



SOCIAL REPORT 2024

*f*B Bracco
Foundation

The cover features a central dark gray rectangle containing the title and logo. This rectangle is framed by a thick, multi-colored border composed of overlapping layers in magenta, red, yellow, cyan, and blue. The text is white and centered within the gray area.

SOCIAL REPORT

2024

*f*B Bracco
Foundation

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The cover image is a graphic adaptation of a "Portrait of a
Young Woman," Piero del Pollaiuolo, c. 1470, Poldi Pezzoli
Museum, Milan – Design © VIVA!

May 2025

Letter from the Chairperson

The Bracco Foundation is a corporate foundation born of the values shared by the Bracco Family and the Bracco Group. With a multidisciplinary vocation spanning art, science and social cohesion, the Foundation focuses on the tangible, measurable impact that its actions have on the community—especially women and young people.

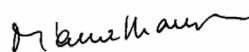
One of the most important developments this year has been the extent and strategic strengthening of the Bracco Foundation's institutional partnerships.

In 2024, as part of our ongoing efforts to further internationalise progettoDiventerò — a training programme supporting young people — we launched a key partnership with the Italian Ministry of Foreign Affairs and International Cooperation. This alliance is focused on promoting scientific culture and the Italian language in Italian schools abroad, with a special emphasis on gender equality and improving women's access to STEM careers. Schools from many different countries have already joined the alliance, including Ethiopia, countries in the Middle East, Argentina, Uruguay, Brazil, Peru and Venezuela, as well as several European nations.

Our institutional relations remain strong with La Scala Theatre Academy, Poldi Pezzoli Museum and the #100esperte network. We also continue to work closely with leading universities such as Politecnico di Milano and the University of Milan, as well as with Italian embassies and cultural institutes around the world, public administrations and regional education offices in our key areas of operation.

One of the Foundation's standout efforts in 2024 was its role as Main Partner of the Poldi Pezzoli Museum for an exhibition entitled "The Agostinian Polyptych Reunited," which brought together — for the first time in history, 555 years after its creation — the surviving panels of Piero della Francesca's stunning masterpiece. This major cultural event involved leading international institutions, such as the Frick Collection in New York, Museu Nacional de Arte Antiga in Lisbon, the National Gallery in London and the National Gallery of Art in Washington. In synergy with the Bracco Group's extraordinary expertise in diagnostic imaging, we supported a non-invasive scientific investigation of the work, revealing details invisible to the naked eye. Using immersive multimedia content, we shared the findings of these analyses, offering exhibition visitors an integrated journey through art, science and technology. It also gave researchers fresh insight into the work of this great Renaissance artist.

Lastly, we remain deeply committed to the issue of healthcare access. The CAP (Capitale di Attivazione Personale) Salute project aims to build a network of enabling resources for vulnerable individuals. Developed in partnership with CDI – Centro Diagnostico Italiano (the Bracco Group's healthcare division), the project is focused on Baranzate, the municipality in Greater Milan with the highest proportion of foreign residents. Here, we have long been engaged in projects addressing healthcare, empowerment and the battle against educational poverty.



Diana Bracco

Methodology for Drafting the Report

The Bracco Foundation's Social Report is **a tool for transparency and accountability**, intended for the Foundation's stakeholders and the public in general.

Reflecting the Foundation's **commitment to continuity in institutional communication and to documenting the results achieved**, this Social Report follows the Guidelines for the preparation of the Social Report for Third Sector entities (Decree of 4 July 2019). It outlines the Bracco Foundation's organisational, managerial and financial performance for 2024, based on the principles of relevance, completeness, transparency, neutrality, accrual-based competence and truthfulness.

This document also pays particular attention to the development and impact of projects and to the innovations introduced compared to previous years, ensuring comparability over time.

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About Us

The Bracco Foundation

The origins of the Bracco Foundation lie in the heritage of values passed down for nearly a century from the Bracco family and the Bracco Group, fostering a sense of Corporate Social Responsibility. The Foundation aims to create and spread expressions of culture, art, and science as means for improving our quality of life. It pays specific attention to women and younger generations, encouraging social cohesion. To achieve tangible, lasting results, the Foundation applies key criteria in the design and selection of its activities, such as multi-disciplinarity, measurability and the impact generated.

In order to achieve its objectives, the Foundation is specifically

- Developing the national and international cultural, historical and artistic heritage
- Promoting scientific culture and health protection, with a specific focus on prevention for women
- Supporting education and training for young people
- Developing solidarity initiatives for the benefit of the community and raising awareness of environmental issues.

Statutory Activities and Other Initiatives

The Foundation pursues its civic, social and solidarity-based mission through activities that deliver tangible benefits, with a particular focus on high-impact initiatives and areas, such as:

- Activities to enhance and safeguard cultural heritage and the landscape
- Organisation of cultural, artistic or recreational activities of social interest, including publishing activities to promote and disseminate the culture and practice of volunteering
- Organisation and management of tourism activities of social, cultural or religious interest
- Undergraduate and postgraduate education
- Scientific research of specific social interest
- Charity, remote support, providing food or products for free, disbursement of money, goods or services to support disadvantaged people or through general interest activities.

In accordance with the criteria and limits established by its governing bodies, the Foundation may also carry out other secondary and ancillary activities, provided they are consistent with its values and guiding principles.

Principles and Values

Culture as a driver of development and social cohesion

The Bracco Foundation's commitment stems from the firm belief that culture not only reflects a community's identity but also provides common ground where different communities can engage, communicate and share. In short, culture is seen as the foundation for harmonious coexistence. Culture also allows us to understand what things mean, develop our capacity for critical thinking, draw comparisons, put things into perspective, contextualise and uphold freedom of expression. It creates new vocabularies, weaves relationships and serves as a catalyst for well-being.

With this in mind, the Foundation:

- Promotes the enhancement and protection of Italy's cultural heritage, including its material heritage, music and theatre, through partnerships with national and international institutions
- Encourages the development of innovative ideas and promotes the integration of science and art, art and social engagement
- Engages with the wider community in a spirit of transparency and responsibility.

Science as a resource for knowledge and life

Scientific knowledge is fundamental for progress and for improving quality of life, particularly in understanding the laws of nature and the most effective ways of engaging with it, including the use of new tools. As stated in the Aristotelian principle "There is no science without wonder," today we must face the complexities at the frontiers of modern disciplines, particularly those inherent in the development of a knowledge society.

The Bracco Foundation's commitment to science and culture focuses on addressing the scientific challenges that define our time and on the cross-cutting integration of technologies across multiple sectors.

- Health protection with the emphasis on prevention
- New methods of generating and disseminating knowledge
- Promoting science among young people
- Promoting female scientific vocations.

Focus on young people and women: a specific social responsibility

Women and young people are among the most vulnerable groups. Over time, the Bracco Foundation has chosen to strengthen its efforts to support them. Social responsibility is an intrinsic value of the Foundation, which embraces and renews its commitment to being close to people and communities, focusing its initiatives on younger generations as they are seen as an indispensable resource.

The "progettoDiventerò" programme promotes innovative pathways that strengthen the link between academia and the business world, in line with the Foundation's commitment to providing young people with educational pathways and genuine prospects for the future.

Similarly, the Foundation places gender equality at the heart of its work and actively supports the visibility of women. It nurtures young people's talents and encourages scientific vocations among the new generations, highlights outstanding existing expertise and promotes female-centred narratives that restore recognition to women often overlooked by history in both the arts and the sciences.

With regard to new methods of knowledge dissemination, the Foundation has continued to develop the tools introduced in 2020 during the lockdown period, encouraging the production of digital events and expanding its catalogue of online content.

Governance and Structure

The Bracco Foundation is chaired by **Chairperson Diana Bracco**, supported by Vice-Chairperson Gemma Bracco, Secretary General Gaela Bernini, the Steering Board, the Management Committee and the Board of Auditors.

- As set out in the Foundation's Articles of Association, the **Chairperson** also chairs both the Steering Board and the Management Committee. She oversees relations with public and private entities, institutions and organisations, establishing partnerships and securing support for the Foundation's initiatives
- In her absence or if unable to carry out her duties, she is represented by the Vice Chairperson
- The **Steering Board** sets the Foundation's objectives and programmes based on proposals from the Management Committee and reviews overall performance
- The **Management Committee** is responsible for both ordinary and extraordinary administration, as well as for managing the Foundation in accordance with the principles of cost-effectiveness, efficacy and efficiency, within the framework of the plans, projects and budgets approved by the Steering Board
- The **Board of Auditors** monitors compliance with the law and the Articles of Association and with the principles of good administration, as well as the adequacy of the organisational, administrative and accounting structure and its actual functioning.

This structure enables the Foundation to operate consistently with its values and principles.

Composition of the Governing Bodies

	Date first appointed	Most recent renewal	End of term
Chairperson			
Diana Bracco	20/03/2006		
Vice-Chairperson			
Gemma Bracco	20/03/2006		
Steering Board			
Diana Bracco	25/01/2010	15/06/2022	31/12/2024
Gemma Bracco	25/01/2010	15/06/2022	31/12/2024
Eva Baratta	25/01/2010	15/06/2022	31/12/2024
Giuliana Renoldi Bracco	25/01/2010	15/06/2022	31/12/2024
Elio Filippo Bracco	25/01/2010	15/06/2022	31/12/2024
Maria Sala	Permanent Invitee		
Management committee			
Diana Bracco	25/01/2010	15/06/2022	31/12/2024
Mario Santa Maria	25/01/2010	15/06/2022	31/12/2024
Gaela Bernini	14/06/2016	15/06/2022	31/12/2024
Luca Giovanni Bonanno	25/01/2010	15/06/2022	31/12/2024
Maria Cristina Cedrini	19/03/2019	15/06/2022	31/12/2024
Enzo Grossi	Permanent Invitee		
Elisabetta Patti	Permanent Invitee		
Secretary General			
Gaela Bernini	19/03/2019	15/06/2022	31/12/2024
Board of Auditors			
Laura Guazzoni	12/06/2023	12/06/2023	31/12/2025
Stefania Tomasini	12/06/2023	12/06/2023	31/12/2025
Renato Carli	12/06/2023	12/06/2023	31/12/2025
External Auditor			
Deloitte & Touche S.p.a.	12/06/2023	12/06/2023	31/12/2025

Stakeholder Engagement

The Bracco Group is the Foundation's primary source of funding, through annual contributions made by the Group's companies (for further details, see the "Financial and Economic Overview" on page 53).

The Foundation maintains a structured and articulated relationship with the Group, involving ongoing and close interaction with various corporate functions, including Corporate Social Responsibility, Communications, International Relations, Legal Affairs, Human Resources and IT. Foundation staff also join training programmes run by the Group, while several Group employees contribute their expertise and knowledge by working directly with the Foundation.

Cultural initiatives for Bracco Group staff

As in previous years, 2024 saw a wide range of cultural initiatives for Bracco Group employees and their families. Highlights included:

- Exclusive guided tours of the **exhibition on Fra Angelico** at the Diocesan Museum of Milan in January, with 220 employees taking part
- Exclusive visit to the Milan Cathedral in February for the winners of Valore Studio, a Bracco CSR initiative (46 employees and family members attended)
- In April, in partnership with La Scala Theatre Academy, 150 tickets were reserved for the children of Group employees to attend the Institutional Ballet performed by Ballet School students at the Strehler Theatre
- On the occasion of Earth Day, the opening of the photographic exhibition entitled "Patriarchs of Nature. Italy's Extraordinary Trees," open from April to November 2024 at Bracco's headquarters on Via Folli
- In December, again in collaboration with La Scala Theatre Academy, 340 seats were allocated to the children and grandchildren of Bracco Group employees for the traditional Christmas **Ballet "Cinderella,"** performed by students of the Ballet School at the Strehler Theatre.

Corporate Gift. For the 2024 holiday season, the Bracco Group selected the catalogue for the "**Piero della Francesca, the Augustinian polyptych reunited**" **exhibition** held at the Poldi Pezzoli Museum in Milan and supported by the Bracco Foundation as Main Partner. Over 2,000 copies of the catalogue – in Italian and English – were distributed in Italy and abroad.

Bracco Foundation network

In addition to the Bracco Group, the Bracco Foundation network includes third sector bodies, civil society organisations, associations, universities, schools and educational institutions, public institutions, local authorities and research centres. The unique nature of these relationships and the different forms of collaboration are described in the various parts of this Report for the relevant initiatives, each with its own specific aspects and points of interest.

Below are some of the organisations with which the Foundation maintains long-standing, structured partnerships:

- Assifero ETS (Bracco Foundation is a member)
- Apogeo ETS (memorandum of understanding for the AudioVisual Napoli Hub project in 2024, in collaboration with La Scala Theatre Academy)
- La Scala Philharmonic Orchestra Association (supporter)
- La Scala Theatre Academy (Bracco Foundation is a founding partner)
- “Giuseppe Verdi” Conservatory of Milan (support for prizes awarded to young musicians)
- Fondazione Artistica Poldi Pezzoli Onlus (Bracco Foundation is a corporate member)
- Carlo Maria Martini Diocesan Museum (project supporter)
- Pavia Observatory (support for the #100experts project)
- Philea - Philanthropy Europe Association (Bracco Foundation is member)
- Roberto De Silva Civic Theatre in Rho (concert support).

Code of Ethics

The Bracco Foundation’s Code of Ethics, revised in 2022, defines the principles, rights, duties and responsibilities that all beneficiaries (directors, employees, contract staff, partners, etc.) must respect and, within the limits of their competence, implement.

Based on the ethical and deontological principles for third sector organisations, the Code of Ethics has been produced in compliance with national and international laws and regulations. Operari S.r.l., a benefit company and B Corp, generously provided pro bono support for its design and drafting.

The Code of Ethics is annexed to contracts with our partners, along with details as to how it can be accessed (Foundation website).

Monitoring by the Board of Auditors

FONDAZIONE BRACCO E.T.S.

Headquarters in MILAN at VIA CINO DEL DUCA, 8
Endowment fund €110,000.00
Single Register of the Third Sector no. 120370, Section G F
Tax Code 97432950158

Report by the supervisory body drawn up on the basis of the oversight conducted pursuant to Article 30 of Legislative Decree no. 117 of 3 July 2017

To the Foundation's Steering Board,

During the financial year ended 31 December 2024, our work was guided by the applicable legislation and by the Rules of Conduct for the Supervisory Body of Third Sector Entities issued by the Italian National Council of Chartered Accountants and Accounting Experts (published in December 2020.)

This report provides details of these activities and the results achieved.

The financial statements of FONDAZIONE BRACCO E.T.S. (Bracco Foundation) as at 31 December 2024 were submitted for our review by the Foundation's Management Committee. The statements were drafted in compliance with Article 13 of Legislative Decree no. 117 of 3 July 2017 (hereinafter the "Third Sector Code") and with the Ministerial Decree of 5 March 2020 issued by the Ministry of Labour and Social Policies, as supplemented by OIC 35 – the accounting standard for Third Sector Entities (hereinafter "OIC 35"), which governs the preparation of such statements. The financial statements show a deficit for the year of €247,169. In accordance with Article 13(1) of the Third Sector Code, the financial statements comprise the statement of financial position, the statement of activities and the mission report.

The supervisory body was not assigned to undertake a statutory audit of the accounts, as Deloitte & Touche S.p.A. has been appointed to do this for the three-year period 2023–2025. Accordingly, it performed the oversight and checks required by Standard 3.8 of the Rules of Conduct for the Supervisory Body of Third Sector Entities, consisting of a general review of the financial statements as a whole to verify that they were correctly drafted. As such, the activity did not qualify as a statutory audit of the accounts. The results of these checks are indicated in point 3 below.

1) OVERSIGHT activity pursuant to Article 30(7) of the Third Sector Code

We have overseen compliance with the law and the Bracco Foundation's by-laws, and adherence to sound governance principles—specifically evaluating the adequacy of its organisational structure, administrative and accounting system and their functioning in practice. Furthermore, we monitored fulfilment of its civic, solidarity and social benefit objectives, with specific reference to: Article 5 of the Third Sector Code (the requirement to carry out one or more activities of general interest exclusively or primarily); Article 6 (the limits on conducting ancillary activities); Article 7 (rules on fund-raising); and Article 8 (requirements regarding the allocation of assets and the prohibition of direct or indirect profit distribution).

In terms of the monitoring of the aforementioned aspects and related provisions, reference is made to the specific report included in the section entitled "Mission pursued and activities of general interest" in the entity's social report, of which it forms an integral part.

We monitored compliance with the provisions of Legislative Decree no. 231 of 8 June 2001.

We attended meetings of the Management Committee and of the Steering Board and, based on the information available to us, have no specific observations to report.

We received timely information from the governing body – including during its meetings – on the general course of management and its foreseeable developments, as well as on the most significant transactions (because of their size or nature) carried out by the entity. Based on the information acquired, we have no specific observations to report.

We obtained information about and monitored the adequacy of the organisational, administrative and accounting structure and its effective functioning, including by obtaining information from the heads of the various functions. We have no specific observations to report in this respect.

Within the scope of our responsibilities, we obtained information about and monitored the adequacy and functioning of the administrative and accounting system, as well as its reliability in accurately representing operating events, through the collection of information from the heads of relevant functions and the review of company documents. We have no specific observations to report in this respect.

No reports or complaints have been submitted by members pursuant to Article 29(2) of the Third Sector Code.

2) Observations on the annual financial statements

The supervisory body verified that the financial statement formats comply with the provisions of the Ministerial Decree of 5 March 2020 issued by the Ministry of Labour and Social Policies, as supplemented by OIC 35 (including with specific reference to the first year in which these provisions were applied.)

To the best of our knowledge, in preparing the financial statements, the directors did not depart from the provisions of the law pursuant to Section 2423(5) of the Italian Civil Code.

3) Observations and proposals on the APPROVAL OF THE FINANCIAL STATEMENTS

In light of the work carried out, we invite the Steering Board to approve the financial statements as at 31 December 2024, as prepared by the Management Committee.

The supervisory body agrees with the Management Committee's proposal for covering the deficit.

Milan, 14 May 2025

Supervisory Body

Laura Guazzoni

Stefania Tomasini

Renato Carli



People who Work at the Foundation

In 2024, the Foundation had two permanent employees, 40- and 35-year-old graduates, who took part in training activities provided by the Bracco Group during the year on topics such as workplace safety, diversity & inclusion, management and specific company tools (e.g. Presentation Design and CRM Salesforce.)

The Bracco Foundation involved young university students in its activities by running two curricular internships. It also engaged three consultants on fixed-term project contracts and benefited from the full-time work of a permanent employee seconded from Bracco S.p.A.

In terms of the ratio between the minimum and maximum gross annual remuneration of employees, the result for 2023 was 23%, which is below the maximum ratio of 1 to 8 allowed by current regulations.

The Foundation made no use of volunteers and there was no remuneration envisaged for the members of the Steering Board or the Board of Auditors.







2024 Activities





In line with previous years, in 2024 the Bracco Foundation once again promoted and organised activities spanning a range of thematic areas, reflecting the principles and values that guide the Foundation. The initiatives undertaken aim to reach diverse objectives and target groups, actively involving the relevant communities.

Initiatives and Themes

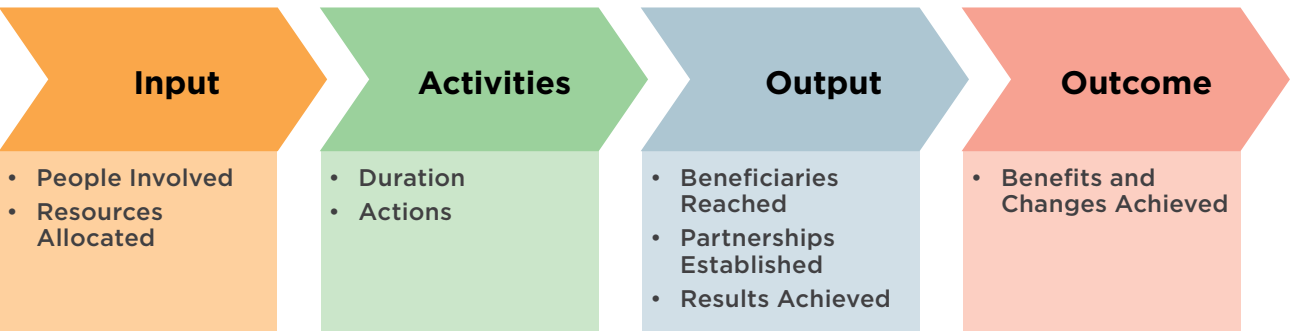
Each initiative relates to areas of interest that are often interconnected. In the following table, the activities carried out in 2024 are grouped according to their respective spheres.

	 Art and Culture	 Science and Social	 Female Empowerment	 Training of Young People
Exhibition: “The Reunited Augustinian Polyptych” by Piero della Francesca	X	X		
Healthy Eating and Well-being for the Ballet School of La Scala Theatre Academy	X	X		X
Healthcare Access: CAP Salute Project in Baranzate		X	X	
Audiovisual Napoli Hub Initiative in Naples	X	X		X
100 experts: Training Courses for Journalists		X	X	
100 experts go to School - 2nd edition		X	X	X
Special Concert with Sir Antonio Pappano at the Civic Theatre in Rho	X			
“Plot Twist: From A for Artisan toolmaker to S for sculptress” photographic exhibition	X		X	
“Life as a Female Scientist” Touring Photographic Exhibition	X	X	X	
“Mind the STEM Gap – Together” Touring Photographic Exhibition			X	X
“Portrayed. Women of art and science” Photographic Exhibition	X	X	X	
“Straordinarie – Extraordinary Women” Photographic Exhibition	X	X	X	

2024 Activities

	<div>  </div> <div>Art and Culture</div>	<div>  </div> <div>Science and Social</div>	<div>  </div> <div>Female Empowerment</div>	<div>  </div> <div>Training of Young People</div>
"Mind the STEM Gap" Manifesto	X	X	X	
Taking the sky where it fails to reach: STEM workshops in the suburbs	X			X
Partnership with La Scala Theatre Academy		X		X
progettoDiventerò - The Bracco Foundation for Young People	X	X	X	X
progettoDiventerò Around the World		X	X	X
"Beyond the Portrait" Restoration Project and Support for the Poldi Pezzoli Museum	X	X		

Impact. It is essential for the Foundation to review and communicate the results of its activities in a timely and consistent manner. For each of the four thematic areas, two initiatives were selected based on their relevance, investment level, representativeness, continuity (as many are multi-year projects) and timeliness. The analysis of these eight selected projects is based on the concept of a value chain, illustrated in the chart below.



Art and Culture



Exhibition: “The Reunited Augustinian Polyptych” by Piero della Francesca

In 2024, the Bracco Foundation supported the Poldi Pezzoli Museum in Milan as Main Partner for a truly unique exhibition that, for the first time in history, reunited the surviving panels of Piero della Francesca’s masterpiece, the Augustinian Polyptych, 555 years after its completion (1412–1492).

In 1469, the artist completed the magnificent altarpiece for the high altar of the Augustinian church in Borgo San Sepolcro (Arezzo), a work he had begun in 1454. Dismembered and dispersed by the late 16th century, the altarpiece is considered one of Piero della Francesca’s most ambitious achievements.

From 20 March to 24 June 2024, the exhibition gave visitors the opportunity to see the surviving panels together, thanks to collaboration with the major museums around the world that currently house them:

- Poldi Pezzoli Museum, Milan – Saint Nicholas of Tolentino
- Frick Collection, New York – Saint John the Evangelist, Crucifixion, Saint Monica and Saint Leonard
- Museu Nacional de Arte Antiga, Lisbon – Saint Augustine
- National Gallery, London – Saint Michael the Archangel
- National Gallery of Art, Washington, D.C. – Saint Apollonia.

The Bracco Foundation also supported a major campaign of non-invasive diagnostic investigations on selected works in the exhibition. These analyses were conducted on site by a team of researchers from the

University of Milan and DeepTrace Technologies (a spin-off of the IUSS School of Advanced Studies, Pavia), in collaboration with “La Venaria Reale” Centre for Conservation and Restoration.

Supervised by the museums that lent the works, the investigations used high-resolution, non-invasive imaging techniques – including multiband and hyperspectral scans – along with targeted spectroscopic analysis in both the visible and non-visible spectrums.

The research uncovered previously unknown details about the materials and techniques used by Piero della Francesca, such as pouncing marks for transferring the preparatory drawing, the adaptation of medieval carpentry and elements of the original wooden support structure. These findings provided a more profound understanding of the artist’s working methods, material choices and the complex history of the polyptych’s composition, dismantling and partial reconstruction.

To give visitors a truly immersive experience at the intersection of art, research and technology, the exhibition included multimedia materials and a specially produced video recounting the reconstruction process and scientific discoveries.

Impact. This project made a key contribution to the enhancement of Italian cultural heritage and promoted increased awareness of the role of non-invasive diagnostic techniques in the conservation of the cultural heritage.



People Involved

About 30 (including 3 from the Bracco Foundation).



Resources Allocated

€315,000



Durata del progetto

March-June 2024



Actions

- Support for the realisation of the exhibition
- Campaign of diagnostic analyses on the works
- Production of educational/explanatory content: video, catalogue and multimedia displays as part of the exhibition
- Guided tours and workshops for children and adults, including activities with minors from the Beccaria Juvenile Detention Centre in Milan, and guided tours for oral deaf visitors and teachers.

**Beneficiaries Reached**

- Over 52 thousand visitors to the exhibition
- Over 100 journalists attended the two press conferences
- Around 200 guests of the Bracco Foundation attended the two exclusive evening viewings
- Over 380 people attended the Lectio Magistralis by Professor Massimo Cacciari
- More than 200 participants took part in two in-depth events on diagnostic imaging applied to cultural heritage (at the Poldi Pezzoli Museum)
- 100 free passes made available to Bracco Foundation guests and stakeholders
- Over 2,000 readers of the exhibition catalogue, distributed during the evening events and as a Corporate Gift
- On social media: over 18,000 impressions and more than 980 interactions.

**Partnerships Established**

- Poldi Pezzoli Museum, Milan
- DeepTrace Technologies, IUSS School of Advanced Studies, Pavia
- University of Milan-Bicocca
- Milan State University
- “La Venaria Reale” Centre for Conservation and Restoration
- Dario Cimorelli Editore
- With the support of the Poldi Pezzoli Museum, a dialogue was also initiated with the lending institutions: the Frick Collection in New York, Museu Nacional de Arte Antiga in Lisbon, the National Gallery in London and the National Gallery of Art in Washington.



Direct Results

- Coordination of the working group and support for the production of the texts and videos on display at the exhibition about the non-invasive diagnostic analysis of the work
- 2 evenings held at the Poldi Pezzoli Museum
- Academic seminar on Piero della Francesca for Italian and international scholars, held at the Poldi Pezzoli Museum
- Support for holding two events exploring the themes of the exhibition in greater depth: the first focused on historical and artistic aspects, the second on the diagnostic investigation campaign
- Special edition print run of the exhibition catalogue (1,400 copies in Italian and 600 in English), distributed as the Bracco Corporate Gift worldwide for Christmas 2024
- Involvement of internationally renowned research institutions and academics.



Benefits and Changes Generated

- Promotion of Italian cultural heritage
- Promoting awareness of non-invasive diagnostic methods in the cultural heritage sector
- Reinforcing the Bracco Foundation's role at the intersection of art and science.



Healthy Eating Initiative for Students of La Scala Theatre Academy

As part of the multi-year partnership established in 2013 between the Bracco Foundation and La Scala Theatre Academy, the Foundation and CDI – Centro Diagnostico Italiano launched a project focused on healthy, balanced nutrition for the young dancers of the Academy's Ballet School. The initiative stemmed from the desire to explore the importance of proper, healthy nutrition for young athletes who undergo daily training and exercise aimed at achieving peak performance.

In 2024, the project took concrete form through a series of classroom sessions run by a specialist nutritionist from CDI, involving not only the students but also teachers and assistants—key partners in promoting nutritional awareness among young dancers. The training sessions and educational materials ensured the project reinforced the fundamental role of healthy eating as a key tool for prevention and health protection.

Scientific education and outreach. The initiative introduced the principles of healthy nutrition, highlighting the critical role played by macronutrients (carbohydrates, proteins and fats) and micronutrients (vitamins and minerals), along with the vital role of water and fibre in regulating how our bodies work. Focal topics included basal metabolism, individual energy requirements and the correct approach to building a personalised diet plan tailored to each person's physical condition and health requirements. The educational sessions were extremely interactive, allowing the Ballet School students to ask specific questions about their personal and family eating habits.

Education for informed choices. The project highlighted the importance of reading food labels, choosing healthy cooking methods and moderating the intake of added sugars, salt and highly processed foods. During the project, practical examples of balanced meals were provided – based on the principles of the Mediterranean diet – to help maintain a healthy daily energy balance.

Environmental sustainability. In line with an integrated vision of personal health and protecting the environment, the initiative also encouraged reflection on the environmental impact of food choices—particularly seasonal eating, reducing food waste and recognising how overuse and misuse of food resources contribute to global resource imbalances. The project also looked at food packaging, which often fails to meet sustainability standards. Students were encouraged to choose unpackaged or environmentally packaged foods whenever possible to avoid unnecessary plastic use.

Impact. Through a combination of scientific content and accessible communication, the initiative raised collective awareness of the role of nutrition in individual and societal well-being. The Bracco Foundation promotes a healthy and sustainable lifestyle grounded in proven knowledge and informed conduct. This initiative also strengthened the Foundation's positioning at the intersection of art and science, with a focus on supporting young artists.



People Involved

About 10 people (including 3 from Bracco Foundation and the nutritionist from CDI - Centro Diagnostico Italiano).



Resources Allocated

€1,000, as part of the broader partnership with La Scala Theatre Academy, of which Bracco Foundation is a Founding Member.



Project Duration

October 2024.



Actions

Two one-and-a-half-hour classes on proper and healthy nutrition for young dancers:

- 14 October 2024, 4th to 8th year classes, approximately 90 students
- 15 October 2024, 1st to 3rd year classes, approximately 70 students.



Beneficiaries Reached

About 180 people,

- 160 Ballet School students
- About ten teachers
- 5 staff/directors from the Ballet School.



Partnerships Established

- La Scala Theatre Academy / Ballet School
- CDI - Centro Diagnostico Italiano.



Direct Results

Organisation of a series of lessons.



Benefits and Changes Generated

- Increased awareness of healthy eating for young athletes and artists
- Reinforcing the Bracco Foundation's role at the intersection of art and science, with a specific focus on young artists.

Science and Social



Healthcare Access: CAP Salute Project in Baranzate

In recent years, healthcare poverty has become one of Italy's truly pressing social emergencies. According to 2023 data from the Italian National Statistics Institute (ISTAT), 9.7% of Italians are living in absolute poverty, with a significant proportion concentrated in northern Italy. Lombardy is one of the hardest-hit regions, with nearly one million people facing economic hardship.

This situation has forced many families to choose between meeting basic needs and healthcare—particularly large households and families of foreign origin.

Baranzate, a municipality in Greater Milan, has the highest percentage of foreign residents (35.2% from 81 different ethnic backgrounds), making it a particularly stark example of the current problem. Here, barriers to accessing healthcare are not only economic, but also cultural and social.

To help combat this crisis, in January 2024 the Bracco Foundation and the non-profit association APS La Rotonda launched the CAP Salute project. The aim is to build a system of enabling resources for people facing hardship. Rather than simply focusing on the delivery of healthcare services, the project adopts a multidimensional model that includes:

- The creation of a community health fund, providing financial resources to cover medical expenses that families cannot afford, in partnership with CDI – Centro Diagnostico Italiano, part of the Bracco Group
- The establishment of a multidisciplinary team made up of professionals from APS La Rotonda, social workers from the Municipality of Baranzate, the local Caritas network and a key new role: the case manager. The latter is responsible for identifying needs, coordinating action and supporting individuals throughout their healthcare journey
- Personalised support for beneficiaries, with an individual health plan that ensures access to essential healthcare services and facilitates coordination between patients and their GPs.

Impact. The initiative clearly highlighted the healthcare poverty affecting the most vulnerable members of Baranzate – a peripheral urban area – by promoting access to healthcare and a culture of prevention.

The medical services in question focused predominantly on gender-specific healthcare, providing access to preventative services for many women who would otherwise have been excluded because of financial and cultural barriers.

The partnership with CDI – Centro Diagnostico Italiano played a key role in positioning healthcare as a core element within a broader pathway to individual well-being and care.



People Involved

About 12 people, including 1 from the Bracco Foundation, 8 from CDI and 3 from the APS La Rotonda.



Resources Allocated

€30,000



Project Duration

01/01/2024- 31/12/2024.



Actions

- In-depth needs assessment and data collection to more thoroughly understand the true nature of healthcare poverty in Baranzate, carried out through detailed, on-the-ground work by a dedicated specialist (case manager)
- Pilot campaign of healthcare services provided by CDI – Centro Diagnostico Italiano to an initial group of 11 female beneficiaries between May and June 2024
- Extended campaign of healthcare services provided by CDI to an additional 31 female beneficiaries between October and December 2024
- Creation of support pathways in mental health for two beneficiaries: an elderly woman over 65 and a teenager with hyperactivity issues, previously engaged in La Rotonda's after-school activities.



Beneficiaries

- 42 women within the prevention for women initiative
- One person over 65
- One teenager.



Partnerships Established

- Partnership between La Rotonda / Bracco Foundation/ CDI - Centro Diagnostico Italiano
- Partnership with ABPSI Onlus Social Cooperative and the local Mental Health Centre (C.P.S.) Transport logistics by Promozione Solidarietà OdV.



Direct Results

- A total of 42 women were assisted, with over 60 sessions held to assess needs and provide support
- Thanks to the agreement with CDI, 81 medical services were delivered, including gynaecological consultations, Pap tests, mammograms and breast ultrasounds
- Support also included the activation of psychiatric and psychological care for particularly vulnerable cases, including a man over 65 and an at-risk teenager.



Benefits and Changes Generated

- The CAP Salute initiative helped to bring to light the nature of the healthcare poverty affecting the most vulnerable members of Baranzate, while promoting a culture of prevention
- The provision of medical services focused primarily on gender-specific healthcare, enabling many women to access services that would otherwise have been out of reach for financial reasons
- The personalised approach and ongoing presence of the case manager fostered a relationship of trust with beneficiaries.



Training and Employment: Audiovisual Napoli Hub

In 2024, the Bracco Foundation reaffirmed its commitment to high-quality training and social inclusion by supporting the Audiovisual Napoli Hub project, a free training and job placement programme in the audiovisual and film production sector. The initiative targets NEETs (Not in Employment, Education or Training) aged 18 to 29 living in Naples and the surrounding area, many of whom come from socially, culturally and economically marginalised backgrounds.

Over and beyond its evident social value, Audiovisual Napoli Hub is rooted in the extraordinary growth of the audiovisual production sector in Campania, where the rising demand for skilled professionals is creating real employment opportunities for participants in this project.

The Hub is housed in the Department of Social Sciences at the Federico II University of Naples, right in the heart of the city's old centre. Over 200 square metres of space have been redeveloped to host high-level specialised training. The project was conceived and promoted by the Altra Napoli EF and Apogeo ETS association, in partnership with the Department of Social Sciences at the Federico II University of Naples and funded by private companies and foundations, including the Bracco Foundation.

The Bracco Foundation has played both a financial and strategic role in supporting this initiative as well as involving La Scala Theatre Academy as a training partner, focusing on various masterclasses.

Training programme and professional placements. Audiovisual Napoli Hub offers a free 600-hour training programme, combining classroom teaching and work placements, aimed at developing new professional roles in the audiovisual sector, including camera operators, video editors,

videomakers, production sound mixers and sound designers. Participants gained hands-on experience with leading industry players such as Prime Video, Sky, Netflix and Cinecittà, which also contributed to the programme's activities.

Prestigious partnerships and institutional support. The project enjoys the patronage of the Italian broadcasting cooperation (RAI) and the City of Naples, and is supported by the Campania Region Film Commission, Cohousing Cinema and key institutions such as the Academy of Fine Arts in Naples, San Carlo Theatre and La Scala Theatre Academy in Milan, of which the Bracco Foundation is a Founding Member and Main Partner.

Impact. The initiative fosters greater social inclusion through training, creates new employment opportunities in a high-demand sector and strengthens the cultural and creative ecosystem in Naples. It also promotes culture as a driver of social empowerment and strengthens the Bracco Foundation's position as a key enabler of access to knowledge and the development of talent.



People Involved

About 15 people including 3 from the Bracco Foundation and 5 from La Scala Theatre Academy.



Resources Allocated

€18,500 (disbursed in 2023).



Project Duration

From March 2024 for a duration of 600 hours (first of four planned cycles).



Actions

- Redevelopment of university spaces
- Classroom-based lessons on technical skills for the audiovisual sector
- Work placements and internships with leading industry companies
- Series of masterclasses delivered by international professionals, including sessions led directly by La Scala Theatre Academy
- Networking activities connecting university students and NEETs.



Beneficiaries Reached

20 undergraduate social science students.

**Partnerships Established**

- Federico II University of Naples – Department of Social Sciences
- Altra Napoli EF
- Apogeo ETS
- Prime Video, Sky, Netflix, Cinecittà Rai (patronage)
- Campania Region Film Commission
- Academy of Fine Arts in Naples
- La Scala Theatre Academy in Milan
- San Carlo Theatre
- Upside Production.

**Direct Results**

- Launch of the first free audiovisual training programme in Naples
- Placement of NEETs in internships with local and international production companies
- Development of new professional skills in a growing industry
- Networking and exchange opportunities between university students and young people at risk of social marginalisation.

**Benefits and Changes Generated**

- Greater social inclusion through education and training
- Creation of new job opportunities in a high-demand sector
- Supporting the growth of Naples' cultural and creative sector
- Promotion of culture as a driver of social empowerment.

Female Empowerment



100 experts: Training Courses for Journalists

The “100 Women Against Stereotypes” (#100esperte) project, which aims to give voice and visibility to female expertise, launched a series of targeted initiatives in 2024 aimed at key audiences such as journalists and schools.

To offer journalists, stakeholders and the wider public a platform for more in-depth discussion and reflection on women in sport — covering data, key traits, visibility and language — three public training sessions were held in Rome and Milan. Each was linked to a major political or sporting event in 2024: the European elections in May, the Paris Olympic and Paralympic Games in August and the US presidential election in November.

Impact. The courses promoted awareness of the project and encouraged the press to make use of the 100esperte.it database. Internally, the sessions also served as an opportunity to involve new experts in the programme’s activities, further enhancing its visibility and authority.



People Involved

- 15 people in the 3 courses
- 5 people on the team (#100experts)
- 10 expert speakers
- 11 speakers/external speakers.



Resources Allocated

Out-of-pocket travel expenses for the trip to Rome, amounting to approximately €400, as part of the broader “100 Women Against Stereotypes” project.



Project Duration

April to November 2024.



Actions

Organisation of three training sessions for the press, but open to the public, in Rome and Milan, each focused on a major political or sporting event during the year. The sessions were structured in three parts: an introduction to the project and the context, followed by theme presentations and a Q&A segment.

- Journalists who attended received three professional development credits per course
- The courses were promoted across the digital channels (website, social media, newsletter) of #100esperte and project partners (GiULiA, Giornaliste, Pavia Observatory and the Bracco Foundation)
- Post-event press releases were issued with detailed content from each session. These were circulated by the project partners and led to media coverage and interesting contacts.



Beneficiaries Reached

About 130 journalists and 60 members of the public across the three sessions.



Partnerships Established

- These courses were organised in collaboration with:
- Order of Journalists of Lazio and Lombardy
- European Parliament Office in Italy and the European Commission Representation in Italy, based in Rome
- ALMED – Graduate School of Media, Communications and Performing Arts, Sacred Heart Catholic University.
- ISPI at Milan.



Direct Results

- Updating of the expert database and stakeholder mailing list
- Involvement of new experts in events organised by 100esperte
- Engagement with the specialist press, leading to key coverage—most notably, an article in Io Donna with a cover mention.



Benefits and Changes Generated

An opportunity to explore and reflect on the key themes of the #100esperte project — from women's empowerment and inclusive, stereotype-free language to fair and equal media representation.



The 100 Experts Go to School – Second Edition

In 2024, the Bracco Foundation and Deascuola – one of Italy's leading school textbook publishers – continued their collaboration with the second edition of “The 100 Experts Go to School,” an initiative aimed at reaching younger generations.

On the basis of the 2023 experience, this new educational programme featured a selection of professionals from the #100esperte database. Female economists, STEM specialists and top sportswomen shared their personal and professional journeys to inspire students, offer meaningful guidance on sustainable career choices and foster critical thinking to challenge stereotypes and bias. The initiative included three free afternoon webinars for teachers, each lasting 90 minutes: Economists for the Development of the Country, STEM Experts for the Planet's Sustainability and Wellbeing, and Sports Champions as Models of Development, Inclusion and Peace. In addition, a morning webinar on Women in Sport Come to Class was organised for lower and upper secondary school students. During these sessions, the experts passionately shared their experiences – from education and career paths to setbacks, achievements and the beauty of their work – offering insights and inspiration to help students make choices about their future.

Impact. Feedback collected from teachers through questionnaires at the end of the cycle of webinars confirmed the effectiveness of the format for relevant topics (such as financial literacy, economic citizenship and sustainability) and praising the clarity, empathy and enthusiasm of the speakers.

In the student session, particular emphasis was placed on the importance of role modelling by young female athletes close in age to the students, and on sport as a tool for conveying values that can be transferred to other areas of life.

The STEM-focused webinar stood out for its contribution to raising awareness about the importance of STEM subjects, both for future employment and gender equality—a key theme for the Bracco Foundation. The Foundation was also able reach a broad audience of teachers and students thanks to this initiative.



People Involved

15 people in all:

- 8 expert speakers in the 4 webinars
- 2 people from the 100experts team
- 5 people from our partner DeAScuola.



Resources Allocated

€10,000



Project Duration

February to May 2024.



Actions

- Organising and offering 4 inspirational and motivational webinars (3 for teachers, one for students) of 90 minutes each, consisting of a first part for a presentation and a second part for Q&A. Slides and video recordings were then made available to teachers and their classes
- Issuing of a certificate valid for teacher training purposes
- Promotion via the #100esperte and Bracco Foundation websites and social media channels
- Promotion on DeAScuola channels (website, social media, newsletter)
- Launch of a press release for magazines focusing on the sector (e.g. Orizzonte Scuola)
- All webinars were uploaded to the YouTube channels of #100esperte and the Bracco Foundation.



Beneficiaries Reached

- 1,172 teachers
- Approximately 3,014 male and female students reached.

2024 Activities



Partnerships Established

DeAScuola



Direct Results

The initiative supported career guidance by creating opportunities for direct dialogue with professionals committed to education. It also helped deepen understanding of STEM subjects and key topical socio-economic issues. The format was designed to accommodate the schedules and learning styles of both teachers and students.



Benefits and Changes Generated

- Greater understanding among teachers and students of genuinely relevant topics such as financial literacy, economic citizenship, sustainability and its practical applications
- Building on the 2023 webinar series, the project helped raise awareness of the importance of STEM for employment and gender equality
- Greater awareness among teachers and students of the value of sport as a means of promoting mental and physical well-being and conveying positive values.

Training of Young People



progettoDiventerò (Young People Project)

The “progettoDiventerò” project is a multi-year initiative from the Bracco Foundation to support the educational and professional development of deserving young people in various fields.

In line with the Foundation’s areas of action, progettoDiventerò supports and encourages youth empowerment with a focus on talented females. Its core activities include the awarding of prizes, scholarships and research grants, calls-to-action to spark creativity and original content creation and support for educational programmes.

With a strong emphasis on postgraduate education and career guidance – especially in STEM fields (Science, Technology, Economics and Mathematics) – the project is structured around three key areas: research, and educational pathways targeting both universities and schools.

Young People and Research

- Renato Ugo Scholarships in collaboration with Airi, awarded to students working on experimental theses in industrial research fields
- “Women for STEM” Scholarship, in partnership with Fondazione Giuseppina MAI

- Specialisation programme in Italy for young radiologists from abroad, run in partnership with SPR – Radiology and Diagnostic Imaging Society of São Paulo, Brazil, and SMRI Mexico
- Young Italian Researchers Award, in partnership with Gruppo 2003
- Support for the ITS Academy Foundation “Biotechnologies and New Life Sciences”.

Training Pathways

Focus on Universities

Local Scholarships. Backed since 1996 in collaboration with Bracco Imaging and the municipalities of Bovisio Masciago, Cogliate, Ceriano Laghetto, Cesano Maderno, Solaro and, since 2018, Limbiate, these grants support university students living in the area surrounding one of the Bracco Group’s major production sites. Awards are available for both scientific and humanities faculties, and for undergraduate and postgraduate study, with preference given to scientific disciplines.

Skills development in disadvantaged contexts. Ten scholarships awarded as part of a programme run by the Comunità di Sant’Egidio to support successful schooling for Roma and Sinti children, helping integrate them into the school system through family support.

Support for students studying scientific subjects. A dedicated call for applications named after Engineer Giacomo Bonaiuti to assist outstanding students in the field of chemistry. A two-year scholarship with the Fondazione Collegio del Mondo Unito ONLUS for a second-generation female immigrant student with a strong aptitude for scientific subjects.

Integrating talented young people into the world of arts and crafts: Backing for the training programme Una Scuola, un Lavoro. Percorsi d’Eccellenza with Fondazione Cologni; support for the Jubilate School of Music in training young musicians; and the Ettore Pozzoli International Piano Competition.

Training programme for local administrators. A school for politicians and local and regional administrators, developed in partnership with the Municipality of Cesano Maderno and Vita-Salute San Raffaele University – Politeia, Centre for Political and Ethical Training.

Focus on Secondary schools

The “**progettoDiventerò nel Mondo**” initiative, developed in collaboration with the Italian Ministry of Foreign Affairs and International Cooperation (see the detailed entry on p. 45).

“Unlocking the Invisible” project. As part of its mission to strengthen scientific vocations, in September 2024 the Bracco Foundation signed an agreement with the CERN Foundation in Geneva to help introduce the Minipix detector to Italian schools. This innovative particle detector opens up new teaching possibilities for the study of physics by enabling students to explore the invisible. The Bracco Foundation serves as CERN’s official hub for disseminating the project in Italy. Starting at the beginning of the 2025/26 school year, two schools in Lombardy and one in Tuscany will begin pilot programmes using Minipix in every class.

“Ora di Scienza!” project. Launched at the height of the pandemic and now in its sixth edition, the project is supported and promoted by all 20 Regional Education Offices across Italy. It encourages students of

all ages to create digital content on key issues for science, such as the value of science, environmental protection and removing the gender gap in STEM careers.

“Mind the STEM Gap-Together” travelling exhibition. Funded through a call for proposals from the Lombardy Regional Administration and developed with the Politecnico di Milano and Fondazione Politecnico, the exhibition has toured schools, institutions and healthcare settings. Teachers have used this opportunity as a valuable tool for civic education and for designing work-related learning and skills development (*PCTO*) projects. Hospitals and outpatient clinics identified by the Bracco Group hosted the exhibition to encourage people to think about the importance of science in day-to-day life.

“A Week as a Researcher,” PCTO laboratory. Run in collaboration with CusMiBio and the Regional Education Office, for almost a decade this initiative has given 30 female high school students each year the chance to experience real-life laboratory work in biology. For many, the programme helps the students to decide to study STEM subjects at university.

“One School, One Enterprise”. An initiative by Sodalitas that promotes business culture in secondary schools. As a project partner, the Bracco Foundation helps select the best project, which receives a voucher for the purchase of study materials.

Impact. The project creates concrete opportunities for young people selected on the basis of merit. Career guidance and dialogue with role models facilitate the matching of career aspirations with the labour market, while innovative teaching projects contribute to the development of soft skills. For the Bracco Foundation, *progettoDiventerò* is an initiative that creates value by building a community of young people around the Foundation and fostering lasting relationships.



People Involved

Approximately 70 participants, including 6 from the Bracco Foundation, 7 from Bracco Imaging and 53 partner representatives (including 20 from Regional School Offices).



Resources Allocated

€264,924



Project Duration

Multi-year (*progettoDiventerò* was launched in 2012).



Actions

- Calls-to-action, contests and workshops
- Theme exhibitions.



Beneficiaries Reached

Since the launch of progettoDiventerò, a total of 2,869 young people – including 244 in 2024/25 – have benefited directly from awards, scholarships or training programmes. An additional 68,373 male and female students have benefited indirectly through access to tools, targeted educational content and support for training institutions.



Partnerships Established

A total of 53 partners, including 20 Regional School Offices

- Fondazione Cologni – AIRI (Italian Association for Industrial Research) – the municipalities of Bovisio Masciago, Ceriano Laghetto, Cesano Maderno, Cogliate, Limbiate and Solaro – Gruppo 2003 per la ricerca scientifica, Fondazione Giuseppina MAI – Bonaiuti family – Fondazione Accenture – Istituto Tecnico Superiore “Biotecnologie e nuove scienze della vita” in Colletterto Giacosa (Ivrea) – SPR – Radiology and Diagnostic Imaging Society of São Paulo, Brazil and the Mexican Society of Radiology – DeAScuola – #100esperte project – Lombardy Regional Administration – Politecnico di Milano and Fondazione Politecnico di Milano – Jubilate School of Music – Associazione Il Cielo Itinerante – CusMiBio – Fondazione Collegio del Mondo Unito ONLUS – University of Pavia – Municipality of Seregno – Ettore Pozzoli International Piano Competition – Conservatory of Milan – Soroptimist International d’Italia – SDA Bocconi – Vita e Salute- San Raffaele University -Politeia – Centre for Training in Politics and Ethics – Associazione La Rotonda – CERN Foundation, Geneva, Ministry of Foreign Affairs and International Cooperation.



Direct Results

- 38 scholarships were awarded to enable students to continue university studies in STEM fields
- The school-focused initiatives primarily served as means to encourage interest in scientific disciplines and foster a multidisciplinary approach to learning
- Additional outcomes included: combating gender stereotypes; developing specific knowledge and soft skills; career guidance; growing the progettoDiventerò community.



Benefits and Changes Generated

Over more than a decade, the activities of progettoDiventerò have generated significant value for the Bracco ecosystem and attracted prestigious partners who recognise the Bracco Foundation as a key player in STEAM - Science, Technology, Engineering, Arts and Mathematics.



progettoDiventerò around the world – Case Study

The “progettoDiventerò nel mondo” (progettoDiventerò around the world) initiative is carried out in collaboration with the Fifth Office of the Directorate General for Public and Cultural Diplomacy of the Italian Ministry of Foreign Affairs and International Cooperation. The agreement was officially signed on 18 December 2024 by Foreign Minister Antonio Tajani and Diana Bracco, Chairperson of the Bracco Foundation. With this signature, “progettoDiventerò nel mondo” has taken an important step beyond national borders, reaching 25 Italian state schools in Zurich, Paris, Barcelona, Madrid, Athens, Istanbul, Addis Ababa and, subsequently, over 40 private schools across the five continents.

The project aims to promote scientific culture and gender equality in STEM among students of all levels in Italian schools abroad (state-run, officially recognised and accredited private institutions), strengthen Italian cultural and scientific identity abroad and encourage reflection on sustainability, science and society.

Planned activities include translating the “Mind the STEM Gap” Manifesto into the local language, researching local female STEM role models and creating digital productions on STEM and the future.

The first edition saw 12 educational institutions with 21 classes join in: eight primary, six lower secondary and seven upper secondary, for a total of 425 students.

Participating countries included: Ethiopia (a school in Addis Ababa); Egypt (a school in Alexandria); Iran (a school in Tehran); France (a school in Paris), Argentina (2 schools in Buenos Aires, one in Cordoba); Uruguay (a school in Montevideo); Brazil (2 schools in São Paulo); Peru (a school in Lima); Venezuela (a school in Caracas).

Impact. The initiative extends the Bracco Foundation's work beyond Italy's borders, making it possible to identify female STEM role models from across the globe and to introduce the Mind the STEM Gap Manifesto to students attending Italian schools worldwide. Thanks to the synergy with the Ministry of Foreign Affairs, "progettoDiventerò nel mondo" creates new training opportunities in countries where the Bracco Group has active production sites.



People Involved

5 people involved, including 3 from the Bracco Foundation and 2 from the Ministry of Foreign Affairs.



Resources Allocated

€20,000



Project Duration

2024/2025 School Year.



Actions

A call-to-action for Italian schools abroad to create digital products focusing on equal and inclusive access to technical and scientific disciplines.



Beneficiaries Reached

All Italian schools abroad – state-run, officially recognised and accredited private institutions – were contacted.



Partnerships Established

Italian Ministry of Foreign Affairs and International Cooperation.



Direct Results

Translation of the "Mind the STEM Gap" Manifesto into the languages of the countries of the participating schools; the collection of profiles of leading local women in STEM and the creation of a digital product to be featured in a freely accessible online exhibition.



Benefits and Changes Generated

The initiative reinforced the Bracco Foundation's commitment to combating stereotypes. Looking ahead, the project may also contribute to enhancing the Bracco ecosystem in the countries where the Group operates.

Other Activities

Partnership with La Scala Theatre Academy

Since 2012, the Bracco Foundation has been a Founding Member and Main Partner of La Scala Theatre Academy, one of the most prestigious educational institutions in the world, a true laboratory of excellence that finds innovative ways to bring young people closer to theatre and music. In addition to supporting the academic year, the Bracco Foundation works with the Academy and its students to develop a wide range of projects, including international initiatives: concerts featuring the orchestra and vocal soloists, performances by students from the Ballet School and travelling exhibitions.



Orchestra and Vocal Soloists of La Scala Theatre Academy

Special Concert with Sir Antonio Pappano at the Civic Theatre in Rho

In November 2024, the Bracco Foundation, together with Fondazione Roberto de Silva e Diana Bracco, supported the opening of the music season at the Roberto de Silva Civic Theatre in Rho with an extraordinary concert: Sir Antonio Pappano conducted the Chamber Orchestra of Europe. The programme was a homage to 20th-century French and American music, featuring works by Milhaud, Saint-Saëns, Gershwin and Bernstein in an evocative blend of jazz, blues and classical influences, reflecting the Foundations' commitment to promoting culture and music.

“Plot Twist: From A for Artisan Toolmaker to S for Sculptress” Photographic Exhibition

From January to June 2024, the Bracco Foundation presented a photographic exhibition (original title “*Colpo di scena. Dalla A di attrezziista alla S di scultrice*”) at CDI – Centro Diagnostico Italiano in Milan, showcasing 27 women working in theatre – former students of the Academy – who have built careers in roles that are often behind the scenes and traditionally male-dominated. Organised in collaboration with La Scala Theatre Academy, the initiative is part of a broader series launched with CDI to bring art and culture into a healthcare setting, blending beauty and well-being. As part of this project, on 12 March 2024, to mark International Women’s Day, the Bracco Foundation, CDI and La Scala Theatre Academy hosted an event entitled “Plot twist: Stories that you could never have imagined from women professionals” at CDI’s congress hall on Via Saint-Bon in Milan.



Giulia Silvestri, Sound Designer
“Plot Twist: From A for Artisan toolmaker to S for sculptress” exhibition, photographs by Camilla Canalini, ©Bracco Foundation

“Mind the STEM Gap – Together” Touring Photographic Exhibition

Throughout 2024, the “Mind the STEM Gap – Together” exhibition travelled across Lombardy, with stops in numerous schools, universities and cultural venues. It opened the year in Milan at Arte Passante in Porta Venezia, before being hosted by the Politecnico as part of an intergenerational dialogue between university researchers and students to mark the International Day of Women and Girls in Science. The exhibition then moved to Cesano Maderno, Seregno, returned to Milan for the SIRM

(Italian Society of Medical Radiology) Congress and concluded in Cogliate. The initiative reaffirmed a commitment to a more inclusive and accessible vision of science, giving more room to youth voices and promoting gender equality through innovative forms of expression.



Paola Velardi, Electronic Engineer and Full Professor at the Department of Computer Science, Sapienza University of Rome
“Portrayed. Women of Art and Science” exhibition, photos by Gérald Bruneau
 ©Bracco Foundation

“Portrayed. Women of art and science” Photographic Exhibition

In 2024, the Bracco Foundation brought the “Portrayed. Women of Art and Science” photographic exhibition to Luiss University in Rome. Through the lens of photographer Gerald Bruneau, the exhibition portrays the professional journeys of forty Italian women who head up major cultural and scientific institutions, highlighting inclusive leadership models and outstanding expertise. The portrayed women include several experts from the #100esperte project—a database conceived to raise the visibility of female talent in fields where gender imbalance remains most pronounced, particularly in STEM.

“Straordinarie – Extraordinary Women” Photographic Exhibition in Milan

From 14 February to 15 March 2024, the Bracco Foundation supported the “Straordinarie – Extraordinary Women” photographic exhibition at Fabbrica del Vapore in Milan. The exhibition, curated by Renata Ferri and promoted by Terre des Hommes, features 110 portraits of outstanding Italian women, including Diana Bracco, Chairperson of the Bracco Foundation. Part of Terre des Hommes’ Indifesa campaign, the initiative was included in Milano Città delle Donne and featured events focused on female empowerment and the fight against discrimination. The exhibition also forms part of the Cultural Olympiad promoted by Fondazione Milano Cortina 2026.



Valentina Bambini, Full Professor of Linguistics at IUSS School of Advanced Studies, Pavia
“Life as a Female Scientist” exhibition, photos by Gerald Bruneau, © Bracco Foundation

“Life as a Female Scientist” Touring Photographic Exhibition

Conceived by the Bracco Foundation in 2019 and featuring portraits by photographer Gerald Bruneau, the exhibition displays the faces and expertise of some of Italy’s most prominent women scientists, all featured in the “100 Women Against Stereotypes” project (#100esperte). In 2024, the exhibition toured several prestigious international venues: in Brazil, at the University of São Paulo and the Academia Nacional de Medicina in Rio de Janeiro; in Switzerland, at Bracco’s “Hexagon” production site in Geneva, for its official opening; and finally in China, at the Bund Art Museum in Shanghai.

Taking the Sky where it Fails to Reach: STEM Workshops in the Suburbs

Since 2021, the Bracco Foundation has partnered with Associazione Il Cielo Itinerante to spark children’s interest in science through hands-on STEM workshops held in peripheral areas with elevated school dropout rates, such as Quarto Oggiaro, Baranzate and the Giambellino district. In 2024, a summer camp was organised in Giambellino – one of Milan’s most

vulnerable neighbourhoods – from 17 June to 5 July, in collaboration with the Comunità del Giambellino Social Cooperative. The camp was aimed at students from the Anemoni comprehensive school. The project seeks to address educational poverty and promote equitable access to STEM subjects – especially for girls – by reducing inequality in fragile contexts and encouraging scientific vocations.

“Beyond the Portrait” Restoration, Part of the Bracco Foundation’s Support for the Poldi Pezzoli Museum

Once again, for 2024, the Bracco Foundation supported the Poldi Pezzoli Museum as a Corporate Member. For over a decade, the Bracco Foundation has actively supported projects aimed at the protection, conservation, study and research of works of art in the museum’s collections. It also regularly takes part in the organisation of exhibitions of international importance, public forums and educational courses aimed at younger generations

In 2024 as part of this, the Foundation supported “Beyond the Portrait,” an open restoration of a Portrait of a Young Woman by Piero del Pollaiuolo, one of the museum’s iconic masterpieces. From 14 October 2024 to 31 January 2025, visitors could witness key stages of the restoration work directly in rooms in the museum, alongside a programme of public outreach events. The restoration was supported by a major diagnostic campaign using non-invasive scientific analyses and a CT scan carried out at CDI -Centro Diagnostico Italiano by a multidisciplinary team.



*Open restoration of a
Portrait of a Young Woman
by Piero del Pollaiuolo, Poldi
Pezzoli Museum*

Publications and Communication Initiatives

The effects of the pandemic called for adjustments and the trialling of new solutions to ensure access to services and cultural initiatives, as well as the dissemination of knowledge—fully in line with the digital transition and the sustainable management of resources. In this context, in 2024 the Bracco Foundation further developed its digital ecosystem by launching a LinkedIn channel aimed at reaching new audiences and encouraging engagement with the Bracco and CDI accounts. In addition, it adopted a Digital Asset Management system to ensure the proper archiving and preservation of its wealth of textual and visual content.

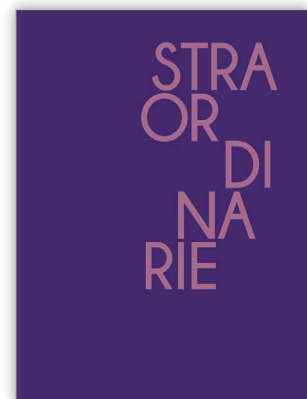
Publications



2023 Social Report



"Piero della Francesca. The Agostinian Polyptych Reunited" catalogue



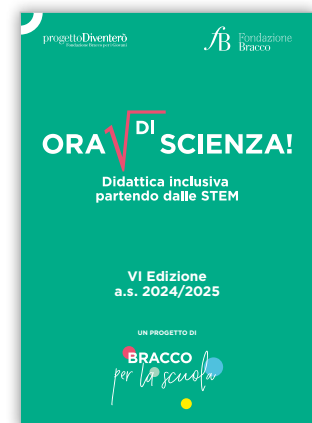
"Straordinarie" (Extraordinary Women) volume



"Plot Twist: From A for Artisan toolmaker to S for sculptress" catalogue "



"Il segno dell'arte nelle imprese" (Art's imprint on enterprise) volume



"Science Hour!" brochure - 6th Edition.

Online resources

Bracco Foundation



fondazionebracco.com



facebook.com/fondazionebracco/



x.com/fondbracco



instagram.com/fondazionebracco/



youtube.com/fondazionebracco

Google Arts and Culture Fondazione Bracco



artsandculture.google.com/partner/fondazione-bracco

Museimpresa



museimpresa.com/associato/archivio-storico-bracco/

Accademia Teatro alla Scala (La Scala Theatre Academy)



accademiascala.it

Museo Poldi Pezzoli (Poldi Pezzoli Museum)



museopoldipezzoli.it

Fondazione InOltre



larotonda.org/inoltre

100esperte.it



100esperte.it



www.facebook.com/100esperte



x.com/100esperte

Mind the STEM Gap



mindthestemgap.fondazionebracco.com/

“Mind the STEM Gap - Together” digital exhibition



www.einsteinvimercate.edu.it/blog/mind-the-stem-gap-together/

Bracco Talking Images



braccotalkingimages.com/art-from-inside-the-application-of-diagnostic-in-art/



Financial and Economic Overview

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The majority of the Foundation's financial resources came from the Bracco Group, through donations from its affiliated companies:

Bracco Imaging S.p.A. € 700.000

Bracco S.p.A. € 400.000

CDI - Centro Diagnostico Italiano S.p.A € 300.000

corresponding to an annual total of **€1,400,000**.

No fund-raising took place in 2024.

Notes

