

# Generali, the power of sport and education for women's empowerment: the fourth edition of the Generali Women in Sailing Trophy kicks off at Barcolana 56

Trieste – Making a positive impact on the community through sport and education. This is the objective of **Generali**, presenting sponsor of Barcolana, in favour of young people and women's empowerment with the fourth edition of the **Generali Women in Sailing Trophy** dedicated to the first mixed team led by a woman in a leadership position in the 'Autumn Cup' next 13<sup>th</sup> October in Trieste.

Gender stereotypes also influence women's participation in sports, which provide an outstanding environment for people's education. Attention to diversity, equal opportunities and inclusion are important elements to which Generali is committed, both as an insurer and as a social innovator, cultivating a diverse, fair, and inclusive environment where everyone can feel engaged, valued, and respected.

This is why, in the context of the Barcolana – an event that Generali has been actively supporting for over forty years for its ability to involve sportspeople and enthusiasts, both locally and internationally - the Group has promoted the **Generali Women in Sailing Trophy** project to raise awareness in the sailing world with the ambition of increasing the number of mixed crews in regattas through projects dedicated to the education of young people.

In 2022 the winner of the **Generali Women in Sailing Trophy** was the American Wendy Schmidt, followed in 2023 by Federica Tuniz, with two special mentions awarded respectively to Alice Linussi and Marta Benussi. The themes of integration and inclusion have been the protagonists of Generali's Barcolana initiatives in recent years. Representing them were Francesca Clapcich, the first Italian to win the Ocean Race and committed to promoting a fair and competitive environment in professional sailing, Isabelle Joschke and the "Generali Sea Talk" dialogues with two famous sailors, Dee Caffari and Vicky Song.

## THE GENERALI GROUP

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in over 50 countries in the world, with a total premium income of € 82.5 billion in 2023. With approximately 82,000 employees serving 70 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.