



# Overview 2022

Values and projects  
of Bracco Foundation

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In the following pages you will find a bird's eye view of the Bracco Foundation's activities in 2022.

During this past year we continued to pursue numerous noteworthy projects: multidisciplinary undertakings straddling the worlds of art and science, social initiatives with a view to supporting society's most vulnerable members, and practical assistance for deserving young people, especially girls. In short, we have built culture, this being the cornerstone of active citizenship and peaceful coexistence.

We lent our support to "Tiziano e l'immagine della donna nel Cinquecento veneziano" (Titian and the Image of Women in the 16th Century) an exhibition exploring the way women were depicted in one of the most compelling and significant artistic periods of the late Renaissance. Besides admiring a host of extraordinary paintings, visitors to Milan's Palazzo Reale discovered that in the 1500s, women in Venice were afforded a very particular status: the way they were portrayed at that time is in fact truly unique in art history.

Our Foundation staunchly supports women and casts the spotlight on examples of their ingenuity - past and present - in all fields. In pursuing the advancement of gender equality, the Foundation focusses relentlessly on driving the acknowledgement and visibility of women's skills, including through its #100esperte (#100experts) Project, and by fostering equal access to education, with Mind The STEM Gap Project.

With regard to art and science, I am delighted to mention our support for a much-loved institution, the Poldi Pezzoli Museum in Milan, and the Music and Medicine meetings devoted to the healing properties of music. Staged jointly with the Maugeri Research Hospital in Pavia, the Verdi Conservatory of Music in Milan, and the Violin Museum in Cremona, the events adopt a breakthrough methodological approach towards exploring how music - and knowledge in general - contributes towards enhancing human health and wellbeing in countless clinical settings. The initiative was further admirably cemented in 2023 through the creation of a partnership with the Gemelli Hospital in Rome's Oncological Radiotherapy Centre.

Year after year, younger generations continue to be the focus and recipients of many of our undertakings. One of our earliest is Diventerò (I Will Become), a project that we embarked on back in 2012 to offer girls and boys opportunities at a time of hardship and limited social mobility. That project has positively flourished since then. In the intervening decade-plus, the Diventerò network has grown and become a huge group of talented young people whose education and careers we have supported in their scientific and artistic pursuits, also through our multi-year partnership with the La Scala Theatre Academy.

We hope you will enjoy this publication.

***Diana Bracco***

President of the Bracco Foundation

Bracco Foundation E.T.S. (The Bracco Foundation E.T.S.)

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October 2023

## Who we are

Bracco Foundation is born of the heritage of values built up in more than 95 years of history of the Bracco Family and Group, primarily from the corporate social responsibility. The Foundation aims to create and spread expressions of culture, art and science as a means for improving the quality of life and social cohesion, with specific attention to the worlds of women and of the young. Multidisciplinary environments and integration between different fields of knowledge are important qualitative criteria both in the planning and selection of activities. The Foundation strives for an innovative approach and measures the results and impact of its interventions.

As part of its mission, Bracco Foundation:

- promotes the cultural, historical and artistic heritage at national and international level;
- promotes scientific culture and the safeguarding of health, with special attention to prevention for women;
- supports the education and professional training of young people;
- develops solidarity initiatives as a contribution to the well-being of the community and the spread of environmental sensitivity.

## Governance

The Foundation is headed by its Chair, Diana Bracco, who is flanked by Vice Chair Gemma Bracco, General Secretary Gaela Bernini, a Steering Board, a Management Committee and a Board of Auditors.

The registered office of the Foundation is in Milan. The Foundation also runs a representative office in Rome.

*Propagating culture, art and science*

### Steering Board

Diana Bracco, Chair  
Eva Baratta  
Elio Filippo Bracco  
Gemma Bracco  
Giuliana Renoldi Bracco  
Maria Sala, non-voting member

### Management Committee

Diana Bracco, Chair  
Gaela Bernini  
Luca Giovanni Bonanno  
Mariacristina Cedrini  
Mario Santa Maria  
Enzo Grossi, non-voting member  
Elisabetta Patti, non-voting member

### Board of Auditors

Laura Guazzoni, Chair  
Renato Carli  
Stefania Tomasini

## Principles and values

The guiding principle of the Foundation is that while culture is expressive of the particular identity of a community, it also provides an area of common ground where different communities can come together, communicate and exchange ideas. Put another way, culture is the cornerstone of harmonious coexistence.

Culture, which is an expression of freedom, also enables us to penetrate into the true meaning of things, strengthen our critical faculties, make meaningful comparisons, put things into their proper perspective, contextualize moments of difficulty and thereby deal with them more effectively.

Mindful of these benefits, the Foundation:

- promotes, champions and protects the culture of Italy, be it in the form of its artistic heritage and other cultural assets, including music and theatre, to which end it also enters into partnerships with national and international institutions;
- encourages innovative thinking, with particular regard to projects that fuse art with science or combine art with social causes;
- engages the community with transparency and a sense of social responsibility.

Scientific knowledge is the driving force of progress and improvements in the quality of life. Scientific knowledge is underpinned by an understanding of the laws of nature and of the methods most conducive to beneficial interaction with it, including methods that involve the deployment of new tools. Through its dedication to science and culture, the Foundation intends to make room for the defining scientific challenges of our times and focus on the integration of technologies across diverse areas of application, namely:

- the healthcare sector with particular regard to preventive medicine;
- the adoption of new methods for generating and communicating knowledge;
- the promotion of science among young people;
- encouraging women to follow their vocation in the sciences;

*Culture as the cornerstone of social cohesion*

*Science as a resource of knowledge and life*

**The defining feature of our social responsibility is our focus on young people and women**

The negative social and economic repercussions of the Covid-19 health emergency affected women and young people most of all. For this reason, the Foundation intensified its support activities, which have in any case been centred on these two groups for some time.

The Foundation takes a proactive stance on the question of social responsibility, which it holds as an intrinsic value. The Foundation embraces the principle of meaningful attachment to people and communities and renews its commitment to this principle by focusing its energies on young people, who are an indispensable resource for our future. The Diventerò project promotes fresh initiatives to galvanize the links between academia and the world of work by setting young people on the right education path and offering them concrete career opportunities.

Placing gender equality front and centre of its work, the Foundation also helps raise the profile of women in the professions and sciences. It seeks to reshape certain attitudes and encourages young people to follow their vocation in the sciences. The Foundation celebrates and amplifies skills and excellence where they exist, and takes a fresh look from a female perspective at history, the arts and sciences to restore recognition to key female figures who have often been overlooked.

The Foundation has also persevered with the new instruments for the dissemination of knowledge that it developed in 2020 during the lockdown period, and continues to promote digital public events that, thanks to the time-shifting capacities of digital communications, can still be enjoyed after they have taken place. Exemplifying how a negative can be turned into a positive for the promotion of science among young people, in 2022 the Foundation launched the third edition of its education project "Ora di Scienza!" (Science Hour!), originally set up in the midst of the Covid period.

**Our areas of activity**

**ARTS AND CULTURE**

The priority mission of the Foundation is to promote and foster appreciation of the cultural, historical and artistic of Italy, with special interest in the combination of art and science. Diagnostic imaging applied to cultural goods; science a leading player in the artistic viewpoints; continual exchange between fields of knowledge are some interpretations and fields of study. Another important area of activity for the Foundation is musical culture, which it supports through partnerships with leading musical institutes and associations.



**SCIENCE AND PRO-SOCIAL ACTIVITIES**

Bracco Foundation promotes a scientific culture and the safeguarding of health, with particular regard to preventive healthcare for women. It supports solidarity initiatives that contribute to collective well-being, disseminate a culture of preventive care and encourage social inclusion. The aim is to supersede philanthropic giving by promoting instead actionable projects whose implementation adds scientific know-how and value to the community.



**WOMEN'S EMPOWERMENT**

At the heart of the Foundation's work is the conviction that accomplished women who excel in their field should be recognized and cherished. Since 2016, the Foundation has worked on a project called "100 donne contro gli stereotipi" ("100 women against stereotypes") (#100esperte), which counters gender stereotypes by raising awareness of the level of expertise among a selected group of accomplished women working in fields of strategic importance for the development of the country. Another important action area for the Foundation is encouraging young people to follow their vocation in the sciences. All the activities of the Foundation are informed by its commitment to celebrating and inviting appreciation of women in the arts and to investing in science projects with a pro-social orientation.



**YOUTH TRAINING**

The Foundation's support for young people is like a golden thread running through all its activities, but may also take the form of specific projects. ProgettoDiventerò (the Diventerò project) is a multi-year programme of educational and professional support for accomplished young people working in diverse fields through which the Foundation can target its efforts into three distinct areas: scientific research, business entrepreneurship, and second- and third-level education and training courses. Since 2011, the Foundation has supported Accademia Teatro alla Scala (La Scala Academy), one of the world's premiere institutions for comprehensive professional training in all artistic, technical, and managerial areas of the performing arts.

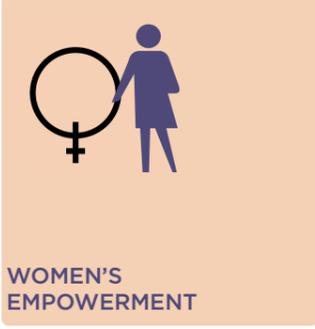


**CORPORATE CULTURE**

The Foundation also strives to affirm the values of the Bracco family and the Group through its work in the Third Sector. The Foundation is an annual participant at Settimana della Cultura d'Impresa (Corporate Culture Week) organized by Confindustria, and supports studies and analyses into matters of particular interest for Corporate Foundations.



# Projects

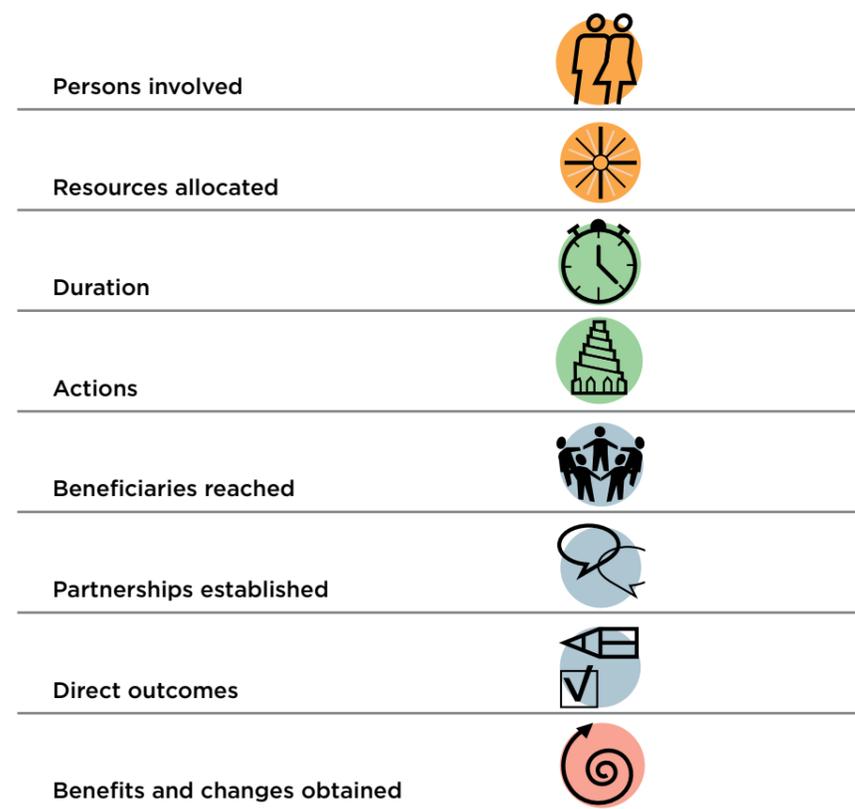
	Interaction with other areas of activity	Impact analysis	Keywords		
 <p>ARTS AND CULTURE</p>	Exhibition: Tiziano e l'immagine della donna nel Cinquecento veneziano (Titian and the Image of Women in Sixteenth-Century Venice)			Exhibition   Publication	
	"The Annunciation" by Titian at the Carlo Maria Martini Diocesan Museum of Milan			Exhibition	
	Exhibition: "Portrayed. Women directors of Italian museums"				Exhibition
	Support for Museo Poldi Pezzoli of Milan				
	Confindustria's Corporate Culture Week				
 <p>SCIENCE AND SOCIAL ACTIVITIES</p>	The "Music and Medicine" cycle			Music   Health   Event   Training	
	The "InOltre" project				Inclusion   Educational poverty
	Brilla Tour of Italy				STEM   Training
	In&Aut Festival - Inclusion&Autism				Inclusion     Health
 <p>WOMEN'S EMPOWERMENT</p>	Mind the STEM Gap Manifesto	 		Stereotypes   Inclusion   STEM	
	Mind the STEM Gap - A Roblox Jukebox	  		Exhibition   Teaching	
	Mind the STEM Gap - "Together", a call for projects	 			Exhibition
	100 donne contro gli stereotipi (100 women against stereotypes)				
	Exhibition: "Life as a Scientist"	  			Exhibition   STEM
 <p>YOUTH TRAINING</p>	progettoDiventerò (The Diventerò - 'I will become' - project)			Work   STEM   Enterprise   Teaching   Inclusion	
	Ora di Scienza! (Science Hour!)			STEM   Training	
	"Welfare, che impresa!" ['Welfare, what a business!'] 2022   Competition for startups with a social mission. 6th edition	 			Enterprise   Inclusion
	Partnership with Accademia Teatro alla Scala	 			Music   Spectacle

## Methodology of analysis

The scrupulous checking of the results attained by the various projects using international standards is of fundamental importance for the Foundation. Strict verification of this sort enables us to learn from experience and constantly improve the quality of our work.

Accordingly, the Foundation, applying the value chain model of analysis, is proceeding with an organic evaluation of a number of projects that went into effect in 2022. The activities subject to analysis were selected for their size and reach, investment expenditure, representativeness, continuity (many of the activities are part of multi-year projects) and timeliness.

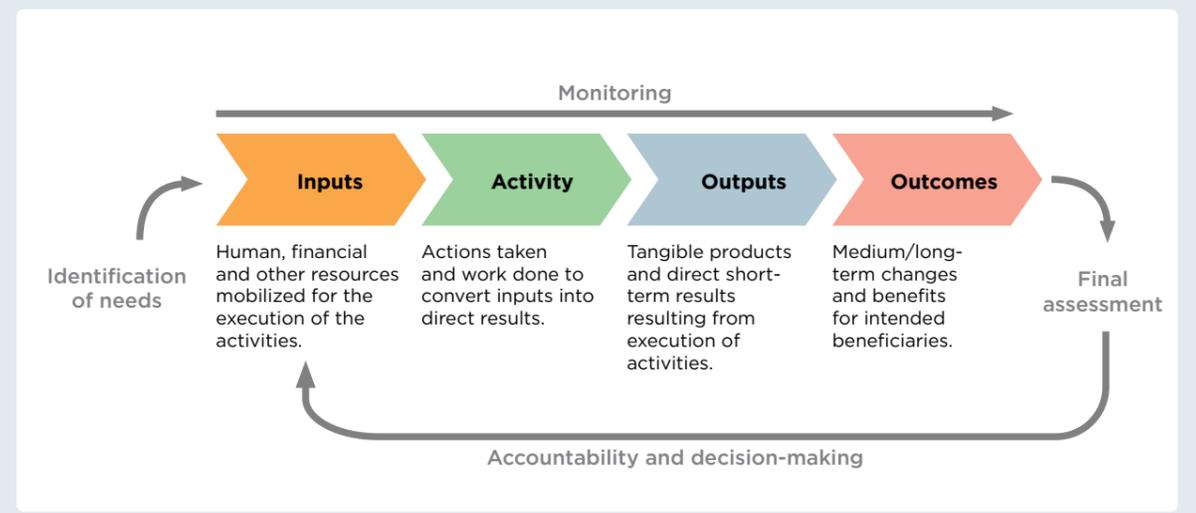
The projects selected from 2022 that are illustrated in this document have been subject to a value chain analysis (input - activity - output - outcome) of eight indicators.



## The value chain

Some social, economic and environmental projects bring about changes (both intentional and not) and benefits in the medium-long term. For the purposes of analysing what a project has produced, use is made of the value chain framework developed by the Development Assistance Committee of the Organization for Economic Cooperation and Development (DACOECD). The value chain framework considers how a logical stream of inputs enabling project activities will bring about both direct results (output) and medium-long term benefits (outcome). Conducting a value chain analysis

reveals how important it is for projects to begin with an in-depth identification and analysis of needs. This preliminary analysis must look at: the reasons for and main objectives of the project; the importance of having in place a process for monitoring the entire stream of activities so that a conclusive assessment may be made of the efficiency and effectiveness of each activity and of the project as a whole; whether any improvements can be made along the value chain, which is also useful for the preparation of an accountability report and for the optimization of future decision-making processes.



## GLOSSARY OF SOCIAL MEDIA METRICS

<b>Unique users</b>	Total number of users who viewed content (videos, posts, advertisements) in a given time interval.
<b>Views</b>	How many times a social profile or website is viewed by people.
<b>Impressions</b>	The number of times content from or about a channel has been viewed by an individual.
<b>Reach</b>	The number of people who have seen content either from or about your channel. This metric is based on estimates. Organic reach refers to the number of people that content or a post has reached without any advertising spend.
<b>Fanbase, followers</b>	The community of personal or business profiles that make up the audience of a channel.

## Exhibition: Tiziano e l'immagine della donna nel Cinquecento veneziano (Titian and the Image of Women in Sixteenth-Century Venice)



### ART AND CULTURE

### FEMALE EMPOWERMENT

### Exhibition | Publication

Bracco Foundation was main partner of the exhibition “Titian and the image of women in sixteenth-century Venice” that ran from 23 February to 5 June 2022 at the Palazzo Reale in Milan. The exhibition was dedicated to the representation of women in the paintings of the great master Titian and of illustrious sixteenth-century contemporaries such as Giorgione, Lotto, Palma il Vecchio, Veronese and Tintoretto. The exhibition considers the pre-eminent presence of women in sixteenth-century Venetian painting, in which their dominant role was without par or precedent either in Venice or elsewhere in Europe. With around a hundred works divided into eight sections, the exhibition explores a theme that is at once forever current and completely new: the representation of the female figure. The exhibition covered a broad spectrum of themes and looked at how Titian and other painters of his day approached the challenge of representing women in and through their art.

It was an exhibition that dovetailed very nicely with the Foundation’s backing of female empowerment initiative. As part of the exhibition, the Foundation organized several ancillary activities, including evening meetings dedicated to a given theme, in-depth discussions and virtual visits.

Exhibition promoted by the Department of culture of the City of Milan, Palazzo Reale and Skira, in collaboration with the Kunsthistorisches Museum of Vienna.

Photo by Diego Molaschi

### INPUT



#### Persons involved

- Around 50, of whom 3 from Bracco Foundation.



#### Resources allocated

- Around 240 thousand euros.

### ACTIVITIES



#### Duration

- From 23 February to 5 June 2022.



#### Actions

- Curation and setting up of artistic exhibition.

### OUTPUTS



#### Beneficiaries reached

- 85 thousand in-person visitors
- 950 bookings of guided tours
- 150 free passes distributed to guests/stakeholders
- 200 free passes distributed to guests from charity organizations during the IN/AUT Festival on 21-23 May 2022
- 452,050 views plus 8,750 social media interactions relating to exhibition content
- 2 thousand recipients of the exhibition catalogue (in Italian and English) specifically printed for distribution as Bracco 2022 corporate gift.
- 118 users and more than 7,800 English-language virtual visits of the exhibition (created for the international employees of Gruppo Bracco)
- 82 participants at the meeting held on 25 May 2022 at Bracco Foundation HQ for a deep-dive exploration of the exhibition and over 370 views of the full video recording of the event on the Bracco Foundation YouTube channel.



#### Partnerships established

- The exhibition was promoted by the Department of culture of the City of Milan, Palazzo Reale and Skira, in collaboration with the Kunsthistorisches Museum of Vienna, supported by Bracco Foundation.



**Direct outcomes**

- Support provided for the holding of the of the exhibition
- A free virtual visit
- 2 reserved guided tours during exhibition opening hours
- 6 reserved evening guided tours (after-hours special opening) with various types of guests
- 1 meeting devoted to an in-depth exploration of the themes of the exhibition
- Distribution of the 2,000 copies of the exhibition catalogue, produced as a Bracco 2022 corporate gift.

**OUTCOMES**



**Benefits and changes obtained**

- Using a municipal cultural event in Milan to raise public awareness of the question of gender equality
- Consolidation of the Foundation's stance on female empowerment.

## The “Music and Medicine” cycle



In partnership with Istituti Clinici Scientifici Maugeri of Pavia (an “IRCCS”, namely an accredited institute of medical research), the Giuseppe Verdi Conservatory of Music of Milan, the Violin Museum of Cremona, the Foundation organized a series of meetings on the theme of “Music and Medicine”, which looked at how the healing power of music can be harnessed for various clinical purposes. In general, music and culture are key elements of psychological well-being and can contribute to the care and treatment of people at all life stages and in many diverse clinical settings. The initiative, which involved the cities of Milan, Pavia and Cremona, took an innovative panoptic approach to the theme, looking at how music can be used to improve the health of a mother and fetus, how it can help in neurological treatments, and generally how it can be used in a hospital setting. The entire cycle received accreditation from the Educazione Continua in Medicina (ECM: Continuing Medical Education) programme relating to 100 jobs across the entire healthcare sector, and awarded 5 training credits.



**SCIENCE AND PRO-SOCIAL ACTIVITIES**  
**ART AND CULTURE**

**Music | Health | Event | Training**

**INPUT**



**Persons involved**

- 18: 3 from the Giuseppe Verdi Conservatory of Music in Milan, 5 from Bracco Foundation, 3 from Istituti Clinici Scientifici Maugeri in Pavia, 3 from the Violin Museum of Cremona, and 4 technical staff.



**Resources allocated**

- 24,477 euros.

ACTIVITIES



**Duration**

- 3 days (10 March 2022, 7 April 2022, 4 May 2022).



**Actions**

- Organization of 3 days of conference.

OUTPUTS



**Beneficiaries reached**

- Around 400 medical and psychology students, doctors, psychotherapists, therapists, music therapists, musicians, care-home workers and interested members of the general public.



**Partnerships established**

- Conservatorio Verdi Milano
- Museo del violino di Cremona (Cremona Violin Museum)
- Hospital and Municipality of Cremona
- Istituti Maugeri IRCCS di Pavia.



**Direct outcomes**

- Affirmation of the Foundation's reputation as a supporter of public health and healthy living at a national level.

OUTCOMES



**Benefits and changes obtained**

- Insights into the theme of music and medicine
- Widening of the user base of practitioners.

## The “InOltre” project



### Brilla Tour of Italy

For the second year, the Bracco Foundation lent its support to “Italia brilla – Costellazione 2022”, an initiative to shine the light of science across Italy including in places it does not usually reach. The initiative is the brainchild of Il Cielo Itinerante, a non-profit organization, and enjoys the patronage of the City of Milan. The project aims to combat educational poverty and encourage the development of scientific vocations, especially among girls, to ensure equality of access to STEM subjects (Science, Technology, Engineering and Mathematics), leading to parity of representation between women and men in the scientific professions.

The training course offered an immersion in STEM activities and included a strong participatory component.

For the Milan area, two places that already actively work for the alleviation of social deprivation were chosen as project hosts: the InOltre space in Baranzate (21-22 April, 12 May); the Beata Vergine Addolorata parish church of San Siro (10 May, 20 May, 30 September).



SCIENCE AND  
PRO-SOCIAL ACTIVITIES  
YOUTH TRAINING

STEM | Teaching

**INPUT**



**Persons involved**

- 11 people (1 Bracco Foundation + 1 Il Cielo Itinerante + 4 Spazio InOltre + 4 San Siro parish church + 1 photographer).



**Risorse stanziare**

- 25 thousand euros.

**ACTIVITIES**



**Duration**

- 6 days.



**Actions**

- Workshops and observation of the skies at night.

**OUTPUTS**



**Beneficiaries reached**

- 86 boys and girls.



**Partnerships established**

- Associazione Il Cielo Itinerante
- City of Milan municipal government.



**Direct outcomes**

- Involved boys and girls living in neglected urban peripheries and raised awareness among them of STEM subjects.

**OUTCOMES**



**Benefits and changes obtained**

- No impact assessment has been done yet.



**In&Aut Festival - Inclusion&Autism**

Working with a large network of partners, Bracco Foundation supported the first edition of the In&Aut - Inclusion&Autism Festival, dedicated to the inclusion in society and the workplace of people affected by autism spectrum disorders. The Festival, promoted by Fondazione InOltre, Francesco Condoluci, journalist, and Senator Eugenio Comincini, took place in Milan from 13 to 15 May 2022. The three-day festival saw the activation of direct contacts between the world of autism and the world of work, the aim being to achieve genuine inclusion by enabling people with autism to obtain adequate assistance where needed and to pursue autonomous work careers and paths.



**SCIENCE AND PRO-SOCIAL ACTIVITIES**  
**YOUTH TRAINING**

Work | Event | Health

**INPUT**



**Persons involved**

- 40 volunteers.



**Resources allocated**

- 20 thousand euros.

**ACTIVITIES**



**Duration**

- 3 days (13-15 May 2022).



**Actions**

- Organization of scientific debates, meetings, presentations, artistic performances, workshops, shows.

**OUTPUTS**

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**Beneficiaries reached**

- More than 3 thousand participants



**Partnerships established**

- **Institutional partners of Associazione La Rotonda:** in addition to Bracco Foundation, Cariplo Foundation and Saint-Global Italia
- **Main partners:** Autostrade per l'Italia SpA, Tecne SPA, Banca di Credito Cooperativo Milano, Fondazione di Comunità Milano, the Government of the Region of Lombardy Region and the Municipality of the City of Milan
- **Supporters:** Acone Associati, BinHexS, Brivio & Viganò, CAP Group, Diversey, Electrolux, Don Carlo Gnocchi Onlus Foundation, Top Store Distribuzioni, Zenith SpA, Gruppo San Donato
- **Technical sponsors:** Acone associati, Belfor, Brivio & Viganò, Diversey, Esselunga, Bonetti SpA, Clear Channel, Planet Farms, Italo treno
- A further 20 pro-social and third-sector organizations ran stands and took part in workshops, while around 20 companies participated in diversity and inclusion programmes.



**Direct outcomes**

- 430 articles written in local and national newspapers, plus considerable television coverage
- 37 events held
- Involvement of 20 medium-large companies which, in addition to directly supporting the Festival, took part in a training course dedicated to diversity and inclusion in the workplace. arms, Italo treno
- A further 20 pro-social and third-sector organizations ran stands and took part in workshops, while around 20 companies participated in diversity and inclusion programmes.

**OUTCOMES**

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**Benefits and changes obtained**

- Reaffirmed the central importance of autism and psychological vulnerability by laying out paths linking people living with autism disorders with organizations and institutions that have embraced new ways of promoting inclusion
- Created a forum for discussion of autism beyond the confines of professional care, raised civil awareness of the topic, and showed how inclusion leads to general well-being for all parties
- Created moments of shared experience and opportunities for togetherness developed by non-profit organizations and pro-social startups that are experimenting with innovative ways of enabling everyone to find their own space
- Combined various subjective experiences and sensitivities, pooled skills and galvanized existing relations with a view to building a “virtuous network” that can address issues arising from the compounding of autism and disabilities.

# The Mind the STEM Gap Manifesto for girls [and boys]



## WOMEN'S EMPOWERMENT

## SCIENCE AND PRO-SOCIAL ACTIVITIES

## YOUTH TRAINING

## Stereotypes | Inclusion | STEM

[Learn more](#)



Launched in 2021 and the centrepiece of a continuous communication campaign in 2022, the Mind the STEM Gap Manifesto is a declaration of Bracco Foundation's mission of encouraging girls to take up STEM subjects.

The initiative aims to: overturn gender inequality in the STEM disciplines; promote more inclusive education for girls that is unencumbered by stereotypes and prejudice; provide support to educators, both at home and at school; recognize and celebrate the contributions of women in the sciences.

The principles enshrined in the Manifesto relate to key elements that shape personal development: language, cultural stereotypes, models of behaviour, play and cognitive development, access to knowledge, and continuous training.

To enhance the practical applicability of the Manifesto and the depth of its reach into the educational community (i.e. people who, in their various capacities, work together on the programme of training for girls and boys), its principles are laid out in three versions, each intended for a specific audience: one for girls and boys (published on 11 February 2022 at an international conference connected with Expo Dubai 2020); one for family members; and one for schools.

Signing the "Mind the STEM Gap" Manifesto is to make a concrete undertaking to pay attention to an important issue that is shaping our scientific development, and hence our future.

### INPUT



#### Persons involved

- 3 from Bracco Foundation + 2 consultants.



#### Resources allocated

- 17,805 euros.

### ACTIVITIES



#### Duration

- Multi-year



#### Actions

- Conference launch of the "Mind the STEM Gap Manifesto of girls (and boys)" on the occasion of the International Day of Women and Girls in Science, part of the programme of events of Expo 2020 Dubai
- Periodic promotion on Bracco Foundation's communication channels.

### OUTPUTS



#### Beneficiaries reached

- Social media impact of campaign
- Facebook: 1,830,291 impressions, 1,199,609 reached, 18,308 interactions
- Instagram: 10,849 impressions, 9,258 reached, 476 interactions
- Twitter: 1,037 views, 190 interactions.



#### Partnerships established

- Aspen Italia Institute
- General Commissariat for Italy's participation at EXPO 2020 Dubai.



#### Direct outcomes

- Over 400 signatories of the Manifesto.

### OUTCOMES



#### Benefits and changes obtained

- Reaffirmation of Bracco Foundation's empowerment to its stakeholders Bracco Foundation's commitment to female empowerment.

# Interactive installation at Triennale Milano entitled “Mind the STEM Gap - A Roblox Jukebox”



**WOMEN'S EMPOWERMENT**  
**SCIENCE AND PRO-SOCIAL ACTIVITIES**  
**TRAINING YOUNG PEOPLE**  
**ART AND CULTURE**

Exhibition | Teaching

As part of the 23rd Triennale Milano International Exhibition which was titled “Unknown Unknowns - An Introduction to Mysteries”, an interactive installation called “Mind the STEM Gap - A Roblox Jukebox” was placed on display from 1 July to 30 October 2022 in the Triennale gardens.

Objective: to facilitate and promote equal access to science by overcoming gender stereotypes about STEM subjects. The installation consisted of 16 viewing stations and controllers that took visitors on a virtual journey of discovery from the infinitesimal dimensions of molecules to the unfathomable immensities of space. On their journey through the many worlds and scientific disciplines presented by the installation, viewers could discover the creative and generative force of science.

## INPUT



### Persons involved

- 71 (4 Bracco Foundation + 6 Triennale + 2 Space Caviar + 56 volunteers + 1 graphic designer + 1 photographer + 1 videomaker).



### Resources allocated

- 187 thousand euros.

Photo by Diego Molaschi

## ACTIVITIES



### Duration

- From 1 July to 30 October 2022.



### Actions

- Interaction of students with a video game.

## OUTPUTS



### Beneficiaries reached

- During four months the installation was visited by 7,236 people, including over a thousand students accompanied by 140 teachers
- In addition more than 20 thousand visits to the online version of the game.



### Partnerships established

- Triennale di Milano
- Space Caviar
- City of Milan municipality
- Fastweb (volunteers).



### Direct outcomes

- Bracco Foundation was part of a prestigious international exhibition
- Creation of a network of volunteers
- Support given to summer camp activities
- Promotion of the Mind the STEM Gap Manifesto.

## OUTCOMES



### Benefits and changes obtained

- The project generated subsequent projects leading to the submission of entries for the “Together” Call for Projects launched by the Region of Lombardy in November 2022.

### “Together” Call for Projects

In November 2022, the Foundation entered the Lombardy Region’s “Together” call for projects from young people aged between 15 and 34 who live, study or work in Lombardy, and won third place with its “Mind the STEM Gap-Together” project.

The project, created in partnership with Fondazione Politecnico di Milano, invited students from high schools in Lombardy to co-design a show that interprets and draws inspiration from the Mind the STEM Gap Manifesto and the Roblox video game. In addition to a touring physical version, which will be set up in various schools, the show will also be available in digital format on the web.

#### Project activities scheduled for 2023

- A touring show created by high school students in Lombardy exploring the themes of the Manifesto and the video game
- Virtual exhibition created by a technical college
- Social media communication plan with outreach to 10 thousand students.



### Exhibition: “Life as a scientist”



- WOMEN’S EMPOWERMENT
- ART AND CULTURE
- SCIENCE AND PRO-SOCIAL ACTIVITIES
- YOUTH TRAINING

Exhibition | STEM

The photographic exhibition “Una vita da scienziata” (Life as a woman scientist) shows the faces and enumerates the achievements of some of the greatest women scientists of Italy who also feature in the “100 women against stereotypes” project, which recognizes and celebrates female expertise in fields still perceived as being the natural domain of men. The portraits are the work of the famous photographer Gerald Bruneau, and the exhibition was planned and curated by the Foundation as a contribution to the overcoming of prejudice in the sciences. To look at a portrait is to cross a threshold giving egress to a protected, private environment, a place of research and thought. The settings are the workplaces of the subjects of the portraits: the laboratories, universities and clinics, where women and men work every day to push the boundaries of knowledge. The exhibition, first mounted in 2019, was taken on tour in Italy and abroad in the following years.

#### International displays in 2022

- Prague, Italian Cultural Institute (8 March - 15 April 2022)
- Panama, Alta Plaza Mall (24 October - end of November 2022)
- Mexico: Mexico City, Italian Cultural Institute (12 February - 8 March 2022); Chihuahua, Museo Sebastian, Casa Siglo (7 May - 5 June); Zihuatanejo, Guerrero, Museo del Coco (25 November 2022 - 6 January 2023).

### progettoDiventerò (The Diventerò - ‘I will become’ - project)



This is a multi-year initiative by which the Foundation helps highly meritorious young people receive professional training for the furtherance of their careers. The project offers postgraduate training and job placement, and has three distinct areas of focus: scientific research, business entrepreneurship, and second- and third-level education and training.



YOUTH TRAINING  
SCIENCE AND PRO-SOCIAL ACTIVITIES

Work | STEM | Enterprise | Teaching | Inclusion

### Main projects of 2022

#### Research

**The Felder Prize (fourth edition)** is an international prize named in memory of the scientist Ernst Felder that invites young expatriate researchers to return to Italy. The current holder of the prize is now working on green chemistry projects and setting up a joint public-private centre of competence in Politecnico di Milano.

**Renato Ugo scholarships offered in collaboration with Airi**, for students doing experimental degrees in industrial research.

**Support for “Biotechnologies and new life sciences” at Fondazione Istituto Tecnico Superiore.**

**AriSLA Awards** for the best posters by young scientists.

## Bootstrap entrepreneurship

Sixth edition of the “Welfare che impresa” competition for pro-social startups that rewards and supports community welfare projects.

## Training and education

Local scholarships with backing from Bracco Imaging.

**Development of skills in circumstances of vulnerability:** *We give shelter to talent* (scholarships for refugee students, launched in 2017 in partnership with the University of Pavia).

**Support for students engaged in scientific studies:** *Call for applications for Giacomo Bonaiuti* scholarship in chemistry and the two-year scholarship offered by *United World College Foundation ONLUS* for a second-generation immigrant female students with a particular vocation for scientific subjects.

**Inclusion of young talents in the world of art:** support for the training programme *Una Scuola, un Lavoro. Percorsi d’Eccellenza* (School, Work and Paths of Excellence) in collaboration with *Fondazione Cologni*.

**For the development of leadership skills among women:** *Leadership and gender training course, for responsible and inclusive leadership* (in collaboration with *Soroptimist International d’Italia* and *SDA Bocconi*).

**Support for “Scuola per politici e amministratori di enti locali e regione”,** a training course for local public sector administrators in partnership with the municipal government of *Cesano Maderno* and the *Centre for training in politics and ethics of Università Vita e Salute-San Raffaele - Politeia*.

## Focus: Secondary schools

**Science Hour Project!**, which began in 2017, received validation in 2019 in the form of a memorandum of understanding with the Department of schools of the Region of Lombardy (see page 32).

**STEM Italia Brilla laboratories** - *Costellazione 2022* (see page 19).

**Two PCTO training courses and workshops:** *“A week as a woman scientist”* and *“Working in a laboratory. New frontiers in research in the field of “biodiversity and the environment”* in collaboration with *CusMiBio* and the Department of schools of the Region of Lombardy.

### INPUT



#### Persons involved

- 55: 6 Bracco Foundation + 3 Bracco Imaging + 43 partners + 1 graphic designer + 1 photographer + 1 videomaker.



#### Resources allocated

- 681,532 euros.

### ACTIVITIES



#### Duration

- Multi-year (ProgettoDiventerò was launched in 2012).



#### Actions

- Call to action and competitions
- Workshop activities in schools as part of Percorsi per le Competenze Trasversali e l’Orientamento (PCTO: an interdisciplinary skills and career orientation course).

### OUTPUTS



#### Beneficiaries reached

- 360 young winners.



#### Partnerships established

- 43.



#### Direct outcomes

- Expansion of the ProgettoDiventerò community
- Support for path of study and training
- Development of specific know-how and soft skills
- Career guidance towards the discovery of vocations and new professions.

### OUTCOME



#### Benefits and changes obtained

- Boost to the Bracco Foundation brand
- Impact assessment conducted by Percorsi di Secondo Welfare (a research laboratory associated with the University of Milan) under the title “Bringing innovation to the teaching of STEM subjects and digital technology: The experience of the Diventerò project”.

### Case study: Ora di Scienza! (Science Hour!)



**YOUTH TRAINING**  
**SCIENCE AND PRO-SOCIAL ACTIVITIES**

**STEM | Teaching**

Now in its third edition, “Science Hour!” is intended to stimulate interest in science, starting in the classroom, and make it more part of society. The project aims to stimulate reflections about the importance of STEM subjects, encourage appreciation of the benefits of scientific research, encourage collaborative teaching, get the best performance out of the local school system, and innovate teaching methodologies.

“Ora di Scienza!”, which involves students from Italian middle and high schools, gives pre-eminence to scientific expertise, the central importance of which is also affirmed in the “Mind the STEM Gap” Manifesto.

#### INPUT



##### Persons involved

- 10: 1 Bracco Foundation + 3 officials from the schools Department of the Regions of Lombardy, Piedmont and Latium + 1 graphic designer + 5 members of judging panel.



##### Resources allocated

- 7.883 euros.

#### ACTIVITIES



##### Duration

- Third edition: academic year 2021/2022.



##### Actions

- Call to action, selection of entries and awards.

#### OUTPUTS



##### Beneficiaries reached

- 193 winners
- Participation of about 1.630 students from 86 institutions.



##### Partnerships established

- Department of School the Regions of Lombardy, Piedmont and Latium.



##### Direct outcomes

- Digital projects dealing with STEM topics.

#### OUTCOMES



##### Benefits and changes obtained

- Awareness raised of STEM careers.

## Promotion of young talents



**YOUTH TRAINING**  
**SCIENCE AND PRO-SOCIAL ACTIVITIES**

Music | Stage productions

[Learn more](#)



### Partnership with Accademia Teatro alla Scala

In furtherance of its mission to contribute to the education of young people, since 2012 the Bracco Foundation has been a founding member of Accademia Teatro alla Scala, an institute of higher training that is one of a kind in Europe.

The great strength of the partnership between Bracco Foundation and Accademia Teatro alla Scala derives from their unity of purpose, which is to foster cultural growth and give young people an opportunity to develop their talents. Accademia Teatro alla Scala (the La Scala Academy) is a veritable laboratory of excellence, a school that attracts young people by forging a new model of education and training in the theatrical and musical arts. In addition to supporting the Academy's teaching activities and the students of its various courses, the Foundation also contributes to the advancement of numerous projects, including at an international level, such as: concerts with the Academy's Orchestra and singers, stage shows put on by students of the Academy's School of Dance, travelling exhibitions (of photographs, set designs, theatrical costumes, etc.), and courses in classical music taught by Maestro Fabio Sartorelli.

In addition to contributing to the Academy's teaching and training work in its capacity as a founder member, in 2022 Bracco Foundation also threw its weight behind events featuring the La Scala Academy and students from various courses such as the Institutional Dance School Show, the Concerto Istituzionale (Institutional Concert) with the Academy Orchestra and singers, and the performance of the ballet "Cinderella" at Christmas.



### "The Secret Marriage" by Domenico Cimarosa

In 2022, the Bracco Foundation continued to support Progetto Accademia, an annual programme that sets young students from La Scala Academy the task of producing a show for inclusion in the main season of Teatro alla Scala. This year, the student assignment was to produce an entire opera, namely "The Secret Marriage" by Domenico Cimarosa.

The show, which opened the autumn season of La Scala, involved over one hundred students including soloists, the Academy Orchestra and other players who thus got the invaluable educational and professional benefit of performing on the stage of La Scala. The youth orchestra was ably directed by the conductor Ottavio Dantone, a specialist in eighteenth century music. The work was performed under the new and exciting direction of Irina Brook, who worked closely with Academy students and selected performers in the same age category as the characters they were playing on stage.

The entire evening of 16 September was given over to a celebration of the 95th anniversary of the founding of the Bracco Group. For the occasion, Maestro Fabio Sartorelli (Professor of History of Music at the Accademia Teatro alla Scala) created a guide to listening to opera, which was made available online for all Bracco Group employees.

#### INPUT



##### Persons involved

- Around 200 students from the Accademia Teatro alla Scala
- 4 people from Bracco Foundation + 8 people from Gruppo Bracco + c. 10 people from Teatro alla Scala + c. 25 people working with external suppliers.



##### Resources allocated

- Approximately 215 thousand euros from the Bracco Foundation + a further 150 thousand euros provided directly by Gruppo Bracco, which made use of the government's Art Bonus tax incentive scheme.

## ACTIVITIES

**Duration**

- Performances from 5 to 19 September 2022
- The entire evening of 16 September was given over to a celebration of the 95th anniversary of the founding of the Bracco Group

**Actions**

- Support and promotion of Progetto Accademia 2022, a component of the multi-year partnership between Bracco Foundation and Accademia Teatro alla Scala
- The project was publicized on the social media channels of the Foundation, including with the direct involvement of La Scala Academy students.

## OUTPUTS

**Beneficiaries reached**

- A total of more than 9,500 people attended the several performances of the opera.
- One performance on the evening of 16 September was attended by more than 700 Bracco Group employees along with 200 guests invited by the Group and the Foundation.
- More than 800 Bracco Group employees made use of Maestro Sartorelli's online video lesson.

**Partnerships established**

- Accademia Teatro alla Scala (La Scala Academy)
- Teatro alla Scala

**Direct outcomes**

- Support given to La Scala Academy students for the staging of performances
- Funds provided for the training of young people in stagecraft and various aspects of live entertainment
- Support and publicity for classical music and Italian opera performances, both for fans of the genre and for the general public.

## OUTCOMES

**Benefits and changes obtained**

- Students of the La Scala Academy given an opportunity for personal and professional development
- Enhancement of the individual well-being of audience members
- Making the stage performance and a piece from the Italian operatic tradition known to different audiences.

**Bracco Group**

As a consequence of some restrictions still in place since the Covid 19 pandemic, numerous cultural initiatives in 2022 saw the participation and attendance of Bracco Group employees.

For the exhibition **“Titian and the Image of Women in Sixteenth-Century Venice”** that was held in Palazzo Reale in Milan, two special after-hours guided visits were organized in March 2022 exclusively for Bracco Group employees, around 300 of whom took part. In addition, Bracco Group employees from around the world were able to enjoy “on demand” a virtual guided tour in English of the exhibition. Bracco Group employees were also able to avail themselves of a special discount on the admission price for themselves and family members.

In partnership with **La Scala Academy**, various initiatives were organized for the benefit of Bracco Group employees and their families. In April 2022, around 200 children of Bracco Group employees received an invitation to a performance at Teatro Strehler of the institutional ballet put on by La Scala Academy ballet students. In September, a performance of the operetta “The Secret Marriage” was staged at Teatro alla Scala exclusively for Bracco Group employees (including invitees from Bracco’s international offices and facilities and delegations from Bracco production sites), who numbered more than 700. In October 2022, around 25 invitations to the Institutional Concert with a recital by the orchestra and solo singers of the Academy were sent out to Bracco employees whose duties had prevented them from attending “The “Secret Mariage” in the previous month. In December, the children of Bracco employees received invitations (of which 272 were taken up) to a performance by Academy students of the traditional Christmas ballet “Cinderella” at Teatro Strehler.

**Corporate Gift**

The Bracco Group’s corporate gift for 2022 was the exhibition catalogue **“Titian and the Image of Women in Sixteenth-Century Venice”**, of which 2,000 copies were distributed in Italy and abroad over the holiday season.

**Exhibitions hosted on the premises of CDI - Centro Diagnostico Italiano (a diagnostics centre)**

It was in 2010 that CDI-Centro Diagnostico Italiano hosted the first of a series of exhibitions organized with Bracco Foundation in CDI head offices at Via Saint Bon 20 in Milan. The exhibitions have continued annually since, also in view of scientific evidence that exposure to art and culture contributes to the overall improvement of the quality of life.

Owing to legacy constraints from the Covid 19 pandemic, only one initiative could be realized in the latter half of 2022, namely the photographic exhibition **“Portrayed. Women directors of Italian museums,”** which ran from early July to the end December 2022.

# Communication activities and tools

## Institutional activities

Continuing with the policy and practice of previous years and in full concert with Gruppo Bracco, Bracco Foundation presented the results of its work in its **Sustainability Report 2021**. The report contains organic evaluations, based on the value chain model, of the principal projects, which were identified as such according to criteria of size and reach, investment expenditure, representativeness, continuity and timeliness.

The long tail of the pandemic has made it necessary to experiment with new forms of access to services and cultural offerings and to adopt completely new ways of promulgating knowledge. The financial report is useful in this sense as it can also serve as a practical tool for assessing the impact of the Foundation's work and for guiding future decisions.

Also in 2022, Bracco Foundation renewed its **code of ethics**, which enshrines a number of principles, rights, duties and responsibilities that all recipients (company directors, employees, associates, partners, etc.) are required to respect and, within the scope of their competence, enforce.

The ethical and deontological principles set out in the code are applicable to third-sector bodies. The code, drawn up pursuant to national and international law, was prepared with the joint assistance of Operari Srl (a 'benefit corporation' or 'B Corp'), which, on a pro-bono basis, helped with the design and editing work.

## Promotion of the Mind the STEM Gap Manifesto

The "Mind The STEM Gap - A Roblox Jukebox" installation (Triennale Milano, 1 July - 31 October 2022), described on page 13, exemplifies how the communication campaign around the "Mind the STEM Gap" Manifesto has extended its outreach to include schoolchildren.

Bracco Foundation has also enriched the project website with new areas and content ([mindthestemgap.fondazionebracco.com](http://mindthestemgap.fondazionebracco.com)), as it presses ahead with its campaign to increase the number of signatories of the Manifesto.

# Publications



Sustainability Report 2021



Overview 2021



Code of Ethics of Bracco Foundation



Exhibition catalogue: "Titian and the Image of Woman in Sixteenth-Century Venice"



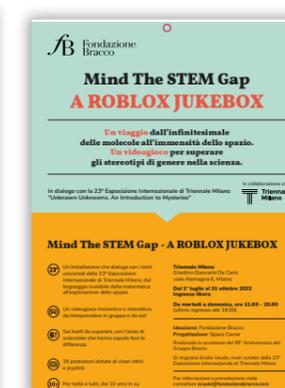
Exhibition catalogue: "Portrayed. Women directors of Italian museums"



Proceedings of "Ten, a Hundred, a Thousand Centres. Third National Conference on urban peripheries"



The Mind the STEM Gap Manifesto for girls [and boys]



Mind the STEM Gap - A Roblox Jukebox | Guidebook



Brochure of "Science Hour!" call for projects - 4th edition





