

Generali renews its three-year partnership as a *presenting sponsor* of Barcolana

Trieste - Generali renews its three-year partnership as *presenting sponsor* with Società Velica di Barcola e Grignano, supporting Barcolana, the sporting event that will be held on 9 October in the Gulf of Trieste, in its international development.

With this agreement, Generali, which has supported this sailing event that is hugely popular worldwide for over 40 years, strengthens its support through activities launched over the last three years, such as internationalization, as well as the promotion of the link with the local territory and of sport, and raising awareness of issues of sustainability, climate change, and Diversity & Inclusion.

Generali will be by Barcolana's side throughout all the annual activities, supporting the event in its development and the consolidation of projects that have allowed the event to grow.

The **Chairman of Generali, Andrea Sironi**, commented: "*Barcolana is a sporting event that is increasingly defined by its attention to current issues, and its commitment to the environment and Diversity & Inclusion. Generali, which has partnered with the event for decades, is collaborating in its growth to make it an opportunity for sport, fun and growth for the community of Trieste and for the thousands of people who participate every year from all over Europe*".

In particular, for the second year running Generali will award the *Generali Women in Sailing Trophy* to the first mixed team captained by a female helmswoman in the "Autumn Cup", on 9 October. The winner will be rewarded with a personalized coaching and leadership programme delivered by the Generali Academy.

As part of Barcolana, the "Women in Sailing by Generali" project aims to highlight the importance of all the women participating in the event, at sea, on land and in the organisation. A special Gallery will be published on the website www.barcolana.it, to inspire more and more women to become key figures, not only at sea.

On top of this, through The Human Safety Net initiative, Generali will join the Barcolana 2022 Charity Program by supporting the two family resource centres Ora di Futuro (Time for Future)/THSN that it backs in Trieste in partnership with the non-profit Centro per la Salute del Bambino (Child's Health Centre) in Valmaura and San Giacomo.

In recent years, the environment, integration, and Diversity & Inclusion issues have been at the centre of the initiatives promoted by Generali at Barcolana. This is exemplified by Isabelle Joscke, an internationally renowned sailor and athlete engaged in social work with the Horizon Mixité (Diversity Horizon) association and the "Generali Sea Talk" conversations with two famous sailors, Dee Caffari and Vicky Song.

Sailing, a sport that Generali has historically supported and whose values it shares, is the sport through which we can open up discussions regarding gender equality, addressing the issue of marine occupations that have been traditionally deemed more appropriate for men.



THE GENERALI GROUP

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