

PRESIDENT'S LETTER

The 2017 Sustainability Report, now in its fifth edition, sets out to provide a clear, comprehensive and consistent report on the use of resources and on the value generated for the sports system and for the entire community.

CONI's mission is an important one whereby — in line with the provisions of the Olympic Charter and CONI's Articles of Association — CONI is responsible for several synergistic areas that are complementary to one another: providing support to top level sport and furthering participation in the Olympic Games while developing youth activity — among others — and focusing on the social role of sport.

In order to accomplish our mission, this year too we have adopted a strategic management model that summarises (i) CONI's and Coni Servizi's *modus operandi* aimed at ensuring fair representation of all Italy's sports system players, and (ii) the challenges that we have historically been committed to: governance and reporting based on the utmost transparency; open and meaningful dialogue and exchanges with all stakeholders; people empowerment; constant focus on top level sport and on the social role of sport.

This model is based on a strong value system that identifies us, characterised by passion, commitment, participation, solidarity, integrity, fairness, transparency and accountability.

Values which are further enhanced by the constant teamwork between our people and the stakeholders, a winning strategy in its own right and an essential prerequisite for achieving major goals.

The organisation and development of top level sport is the core and the very essence

of our mission, which we endeavour and we must continue to improve, against an increasingly competitive and constantly changing landscape. I refer to the (i) commitment to an accurate management of our areas of excellence — Olympic Training Centres, School of Sport, Sports Medicine and Science Institute — (ii) constant focus on anti-doping and sports justice policies, (iii) support to sports institutions and bodies, (iv) enhancement of talents, (v) protection of and support to our athletes.

In particular, 2017 was a crucial year for top level sport, full of commitments and important results, during which training efforts continued ahead of the 2018 Winter Olympic Games in PyeongChang in order to provide the best support possible to athletes and staff alike in the qualifying stages leading up to the event. The commitment, sacrifice and passion of the Italian delegation allowed them to win ten medals, with three golds that carry the smile of three great female athletes. Italy thus ranks fifth in the ranking of winter editions of all time in terms of number of medals won.

Our role, however, is not confined to achieving significant sports results: the number of medals won is not the only factor to consider when assessing the growth or sports culture of a country. Our responsibility extends further; focusing on sport for all and on the social role of sport is inherent in the nature of CONI and is part of its DNA. With this in mind, steps have been taken over the past few years so that this commitment may turn into concrete actions to be pursued also in conjunction with partner institutions, organisations and companies, identifying key themes and, consequently, lines of action on which to focus our efforts, i.e. youth and school; sport and social development;



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sport, health and communities. We are committed to supporting the motor and sports education of young people in and out of the school environment and promoting the values of sport; we endeavour to guarantee the right to sport for all; encouraging the development of policies for social inclusion and social integration through sport, spreading the pursuit of sport in complex and disadvantaged local contexts, fighting all forms of discrimination and intolerance; enhancing the spaces, facilities and sports grounds for the community, adopting an approach based on aggregation and socialisation in peripheral areas.

The virtuous course undertaken by CONI from a social responsibility and sustainability perspective has led us to confirm our full and total support for the United Nations Global Compact project, which was created to promote the fight against corruption and all forms of discrimination and uphold respect for human rights and environmental responsibility.

There is still work to be done. The ability to listen and the willingness to engage in dialogue are crucial drivers for a transparent, conscientious and responsible decision-making process. For this reason, in 2017 we created the “Stati Generali dello Sport

Italiano” (General States of Italy’s Sport), an opportunity for an all-round discussion to take a snapshot of the strong points, criticalities and prospects of the Italian sports movement.

Finally, I would like to conclude with a special thank you to all the people who work for the CONI System in their different capacities. They are valuable resources that are committed daily to the growth of the sports system and that build our successes with professionalism, commitment and passion.

Our commitment for the future is again to contribute to the development and excellence of Italy’s sport, starting with an ever-increasing promotion of the activities among the younger generations, which represent the most important investment for sport and for the well-being of the country. We want to accompany and support our talents and their courage in facing with force great and new challenges.