

## Thematic Dossier



## GenerAZIONE2026 Sport powered by youth and education 2021-2026



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## *Premise*

**GenerAZIONE2026 – Sport powered by you<sup>th</sup> and education** represents an extraordinary opportunity for young people to grow, get involved and leave a mark on society. The Project uses sport as a tool to shape a generation that is conscious, responsible, dynamic and capable of building a better future.

In view of the Winter Olympic and Paralympic Games in Milano Cortina 2026, GenerAZIONE2026 intends to leave a legacy that goes beyond the sporting event, encouraging a cultural and social change able to instill in young people fundamental values such as respect, solidarity, inclusion and excellence. The concept of “legacy” is not limited to the memory of an extraordinary event, but represents an immaterial heritage of experiences and knowledge that shape the future.

One of the key elements of the Project is the twinning with “**Trofei di Milano Cortina 2026 – Educazione, cultura e sport per i giovani**”, an initiative that unites the Olympic spirit with youth to create a positive and lasting social impact and which has involved over **3.6 million students** since 1964. The Project is based on three main pillars:

- **Global inspiration:** to encourage young people to realize their dreams and actively contribute to their communities.
- **Social innovation:** to use sport and culture as tools for change, promoting inclusion and diversity.
- **Lasting impact:** to create an educational and cultural heritage that continues to positively influence the new generations.

GenerAZIONE2026 distinguishes itself also by its attention on the current challenges of young people. In a period characterized by feelings of existential emptiness, loss of meaning and social isolation, the Project offers concrete tools for personal and collective growth. The intensive use of social media has amplified anxiety and depression among adolescents, making a constructive dialogue on important issues necessary. Each year, the Project addresses issues of great impact and proposes them to schools for discussion in class: in 2022-23 the theme was “the conscious consumption of food”, in 2023-24 “the responsible use of social media and smartphone” and in 2024-25 “the environment and sustainability”.

## ***Institutional Relations***

The Project is promoted by FICTS – Federation Internationale Cinema

*Television Sportifs, the only federation of the sector recognized by the IOC – International Olympic Committee and with 130 affiliated nations, with the collaboration and contribution of the Chamber of Commerce of Treviso-Belluno/Dolomiti and the Chamber of Commerce of Verona, with the support of the Veneto Region and the sponsorship of the Regional School Office for Veneto. These institutional networks are capable of generating opportunities, innovation and shared growth. Building strong relationships means turning ideas into concrete actions, strengthening institutions enterprises and communities.*

*Precisely in this perspective, between FICTS and the Chamber of Commerce of Treviso-Belluno/Dolomiti, a close understanding of values and vision has been created, laying the foundations for a solid network able to connect sport, enterprise, and territorial promotion. From here the relationship with the Veneto Region has been consolidated, which in turn has facilitated dialogue with the Regional School Office of Veneto, expanding the involvement of the new generations. At the level of the chamber system, thanks to the architecture of the intermediate bodies of the chamber system with Unioncamere Veneto, it has been possible to further strengthen this network by entering into a collaboration with the Chamber of Commerce of Verona.*

*This wealth of institutions and knowledge has led the two regions, Lombardy and Veneto, to collaborate also through a “Twinning” in the sports competition of the “Trofei di Milano Cortina 2026” and led to the great recognition of GenerAZIONE2026 within the **Education Program Gen26** of Fondazione Milano Cortina 2026.*

*The “Trofei di Milano Cortina 2026” sport competitions involve the young people in the fast races that take place every year at the Brera Arena in Milan, creating a moment of encounter, competition and sharing for over **8,000 young people from Lombardy and Veneto**.*

*These partnerships demonstrate how sport can become a vehicle for social, cultural and economic growth, through networking strategies that involve institutions that aim to build a better future for society by putting the young generations at the heart of an institutional and federal system.*

*GenerAZIONE2026 is an educational initiative and a bridge between the present and the future, between the territory and the world, between the individual and the community. A unique opportunity for young people to inspire and build positive change, leaving a lasting mark on society.*



*"To all the people who have believed and continue to believe that the future lies in the new generations".*

## Chapter One

### A path of sharing and inspiration on Olympic values

Throughout the 4 editions, the **GenerAZIONE2026 Project** has involved **over 42,000 students**, from elementary to high school, in an educational and training path inspired by the Olympic and Paralympic values. In addition to promoting sport, the Project aims to spread fundamental principles such as **excellence, friendship, respect, tolerance, self-discipline, ethics, integration, determination and resilience**, considering them tools of personal and collective growth.

The main operational tool of GenerAZIONE2026 is “**Screenings: Class Sport Emotions**”, that is free meetings, in-person or online, where students discover the value of sport as a social investment and an instrument for education, training and inclusion. During the meetings, a FICTS expert on Olympic and Paralympic themes guides the projection of videos on Olympism and sport as vehicles for growth, stimulating an engaging and constructive debate between students and teachers.

In addition to the meetings, the students carry out training activities that help them develop a deep understanding of these values and receive concrete tools to apply them in daily life and in the context of sport becoming true ambassadors of these principles and contributing in the creation of a fairer, more inclusive and supportive society.

#### 1.1 Young people narrate sport

One of the most engaging initiatives is “**Your Games in a video**”, in which FICTS provides more than **28,000 sports-themed audiovisuals** showing the curiosities of the “Games”, the best Olympic achievements and the stories of commitment, sacrifice, success and fair play. The main objective of this activity consists in deepening the knowledge of the Olympic and Paralympic Games and make students discover the athletes who have reached exceptional achievements thanks to their **determination, courage and deep team spirit**, allowing them to become directors and actors of the stories of great champions. This exercise stimulates their creativity and encourages them to empathize with the challenges and successes of athletes who have achieved extraordinary accomplishments by reflecting on concepts such as commitment, courage and collaboration, strengthening their awareness of the importance of these principles in sport and in life.

#### 1.2 Sport as a model of sustainability for new generations

**Sustainability** is an increasingly central theme in the world of sport and the GenerAZIONE2026 Project raises awareness among students on this subject through the “**You are a sustainability champion**” initiative. During this activity, students are invited to create slogans and visual

representations to express concrete actions aimed at protecting the environment. The aim is to make it clear that the values leading to success in sport, such as teamwork and determination, can be applied to environmental sustainability as well. Inspired by the many eco-initiatives promoted by athletes around the world, students can reflect on how each individual can contribute to building a more sustainable future.

### **1.3 A world without borders drawn by young people**

A significant initiative of 2025 is “**The City of the Games**”, where students have the opportunity to represent graphically an Olympic city and an athlete symbolizing sport values. This creative workshop allows to explore the concept of “Olympics” as a **moment of encounter between different cultures**, an event able to unite people from all over the world through sport. Young people can thus deepen the Olympism as a philosophy of life, learning that sport is a powerful tool for individual and social training. Their commitment to creating drawings and representations helps strengthen the sense of belonging to a global community, based on values of respect and integration.

### **1.4 A conscious and balanced use of technology**

In an age where technology is increasingly present in everyday life, GenerAZIONE2026 has introduced the activity “**Education 4.0**”, aimed at promoting a conscious use of digital tools. Through the creation of texts, drawings and videos, students explore crucial topics such as the correct use of the smartphone, the risks of cyberbullying and the consequences of mental and physical health due to an excessive use of technology. This initiative stimulates reflection on how to balance the use of technology with a healthy lifestyle, encouraging young people to rediscover alternative activities such as sport and direct interactions with others.

### **1.5 At the dinner table as well as in the race: the importance of a healthy diet**

Proper nutrition is a fundamental aspect of every athlete’s life and is the theme covered by the activity “**Your lifestyles**”. Students have the opportunity to understand the importance of a balanced diet and the role that food plays in improving physical and mental abilities through creating their own personal recipe for a healthy and balanced meal, essential to support sports performance. In addition to the educational component, this activity encourages creativity and active involvement, allowing young people to experiment in the kitchen and strengthen awareness of a correct lifestyle.

### **1.6 One step at a time towards a more active future**

Since 2025, the “**Pedometer Challenge**” has encouraged young people to experience sport as part of their daily lives, transforming the simple act of walking into a team experience. Going out, moving your body,

exploring the territory together becomes a way to strengthen the sense of community and connection with the real world.

GenerAZIONE2026 therefore promotes movement as a sports activity and as an essential element for well-being and a healthier relationship with one's own body and the surrounding environment.

### *Considerations*

*Dialogue with over 42,000 students confirmed the importance of an education based on Olympic and Paralympic values. Through these initiatives, GenerAZIONE2026 spreads knowledge of the world of sport and its dynamics and provides young people the tools to face the challenges of life with determination, respect and team spirit. This path represents a unique formative experience, able to leave a deep mark in the new generations, contributing to the growth of responsible citizens aware of their role in society, so that after "The Games", in addition to the memory of competitions, there will be a generation that has internalized these principles and made them part of its way of living and building the future.*



## Chapter Two

### Sport, culture and entrepreneurship for a sustainable future

#### 2.1 The objective of the Project

The development of the GenerAZIONE2026 Project goes beyond the simple promotion of Olympic values through sport. The aim was to bridge the gap between culture, enterprise and sustainability, in order to inspire young people to develop a mentality oriented towards personal and professional growth. In a constantly changing world, characterized by increasingly complex challenges, the **Olympic and Paralympic spirit** represents a cornerstone, **capable of uniting and motivating entire generations**. At the same time, the dynamism of the entrepreneurial fabric with its ability to innovate and adapt, is a fundamental pillar for the progress of society.

#### 2.2 Inspiration

GenerAZIONE2026 offers young people the opportunity to interact directly with the entrepreneurial ecosystem of Veneto, creating an authentic dialogue between those looking to the future and those who are building their own professional path and the entrepreneurial fabric. Through the involvement of successful entrepreneurs, students can be inspired and learn the value of commitment, determination and passion. These meetings are opportunities for training and growth experiences that promote the development of transversal skills essential to face the challenges of tomorrow.

#### 2.3 Inclusion

The inclusion and sharing of experiences between athletes and entrepreneurs are tools to inspire young people, who learn how perseverance and confidence in their own abilities can lead to great results. The stories of athletes and entrepreneurs show that success is the result of sacrifice, dedication and ability to overcome obstacles, valid principles in sport as well as in professional life.

#### 2.4 Collaboration

In the context of GenerAZIONE2026, the world of business and that of sport intertwine to transmit fundamental values such as respect, resilience and work ethics. Entrepreneurship, like sport, requires discipline, passion and innovative spirit. Young people are encouraged to develop a **pro-active attitude, believe in their own ideas and cultivate creativity**, which are key elements for successfully facing the future.

## 2.5 Enhancement

The companies involved share their *know-how* and take an active role in building a more sustainable and responsible society. **Corporate social responsibility** becomes a shared value through which companies, in addition to pursue their own economic development, contribute to the well-being of the community and the enhancement of the territory.

## 2.6 In the field

GenerAZIONE2026 stands out as a complete and immersive formative experience, where young people **learn sports techniques** and meet experts, champions and entrepreneurs who share their experiences and values. This mutual exchange allows participants to develop a deep awareness of the importance of principles such as respect, passion for their work, determination and self-confidence.

## 2.7 Opportunities

One of the aims of the Project is to create a network of young people who can contribute, through sport and entrepreneurship, to building a better future. The link between young people and companies opens up new opportunities for growth and fosters a virtuous circle in which companies benefit from the presence of talent with a mindset oriented towards innovation and constant improvement.

## 2.8 Internationalization

GenerAZIONE2026 represents a new opportunity for companies in Veneto to showcase their excellence abroad by meeting the FICTS Delegations from all over the world. The comparison with different experiences and stories enriches the Project, making it a learning opportunity for both young participants and the entrepreneurial realities involved. In addition to this, **the memorandum of understanding** between FICTS and Assocamerestero represents an example of **economic and cultural diplomacy**. The dialogue between these two actors strengthens the Italian presence in the global market, enhancing companies' excellence and promoting internationalization through a global network. Looking beyond national borders is not a choice, but a responsibility for those who want to build the future.

## *Considerations*

*GenerAZIONE2026's call is to develop new institutional networks that with their positive energy can undertake together a path that, starting from sport and entrepreneurship, extends to every aspect of social and economic life. The Project promotes a model of active citizenship and collaboration between generations, shaping not only athletes and professionals, but also responsible leaders, ready to face the challenges of an increasingly interconnected and globalized world. A concrete step towards a better future.*



## Chapter Three

### GenerAZIONE2026 is part of the legacy of the “Games”

#### 3.1 Strategic platform of affirmation

Given that the Olympic and Paralympic Games represent an extraordinary opportunity for a country both from a sporting point of view and in terms of image, development and international projection, “**Milano Cortina 2026**” will have the task of showing the world the most authentic and innovative face of Italy, with its ability to host and organize world-class events, enhancing the cultural, artistic and sporting heritage of the country. In this context, **GenerAZIONE2026 stands as a strategic platform to help strengthen the image of Italy**, offering young people the opportunity to be active protagonists of this path of growth and transformation.

The Olympic and Paralympic Games are a global showcase that lights up the spotlight on the host country, highlighting its strengths and excellence. Italy, with its tradition of hospitality, scenic beauty and organizational skills, will have the opportunity to reaffirm itself as a nation able to combine history and innovation. “Milano Cortina 2026” will be the perfect stage to promote the territory, entrepreneurship and Italian talent, leaving an indelible mark in the collective memory of the world.

#### 3.2 The concept of value and images

GenerAZIONE2026 fits perfectly into this vision, stimulating young people to become aware of the value of their country and its international image. Through its activities, the Project encourages new generations to feel an active part of a positive change, inspiring them to become ambassadors of Olympic values and Italian potential.

#### 3.3 Attraction

A fundamental aspect of the legacy of the “Games” is the ability to generate a lasting impact on the perception of the country in the world. “Milan Cortina 2026” is an extraordinary opportunity for relaunching Italy, able to attract investment, tourism and development opportunities. The impact of the “Games” will extend well beyond the competition period, helping to build an image of dynamic, sustainable and forward-looking Italy. GenerAZIONE2026, with its commitment to the shaping of young people and the enhancement of the territory, becomes an important part of this transformation, ensuring that the **benefits of the event continue to be felt even after the end of the competitions.**

### 3.4 Legacy

Italy has always had the ability to enchant the world with its unique mix of tradition and innovation. “Milano Cortina 2026” represents a new opportunity to demonstrate/to prove the country’s ability to face modern challenges with creativity and determination. The legacy of the “Games” will therefore be sport, social, economic and cultural. GenerAZIONE2026 helps to strengthen this legacy, working to shape a **new generation aware and proud of its role in building Italy’s future**. Together, sport and business culture can create path of growth that makes the country even more competitive and internationally recognized.

#### *Considerations*

*The “Games” of Milan Cortina 2026 will have the task of leaving an indelible mark in the history of the “Games” and in the global perception of Italy. GenerAZIONE2026 is an integral part of this mission, a Project that unites youth, sport, culture and entrepreneurship to build a legacy that will last over time. Every young person involved in the project becomes then an ambassador of Italian beauty, strength and potential, contributing to strengthen the image of the country and launch Italy towards a future of success and innovation.*

*Chamber of Commerce of Treviso – Belluno/Dolomiti*

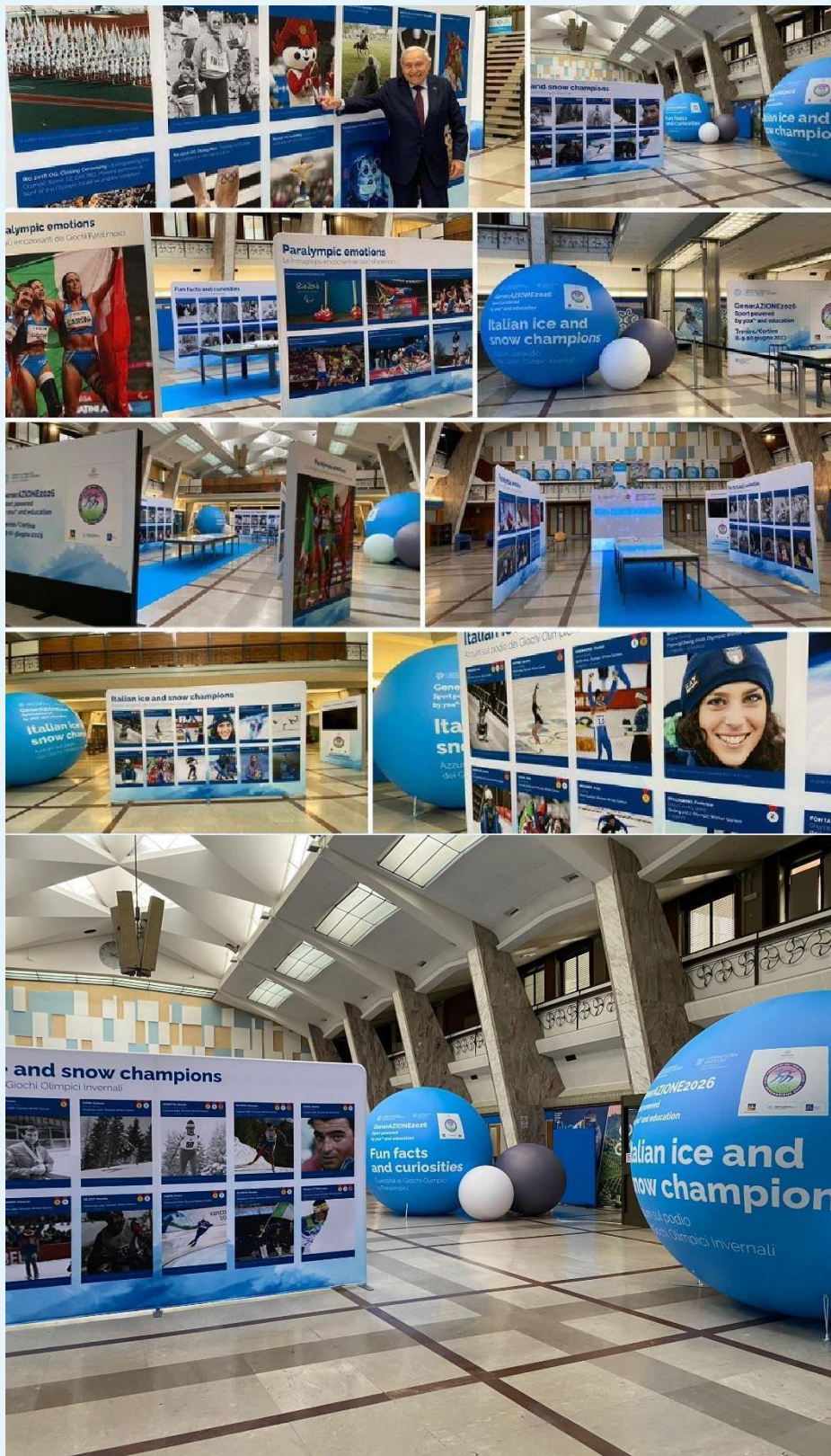


**FICTS International Delegation in Cortina**



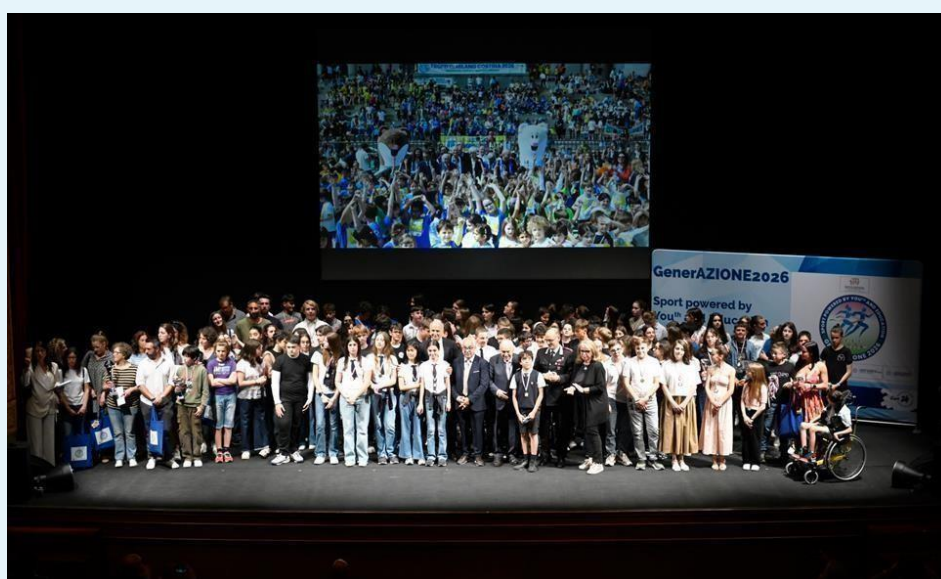


*Inauguration ceremony of the GenerAZIONE2026 exhibitions at  
the Chamber of Commerce of Treviso – Belluno/Dolomiti*



*GenerAZIONE2026 exhibitions at the Chamber of Commerce of Treviso – Belluno/Dolomiti*

*GenerAZIONE2026 awards ceremony at Mario del Monaco Theatre*



## Chapter Four

### Olympism as a philosophy of life

#### 4.1 Fundamental values

Olympism is a proper philosophy of life capable of uniting people and transforming society through its fundamental values. As stated in the principles of the Olympic Charter, Olympism elevates and combines in a harmonious whole the qualities of the body, will and spirit. This vision translates into the ongoing commitment to promote sport as a tool for personal growth, educational development and social inclusion.

GenerAZIONE2026 fits perfectly into this mission, spreading the Olympic culture among young people and transforming the values of sport into concrete life lessons. The objective is to celebrate the Olympic and Paralympic Games of Milan Cortina 2026 and leave a lasting legacy, which stimulates a positive change in society and in the new generations.

#### 4.2 Movement and wellbeing

One of the most important objectives of Olympism is to “make the country move more and awaken the athlete who sleeps inside every citizen”. Sport is not only competition but also psychophysical wellbeing, discipline, determination and overcoming one’s own limits. Olympic culture, with its moral strength and educational value, is a powerful tool to inspire children, youth and families, contributing to the growth of a more conscious and responsible society.

#### 4.3 Kindness

The spread of sports practice allows the development and support of an educational action that promotes “**active lifestyles**”, in which sport is not only movement, but also a vehicle for inclusion and social integration. GenerAZIONE2026 aims to involve the new generations in **activities that go beyond the simple athletic gesture, integrating sport with cultural and educational experiences**, screenings supported by images, meetings with Olympic and Paralympic athletes and moments of sharing in which the values of sport become models for everyday life.

#### *Considerations*

*Olympism, with its capacity to inspire and unite people, is an extraordinary lever for social change. GenerAZIONE2026 fully embraces this philosophy, creating a path that does not end with “Milan Cortina 2026”, but that is projected into the future, leaving an indelible trace in the hearts and minds of the young people involved. Its sporting,*

*educational, cultural and social impact will contribute to building a stronger and cohesive community, oriented to the values of Olympism.*



## Chapter Five

### GenerAZIONE2026: the link between past and future

#### 5.1 The passing of the baton

GenerAZIONE2026 is an experience that unites young students, authorities, entrepreneurs and sports champions in a path of mutual growth and inspiration. Starting from the schools and the territory, the Project opens to a global dimension, offering young people the opportunity to engage with different realities, to know the value of commitment and passion, and learn from the protagonists of the world of sport and entrepreneurship.

#### 5.2 The institutional meeting moments of GenerAZIONE2026

**The two days of the final awards Ceremonies of Treviso and Verona** represent the beating heart of GenerAZIONE2026, where connections come to life and young people become an active part of a dialogue with the leading figures of today to build the future.

- a. In Treviso the photo exhibitions *en plein air* and at the Sala Borsa of the Chamber of Commerce Treviso-Belluno|Dolomiti transform the city into a stage of images and stories related to Olympism and to the students' path in the Project giving the whole community the opportunity to get in touch with the Project and with the Olympic world. **The remarkable façade of the Chamber of Commerce of Treviso-Belluno|Dolomiti** dressed for the occasion with the colours of GenerAZIONE2026 becomes a **visual symbol of the event**. Here is where the first meeting between students, authorities, media and sports champions occur and then carries on with conferences such as the one on the theme of “Winter Games and the role of women in sport”, an opportunity for inspiration and learning that offers students a window on the history and achievements that have marked the Olympic world and opens up a dialogue about the challenges and opportunities that the future holds for young people.
- b. **The Teatro Comunale Mario Del Monaco of Treviso** hosts the award ceremony, a moment full of emotion in which, in the presence of national and international institutional authorities, testimonials and sports champions some of whom were awarded with the prestigious “Guirlande d’Honneur” (including: **Reinhold Messner, Maurilio De Zolt, Andrea Dovizioso, Carolina Kostner, Pasquale Gravina, Adriano Panatta, Liston Bochette, Volley Conegliano, Amos Mosaner, Daniele Orsato, Federico Pellegrino, Giada Rossi**), awards are given to

deserving students. This event – as stated by the President of the Chamber of Commerce of Treviso-Belluno|Dolomiti **Mario Pozza** – besides being a celebration is also an opportunity to inspire new generations, who can see first-hand the value of determination and passion in achieving extraordinary goals.

- c. In addition to the days dedicated to the ceremonies, the FICTS elective congress was held in **Cortina, the Olympic city**, attended by 102 international delegates from the Federation, as well as the authorities of Treviso and Belluno.
- d. **In Belluno, an exhibition was set up** that illustrated, through 30 images, the Paralympic world to transmit to young people and the local community the values of the Paralympic Games.
- e. **At the Chamber of Commerce of Verona**, the opening of exhibitions dedicated to Olympic values represents an opportunity for students, entrepreneurs and FICTS delegates coming from the 5 continents to discuss innovative subjects related to the world of sport and culture. Afterwards, the Riccardo Borghero Auditorium hosts the award ceremony of the schools of Verona, with the presence of institutional representatives and the leading figures in sports. Also, on this occasion, the conferment of the “*Guirlande d’Honneur*” to the Olympic and Paralympic champions took place (including: **Irene Curtoni, Enrico Fabris, Martina Favaretto, Arianna Fontana, Novella Calligaris, Giusy Versace**) and the awards given to the students reaffirm the value of commitment, passion and connection between generations as stressed by the President of the Chamber of Commerce of Verona, Giuseppe Riello.

### *Considerations*

*The **GenerAZIONE2026** concept and its many meeting moments offer young people of each edition the opportunity to engage at both national and global levels. Thanks to the presence of the international members of FICTS in Treviso, Cortina and Verona, participants have had the opportunity to know, listen and grasp the value of experiences from all over the world. Each promoted activity is collected and made accessible in a dedicated historical archive created on the CCIAA Treviso-Belluno|Dolomiti regional marketing website (<https://www.trevisobellunosystem.com/en/generazione-2026-2/>) and on the FICTS website ([www.sportmoviestv.com](http://www.sportmoviestv.com)). This archive, constantly updated in both Italian and English, is a valuable resource to consult past events, initiatives and multimedia content related to the projects developed. Thanks to this platform, it is possible to retrace the main stages of the journey, and to go into detail about the value of the activities*

*proposed and discover their impact on both the territory and the participants. The archive not only preserves the memory of previous editions, but also serves as a tool for dissemination and inspiration for future generations.*



## *Final considerations*

### *A generation of capable, conscious and responsible individuals*

*In a constantly changing world, where daily challenges and future difficulties seem to grow with global uncertainty, it is fundamental to provide individuals with practical skills and a solid mental attitude that enables them to face and overcome difficulties with determination, awareness and a strong sense of responsibility. The **Olympic culture**, a universal symbol of inclusion and sharing, acts as a guide, inspiring young people to continuously strive for personal and collective improvement. At the same time, adopting entrepreneurship as a daily practice of innovation, adaptation and resilience becomes the fertile ground for cultivating an open mind capable of facing the challenges of the global market.*

*The core element of the Project is to strengthen the sense of responsibility that each participant develops towards their own personal growth and collective well-being. Through the proposed experiences, **young people learn to recognize the importance of perseverance, inclusion and solidarity**, applicable both in sport and in daily challenges: a sense of responsibility strengthened by the interaction with the business world, where the value of collaboration and respect for the other is fundamental to building lasting and successful professional relationships.*

*Participation in the activities of the **GenerAZIONE2026** Project allows young people to develop a strong work ethic, which translates into constant commitment to achieve their goals, as well as in sport. The teachings of **determination and confidence** are transversal, resonating in every area of life, from school to work, from personal challenges to civic participation, as well as **fair play**, promoted by GenerAZIONE2026 as a tool for **personal growth** and civic education. Through lessons and practical experiences, young people learn fundamental values such as **respect, self-control and resilience**, useful in sport and everyday life. Fair play education helps them to manage pressure, accept defeat with maturity and develop a balanced mentality and teaches them the importance of discipline, collaboration and building a path without haste, preparing young people to face the future with awareness.*

*The GenerAZIONE2026 format stands out for its versatility and adaptability, making it a **model replicable in any school or educational reality in the world**. The values promoted by the Project transcend geographical and cultural boundaries, offering every young person the opportunity to grow through sport and entrepreneurship. Thanks to its*

*flexible structure, **the Project can be adapted to different contexts**, from schools to local communities, adapting to the specific needs of each territory. The intersection of sport and entrepreneurship values helps to develop transversal skills and create a lasting impact, forming citizens who are aware and ready to face the challenges of the future. GenerAZIONE2026 demonstrates that investing in young people means building a more equitable, dynamic and sustainable society, giving life to an educational model that can inspire and transform realities in every corner of the world.*

The 4° Edition of the Project

**GenerAZIONE2026 - Sport powered by you<sup>th</sup> and education**

The 4° Edition of the Project

***“GenerAZIONE2026 - Sport powered by you<sup>th</sup> and education”***

open to Primary and Secondary Schools of the territories

interested to the “Games”,

*in accordance with*

the Regional School Office for Veneto,

*is organized by*

FICTS - Fédération Internationale Cinéma Télévision Sportifs

**President Franco Ascani,**

Federation recognized by the International Olympic Committee

*with the collaboration and contribution of*

Veneto region

**Councilor Valeria Mantovan,**

of Chamber of Commerce of Treviso - Belluno | Dolomiti

**President Mario Pozza**

*and*

of the Chamber of Commerce of Verona

**President Giuseppe Riello.**



TREVISO - MILAN, MAY 20 2025

