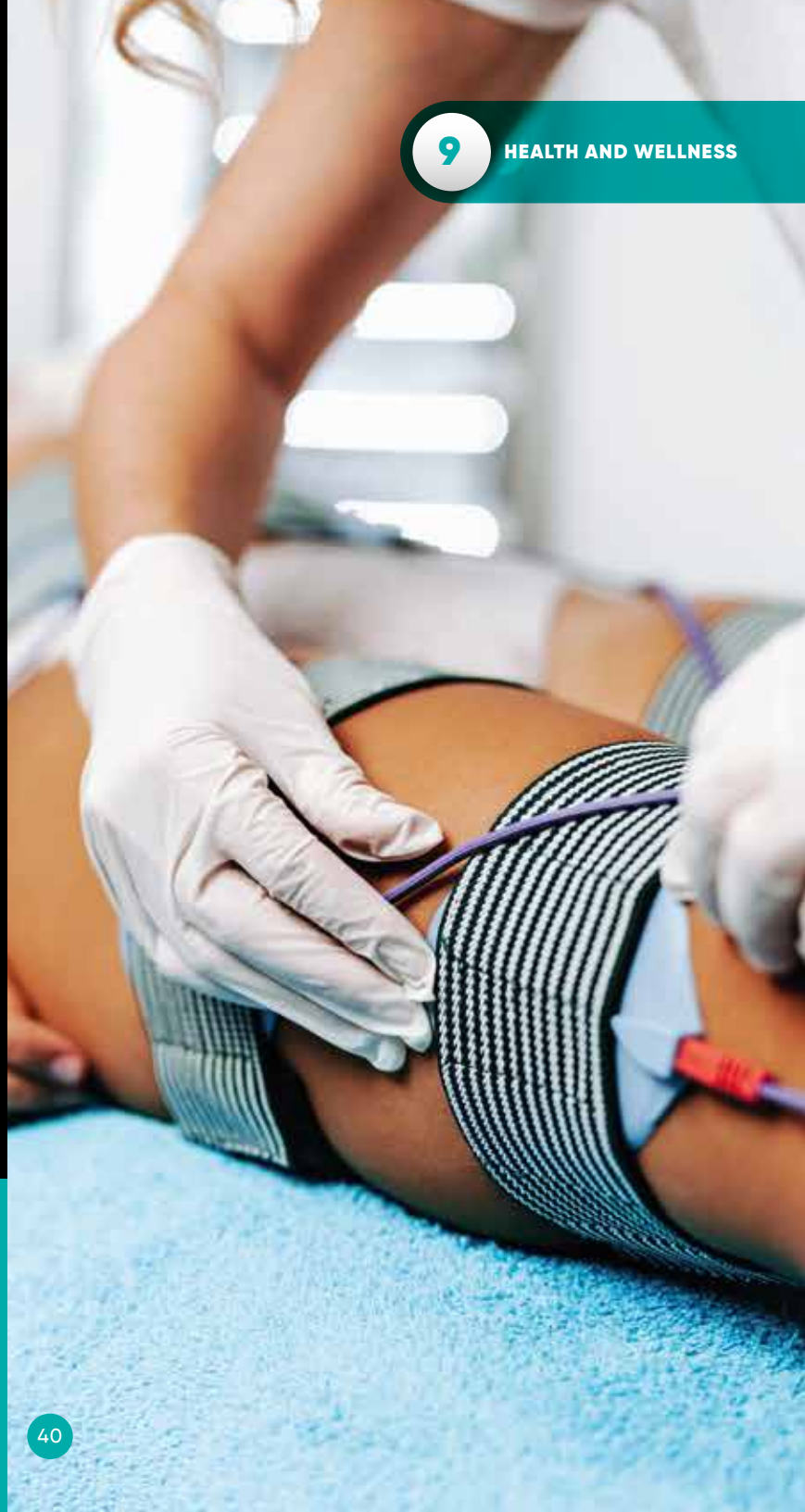
The Institute of Sports Medicine is also an incubator for public policies on healthy lifestyles and medical prevention.

SERVICES OFFERED

- Medical, rehabilitative, functional, biomechanical and psychological assistance
- Exercise and sport research
- Teleconsultation and telemedicine

MORE THAN
50.000
SERVICES
PER YEAR

MORE THAN
20
MEDICAL
SPECIALITIES



Our aim is to help the entire population make the commitment to live better by adopting a healthy lifestyle and improving their health through sport. That's why we've produced in-depth studies by nationally recognised experts to show how exercise and healthy habits can improve everyone's life. Promoting sport means promoting wellbeing and health, improving the quality of life. Reducing obesity, sedentary lifestyles and physical inactivity is a commitment that must be pursued by all means and must reach the homes of all Italians.

More sport, more life.

NUTRITION
AND WEIGHT

TRAIN – MIND

SPORT AND
PHYSICAL
ACTIVITY

SOCIETY

STATE OF MIND

PREVENTION

**IT TAKES LITTLE
TO DITCH
A SEDENTARY
LIFESTYLE
AND GET IN SHAPE.**

30 minutes of physical activity a day reduces the risk of joint and bone problems and improves health.

#MoreSportMoreLife

**JUST
A DROP
OF SPORT**

MORE SPORT, MORE LIFE.

MYSPORESALUTE APP

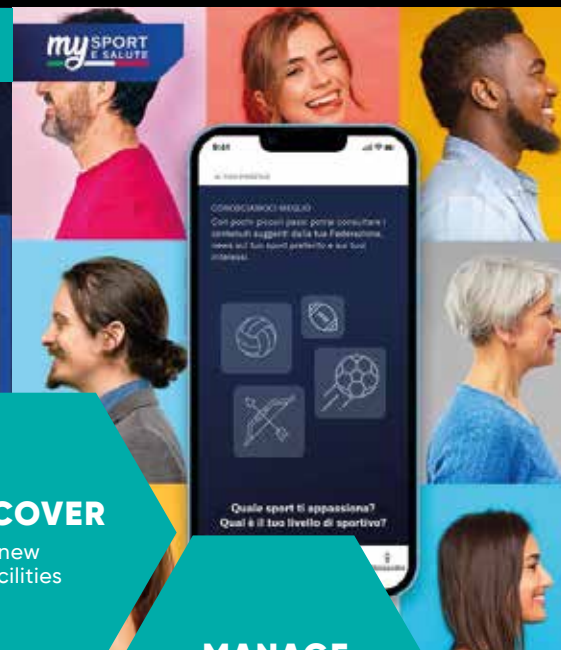
10

SPORTS DIGI-TECH

MYSPORESALUTE is the app that connects athletes, federations, sports organisations and families to their sporting passions. A **new digital space** created to **promote grassroots sport and healthy lifestyles**, available for free in digital stores.

All the **basic activities, events, medical services** and much more can be found on a free platform: the user only has to click to get a complete agenda of his or her favourite disciplines.

With MYSPORESALUTE you can connect Italians to sport.



SPORT
E SALUTE

ENTRA IN MY SPORT E SALUTE

L'APP CHE CONNETTE GLI ITALIANI ALLO SPORT

my SPORT
E SALUTE

PUBLISH

sports associations,
ASDs and SSDs

CONNECT

with your
favourite sports

SIMPLIFY

the organisation
of sporting
activities

DISCOVER

new
facilities

MANAGE

expenses dedicated
to sporting passion

Conceived by Sport e Salute and realised in partnership with **CDP Venture Capital Sgr and Startupbootcamp**, with **Wylab** as technical partner, **WESPORTUP** is the first **Innovation Hub Accelerator** entirely dedicated to sport and health.

The accelerator aims to become one of the most important aggregators in the world of sport economy and industry.

593

START UP
candidates

10

START UP
selected

2.85 MLN €

INVESTED

3 ACCELERATION

CYCLES

2022 | 2023 | 2024

WESPORTUP

ACTIVITY
& PERFORMANCE



VENUE
& STADIUM TECH



WELLNESS
& NUTRITION



GAMING
& E-SPORTS



ESG
& SUSTAINABILITY



FAN EXPERIENCE
& METAVERSE



MANAGEMENT
& ORGANIZATION



FITNESS
& LIFESTYLE



WESPORTUP

INSTITUTIONAL PARTNERSHIPS

11

INSTITUTIONAL PARTNERSHIP

SPORT IS A TEAM GAME.

Institutions, companies, and organisations come together to provide resources, services and support. A network born on the ground to **help the sports system take care of people and the community**. Strengthening relationships, getting to know the many realities of our country, **improving the periphery, caring for those most in need**, reducing the indirect costs of sport.

Working together makes a difference.

SPORT E SALUTE HAS CONSOLIDATED AND IS DEVELOPING IMPORTANT PARTNERSHIPS WITH INSTITUTIONS, ASSOCIATIONS, COMPANIES AND UNIVERSITIES TO STRENGTHEN THE FRONT OF SUPPORT AND PROMOTION OF SPORT:



 **SPORT**
E SALUTE