

CHISSÀ CHE HA FATTO QUELLA PER LAVORARE

Le donne devono ancora combattere contro lo stereotipo di genere e dimostrare il loro valore, nonostante il loro contributo sempre più decisivo in tutti i settori.

MARIE CURIE
FISICA, CHIMICA E MATEMATICA
VARSAVIA, 7 NOVEMBRE 1867 - PARIGI, 4 LUGLIO 1935

"NELLA VITA NON C'È NULLA DA TEMERE, SOLO DA CAPIRE"

femminuccia
È una donna con gli attributi
Chissà quella che ha fatto per lavorare
È arrivata
fin lì solo grazie alle quote rosa
Non fare il maschiaccio
Sii uomo
Dietro a un grande uomo c'è sempre una grande donna
Non fare la maestraina
Sei femmina cosa ne vuoi capire?
È l'uomo che mantiene la famiglia
Le donne sono più portate per i ruoli di cura

Addestrati creando le difficoltà più incredibili
Emilia Cricofanti

Humans are allergic to change

RITA LEVI-MONTALCINI
"LA DONNA CHE HA INVENTATO IL BAMBINO DA BAMBINO DIVENTA DONNA, DIVENTA UNO SCONTRO"

Jeanne Baret

2023 SOCIAL REPORT

POSSO PARLARE CON SUO MARITO?
VERS UNA PARITÀ EFFETTIVA
1977
FISICA, chimica, biologia, medicina
#MINDTHESTEMGAP
MATHS
MATEMATICA
INGEGNERIA
AEROSPAZIALE
Medaglia Presidenziale per la Libertà
2012
Medaglia d'oro del Congresso del 2017 (USA)
Nel 2021 viene inserita nella "National Women's Hall of Fame"

non riesci a risolverlo? forse perché è impossibile

Bracco Foundation

KATHERINE JOHNSON
NEL 1969 RISULTA CRUCIALE PER IL SUO SUCCESSO LA MISSIONE APOLLO 11 DELLA NASA

MARY JACKSON
INGEGNERIA, MATEMATICA E FISICA
"LA VOCE DI CHI STA NELL'OMBRA"

MARGHERITA HACK

"Siamo fatti di stelle"

Fisica e astronomia, il universo attraverso ultravioletti

SEI FEMMINA, COSA NE VUOI SAPERE?
Nessun limite al sapere.
Il governo estenderà la curriculum e la posizione per l'apprendimento.

STRONG AS A MAN

VERA RUBIN
Astronoma

UNA VERA DONNA METTE IN LUCE LE SUE CAPACITÀ MA SA ANCHE SCOPRIRE CIÒ CHE È OSCURO

È UN'INGEGNERA NATA
"Studia ingegneria, non è solo da uomini"

Anela Enoli Fazi

Sei una donna, dove vuoi andare?

OVUNQUE IO DESIDERI

E L'UOMO CHE RANDEVA AVANTI LA FAMIGLIA?

LA PASSIONE NON HA GENERE

"L'unico stato sono stati in mezzo"

UN CALCIO AGLI STEREOTIPI

PER ESSERE UNA DONNA GUIDI BENE

E SE IL "SESSO FORTE" FOSSE IL PIÙ DEBOLE?

NON AVERE PAURA DI CHIEDERE AIUTO AD UNA DONNA.

— chi è il capo qui? #mindthestemgap

VALENTINA TERESHKOVA
"THE FIRST WOMAN TO THE SPACE"

ANNIE JUMP CANNON
ASTRONOMA E RICERCATRICE

EVAN COSTELLAZIONE NEBULOSA STELLE

SEI NERVOSA! Hai le tue cose?

Sì, ho gli esami universitari

EMILY ROEBLING
INGEGNERA

Cold Springs 23/9/1843
Trenton 28/2/1903

HEDY LAMARR

POSSO FARE TUTTO CIÒ CHE VOGLIO, ANCHE PIANGERE COME UNA SCIENZIATA

STEM

HEDY LAMARR

L'INVENTORE DELL'SS
La tecnologia che ha permesso il volo spaziale è il risultato di un lavoro di ingegneria e di scienza.

LA SCIENZIATA PIÙ BELLA DI HOLLYWOOD
Chi ha inventato il sistema di telecomunicazione per i sottomarini e il sistema di navigazione per gli aerei.

SKY IS NOT THE LIMIT

QUESTA FOTO L'HA FATTA UNA DONNA NELLO SPAZIO



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Graphic design and editorial coordination: Biscione Associati

The images on the cover are from the “Mind the STEM Gap - Together” exhibition (project described on page 40).

The work by male and female students is supported by the Bracco Foundation for the sole purpose of promoting educational innovation.

June 2024

Letter from the Chairperson

Culture - understood as a set of values, knowledge and languages - has always been a part of the Bracco Foundation's identity. It is precisely in order to do justice to this complexity that we ensure our vocation remains multidisciplinary, adopting a broad view that embraces the arts, science and social awareness.

On these various fronts, 2023 was a busy and exciting year.

At the Carlo Maria Martini Diocesan Museum in Milan, one of the city's most prestigious cultural institutions, we were involved in the exhibition of the extraordinary door section of Fra Angelico's Cabinet of Silver, a series of panels depicting stories of Christ's early life. The project strengthened the relationship between science, art and outreach. Using the most advanced and least invasive diagnostic techniques, in which the Bracco Group is a world leader, we explored the artwork to unlock its secrets and then extended this initiative to a healthcare setting, continuing our commitment to combining culture and wellbeing.

We have undertaken numerous initiatives to promote female empowerment, starting with "Portrayed. Women of Art and Science", a photographic exhibition dedicated to the faces, careers and achievements of 40 Italian women who have risen to leading roles in science and cultural heritage. Through Gerald Bruneau's photographs, the exhibition - which we produced and staged in Rome - provided an exemplary journey spanning places of art and scientific laboratories.

We continued our work with #100experts, with whom we created a database for female experts in sport, joining those of female scientists, economists, international political experts, historians and philosophers. Then, with the launch of the new "The 100 STEM Experts Go to School" training opportunity, we provide teachers and students with the perspectives and insights of exceptional role models about technical and scientific disciplines through a gender equality lens.

Speaking of young people, this year we continued our commitment to the younger generation with our "progettoDiventerò" (Young People Project), a Bracco Foundation programme that, since 2012, has been providing talented young people with scholarships, research grants, awards, training courses and mentoring. There are many initiatives I could mention, but I would like to touch on a special initiative that involved 150 pupils from schools in Lombardy in the design and realisation of an extraordinary choral exhibition, born out of the "Mind the STEM Gap" manifesto to promote women in science.

Finally, we confirmed our commitment as a founding partner of the La Scala Academy (Accademia Teatro alla Scala), one of the most prestigious educational institutions in the world. Since 2012, this partnership has been built on a strong shared purpose: to promote cultural development while giving over 900 young people a chance to develop their talents each year. The La Scala Academy is a genuine laboratory of excellence, which must continue to grow by attracting the younger generations to the world of theatre and music. We will continue to do our part.

Enjoy reading this report.

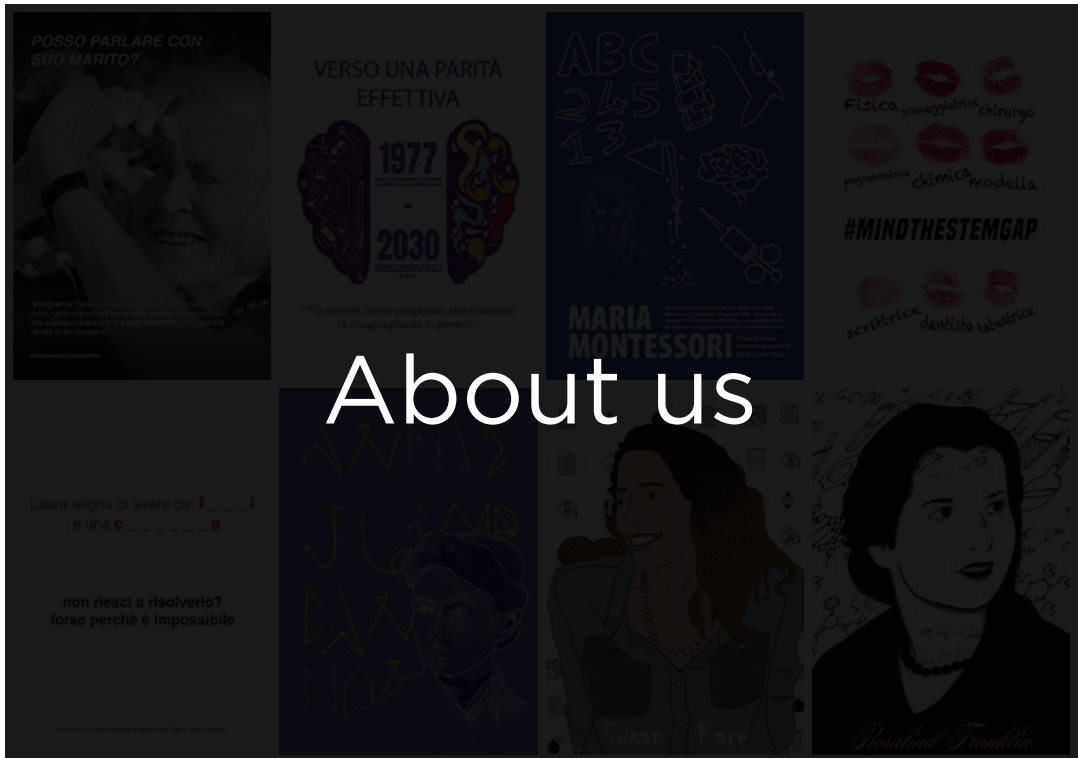
Diana Bracco

Methodology for drafting the report

At the heart of this Report is the **desire to communicate and document the Bracco Foundation's achievements**. The Report itself serves as a **tool to ensure transparency and provide comprehensive information** to stakeholders and the general public. Drafted according to the guidelines for the preparation of the social report for Third Sector entities (Decree of 4 July 2019), it presents the organisational, operational and financial situation of the Bracco Foundation for 2023. Particular attention has been paid to the development and impact of projects and new features in relation to previous years, so it is possible to ensure comparisons can be made over time.

In addition to ensuring continuity in how the Foundation communicates with its stakeholders, the principles of relevance, completeness, transparency, neutrality, competence and truthfulness have been applied in the preparation of this Social Report.

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About us

Our identity

The Bracco Foundation brings together and consolidates the values of the Bracco family and the Bracco Group, in particular the principle of corporate social responsibility. The Foundation's purpose is to create and disseminate cultural, artistic and scientific expressions in order to improve the quality of life and social cohesion, paying particular attention to women and young people, who are the main targets of much of what we do. To ensure that its results are concrete and last over time, the Foundation takes multidisciplinary and measurability of impact into account when selecting and designing activities.

In order to achieve its objectives, the Foundation is committed to:

- Developing the national and international cultural, historical and artistic heritage
- Promoting scientific culture and health protection, with a special 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

In pursuing its civic, social and solidarity efforts, the Foundation focuses on activities that bring concrete benefits, with particular emphasis on high-impact areas of actions, such as:

- Actions and initiatives to enhance and protect the cultural heritage and landscape
- Cultural, artistic or recreational activities of social interest, including publishing initiatives to promote and disseminate the culture and practice of volunteering
- Tourist activities that have social, cultural or religious importance
- Undergraduate and postgraduate education
- Scientific research into specific social interests
- Charity, remote support, providing food or products for free, disbursement of money, goods or services to support disadvantaged people or through general interest activities

On a secondary and ancillary basis, the Foundation may engage in different activities related to the values and principles it pursues, in accordance with the criteria and limits established by its governing bodies.

The Foundation also works in conjunction with other entities, both in the Third Sector and outside it:

- Assifero ETS (Bracco Foundation is a member)
- Apogeo ETS (memorandum of understanding for the AudioVisual Napoli Hub project in 2024, in collaboration with the La Scala Academy)
- Accademia Teatro alla Scala (Bracco Foundation is a founding partner)

Our identity

- Fondazione Artistica Poldi Pezzoli ONLUS (Bracco Foundation is a corporate member)
- Philea - Philanthropy Europe Association (Bracco Foundation is a member)

Principles and Values

Culture to Help Develop Social Cohesion

The Foundation's commitment is rooted in the belief that culture is both the expression of a community's identity and the space in which different communities can compare, communicate and share. Culture serves as the fundamental element for fostering balanced coexistence. Likewise, culture enables us to grasp the meaning of things, to develop a critical sense, to make comparisons, to put things into perspective, to contextualise, and to ensure freedom of expression.

Culture creates new vocabularies, **weaves relationships** and serves as a lever to construct dimensions of well-being.

In this sense, 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 society transparently and responsibly.

Science as a resource for knowledge and life

Scientific knowledge is fundamental for the progress and the improvement of the quality of life, especially with regard to understanding of the laws of nature and the most compatible methods of interacting with nature. And this also applies to the use of new tools. As the Aristotelian saying that "there is no science without wonder" so wonderfully states, today we are experiencing the complexity of the boundaries of modern disciplines, especially those related to the development of a knowledge society.

As such, the Foundation's commitment to science and culture aims to address the scientific challenges that most characterise our age and the cross-cutting integration of technologies in different fields:

- Health protection with a focus on prevention
- New methods of generating and communicating knowledge
- Promoting science to young people
- Promoting female scientific vocations

Focus on young people and women: a specific social responsibility

Women and young people are among the groups that are the most vulnerable to the lasting social and economic impact of the Covid-19 pandemic. Over time, the Bracco Foundation has chosen to increasingly consolidate its efforts on their behalf. Indeed, social responsibility is an intrinsic value of the Foundation, which embraces and renews the principles of closeness to people and communities, focusing on younger generations as we view them as an indispensable resource. The “progettoDiverterò” (Young People Project) promotes innovative pathways to strengthen the link between academia and the business world, in line with the commitment to provide educational pathways and concrete opportunities for young people.

Similarly, the Foundation places gender equality at the heart of its mission and actively promotes the visibility of women. It nurtures talent, encourages young people to pursue scientific careers, highlights existing excellence and promotes interpretations that return recognition to women often overlooked by history, art and science.

In terms of new ways of communicating knowledge, the Foundation has continued to use the tools developed during the 2020 lockdown period, promoting the production of digital events and expanding its catalogue of online contents.

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. The Code is part of the contracts we sign with our partners through a specific reference to where it can be found (Foundation website).

Guided by the ethical and deontological principles required of Third Sector organisations, this document 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 Foundation's governance and structure

The Bracco Foundation is headed by the Chairperson, Diana Bracco. She is flanked by Vice Chairperson Gemma Bracco, Secretary General Gaela Bernini, the Steering Board, the Management Committee and the Board of Auditors.

- As stated in the by-laws, the **Chairperson of the Foundation, who is also the Chairperson of the Steering Board and the Management Committee, maintains relations with entities, institutions, public and private companies and other bodies, establishing relationships of cooperation and support for the Foundation's initiatives.**
In the event of the Chairperson's absence or inability to attend, she is replaced by the Vice Chairperson.
- The **Steering Board** decides on the Foundation's objectives and programmes based on proposals from the Management Committee and reviews the overall results of the management of the Foundation.
- The **Management Committee** provides for the ordinary and extraordinary administration and management of the Foundation in a cost-effective, efficient and effective manner within the framework of the plans, projects and budgets decided by the Steering Board.
- The **Board of Auditors** monitors compliance with the law and the by-laws 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
Eva Baratta	25/01/2010	15/06/2022	31/12/2024
Elio Filippo Bracco	25/01/2010	15/06/2022	31/12/2024
Gemma Bracco	25/01/2010	15/06/2022	31/12/2024
Giuliana Renoldi 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

Reporting on monitoring and related Results

REPORT FROM THE BOARD OF AUDITORS ON THE SOCIAL REPORT AS AT 31/12/2023

Pursuant to Article 30(7) of Legislative Decree no. 117/2017, during the 2023 financial year, we monitored the compliance of the Bracco Foundation ETS with the objectives of civic, solidarity and social benefit, with particular reference to the provisions of Articles 5, 6, 7 and 8 of the aforesaid Legislative Decree no. 117/2017.

This monitoring, which was carried out in accordance with the current regulatory framework, focused on:

- An assessment to determine whether the organisation carries out exclusively or primarily one or more of the activities of general interest referred to in Article 5(1) for civic, solidarity and social purposes. This assessment is done in accordance with the specific rules governing such activities. In addition, such an audit also examines activities other than those specified in Article 5(1) of the Third Sector Code, provided that they comply with the legal provisions and meet the criteria of secondary and ancillary nature established by Ministerial Decree no. 107 of 19 May 2021.
- Adherence to the principles of truthfulness, transparency and fairness in dealings with supporters and the public during the fundraising activities in the reporting period, validated in accordance with the guidelines set out in Ministerial Decree of 9/6/2022.
- The pursuit of the absence of profit through the allocation of assets, in all their components (revenues, annuities, proceeds, income, however denominated), for the performance of activities indicated in the by-laws. Compliance with the prohibition on the distribution, even indirectly, of profits, operating surpluses, funds and reserves to founders, shareholders, employees and contract staff, directors and other members of the governing bodies, taking into account the indices referred to in Article 8(3), a) to e), of Legislative Decree no. 117/2017.

Certification of compliance of the Social Report with the guidelines set out in the Decree from the Ministry of Labour and Social Policy dated 4 July 2019

Pursuant to Article 30(7) of Legislative Decree no. 117/2017, during the 2023 financial year, we verified the compliance of the Social Report prepared by the Bracco Foundation ETS with the guidelines for the preparation of the Social Report of Third Sector Entities issued by the Ministry of Labour and Social Policy in Ministerial Decree no. 4/7/2019, pursuant to Article 14 of Legislative Decree no. 117/2017.

The Bracco Foundation ETS has stated that it prepared its Social Report for the 2023 financial year in accordance with the aforementioned guidelines.

Without prejudice to the responsibility of the Management Committee for the preparation of the Social Report in accordance with the methods and time limits laid down in the regulations governing its preparation, the Board of Auditors is responsible for certifying, within the prescribed legal limits, that the Social Report complies with the guidelines issued by the Ministry of Labour and Social Policy.

The Board of Auditors is also responsible for determining whether the content of the Social Report is manifestly inconsistent with the data in the annual accounts and/or with the information and data in its possession.

We have verified that the information in the Social Report is consistent with the information required by the relevant ministerial guidelines. Our conduct has been guided by the relevant provisions of the Code of Conduct for the Board of Auditors of Third Sector Entities, published by the CNDCEC in December 2020.

Along these lines, we also assessed the following aspects:

- The Social Report is structured using the sections indicated in section 6 of the guidelines.
- The Social Report includes the information indicated in the specific subsections explicitly provided for in section 6 of the guidelines, except in cases where the reasons for not including specific information are suitably explained.
- Compliance with the principles for the drafting of the Social Report set out in section 5 of the guidelines, including the principles of relevance and completeness, which may result in the need to supplement the information explicitly required by the guidelines.

On the basis of the work done, no evidence has come to our attention to suggest that the Bracco Foundation ETS's Social Report has not been prepared, in all material respects, in accordance with the provisions of the guidelines set out in the Ministerial Decree of 4/7/2019.

Milan, 30 May 2024

The Board of Auditors

Laura Guazzoni

Renato Carli

Stefania Tomasini

People

In 2023, the Foundation had two permanent employees, 34 and 39 year old graduates, who participated in training activities sponsored by the Bracco Group during the year on topics such as workplace safety, diversity & inclusion and specific company tools (such as CRM Salesforce and Presentation Design). The Bracco Foundation also employed two consultants on project contracts and benefited from the full-time employment of a permanent Bracco S.p.A. employee.

In 2023, the Bracco Foundation ran two curricular training internships that involved young people enrolled in a university course in its activities.

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.

In 2023, the Foundation made no use of volunteers, and there was no remuneration for the members of the Steering Board or the Board of Auditors.

Stakeholder network

The Foundation benefits from a rich and articulated relationship with the Bracco Group:

- Bracco employees participate in the Foundation's activities, bringing specific skills and knowledge. Similarly, Bracco Foundation staff take part in the training courses organised by the Group.
- The Bracco Group is also the Foundation's main source of funding through annual payments from Group companies (for more details, see the section on the Economic and Financial Situation).
- In terms of relationships, the Foundation deals with various corporate functions such as Corporate Social Responsibility, Communications, International Relations, Legal, Human Resources and IT.

In addition to the Bracco Group, the Bracco Foundation network includes Third Sector bodies, civil society organisations, associations, universities and educational institutions, public institutions and local authorities, and research centres. The specific nature of these relationships along with the forms the cooperation has taken are detailed in the descriptions of the initiatives undertaken during the year, each with its specific characteristics and areas of interest.

For the Bracco Group

Cultural Initiatives for Bracco Group Employees and their families

As in previous years, the Bracco Foundation once again provided Bracco Group staff and their families with opportunities to participate in cultural events and initiatives that spread values.

Activities with the La Scala Academy (Accademia Teatro alla Scala)

- Special invitation for children of employees to attend the Institutional Ballet at the Strehler Theatre in Milan with students from the ballet school (230 seats allocated, May 2023).
- Special invitation to the extraordinary concert of the orchestra and vocal soloists from the La Scala Academy at the Roberto de Silva Civic Theatre in Rho (180 Bracco Group employees, June 2023).
- Private guided tour of Milan Cathedral and the rooftop terraces (40 employees under 40 from CDI, June 2023).
- Invitation to the Institutional Concert with the La Scala Academy and vocal soloists (340 staff, October 2023).
- Special invitation for children of employees to the traditional Christmas ballet performance of “The Nutcracker” at the Strehler Theatre in Milan with students from the ballet school (320 seats allocated, December 2023).

Activities with the Diocesan Museum of Milan

- Special evenings with guided tours of the exhibit “Fra’ Angelico. Stories from the early life of Christ”.

Corporate Gifts

The catalogue from the “Fra Angelico. Stories from the early life of Christ” exhibition at the Diocesan Museum in Milan, which was supported by the Bracco Foundation as the main partner, was chosen as the Bracco Group’s corporate gift for the 2023 festive season. Over 2,000 copies were given to people in Italy and around the world.







2023 Activities

As in previous years, in 2023 the Bracco Foundation promoted and organised activities aimed at disseminating its principles and values and at involving the communities targeted by these initiatives.

In keeping with the multidisciplinary that underpins the Foundation's choices, the initiatives are not limited to a single theme, but cover a range of areas. For the sake of simplicity, the Foundation's initiatives in 2023 are presented in four broad groups: Arts and Culture, Science and Social, Female Empowerment, Training Young People.

Initiatives and themes

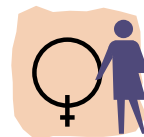
	 Arts and Culture	 Science and Social	 Female Empowerment	 Training young people
"Fra Angelico. Stories from the early life of Christ" exhibition	X	X		
"Portrayed. Women of art and science" photographic exhibition	X	X	X	
Partnership with the La Scala Academy	X			X
"Bracco Foundation meets" cycle: musical journeys with Maestro Sartorelli	X		X	
"Women and engines. Joys and enough" photographic exhibition	X		X	
"Life as a Scientist" touring photographic exhibition	X	X	X	X
"Music and medicine: from wellbeing to care" convention	X	X		
Support for the Poldi Pezzoli Museum	X			
Participation in Confindustria's Business Culture Week	X	X		
"100 experts for sports"		X	X	
"The 100 experts go to school"		X	X	X



Arts and Culture



Science and Social



Female Empowerment

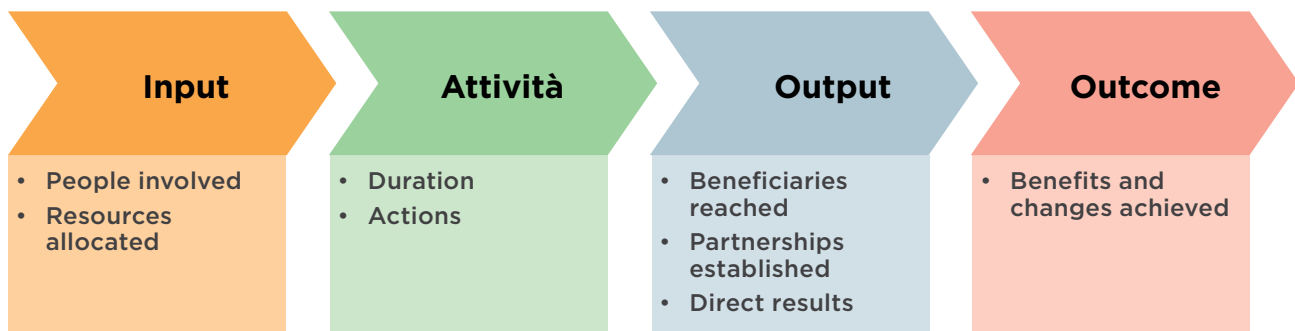


Training young people

“Extraordinary Women. Protagonists of the Present” exhibition	X		X	
Mind the STEM Gap “Manifesto”	X	X	X	X
4th edition of the “Ten, One Hundred, One Thousand centres” conference	X	X	X	X
Taking the sky where it fails to reach: STEM workshops		X		X
“Loving science, nature and peace like Marie and Pierre Curie” event	X		X	X
InOltre project		X		X

Impact. It is essential for the Foundation to review and communicate the results of its activities in a timely and consistent manner. In this light, two initiatives are presented for each of the four theme areas, selected on the basis of relevance, investment, representativeness, continuity (these are often multi-annual projects) and timeliness.

The analysis presented is based on the “value chain” concept shown below.



ART AND CULTURE



“Fra Angelico. Stories from the early life of Christ” exhibition - A masterpiece for Milan

The Bracco Foundation confirmed its partnership with the Carlo Maria Martini Diocesan Museum for the traditional event “A Masterpiece for Milan” for 2023. The collaboration focused on the exhibition of the extraordinary door section of the Cabinet of Silver, with scenes from the early life of Christ by Fra Giovanni da Fiesole, better known as Fra Angelico or Beato Angelico, a masterful interpreter of the 15th-century art of perspective. The work was exhibited at the Diocesan Museum in Milan from 28 October 2023 to 28 January 2024.

As the main sponsor of this significant project, the **Bracco Foundation** has been involved on several fronts: disseminating critical contributions, involving national institutions, promoting the relationship between science and art, and facilitating the exchange of knowledge.

The Bracco Foundation specifically launched two initiatives.

Non-invasive diagnostic analysis of the work. The analysis of the Silver Cabinet Door was designed to study and characterise the work in relation to the materials and technique. It also provided an opportunity to explain to the general public how science and research can contribute to the study and understanding of a work of art. Under the supervision of the Museum of San Marco, which lent the work, the analyses used non-invasive high-resolution imaging techniques - multiband and hyperspectral - together with point spectroscopic techniques in the visible and non-visible spectra.

“Fra Angelico. Art in places of care” photographic exhibition. This free exhibition, at the headquarters of CDI - Centro Diagnostico Italiano, in parallel with the main exhibition, explored and expanded the narrative framework of the works exhibited at the Diocesan Museum in Milan. And testified to how the scientific gaze can bring to light what is hidden in a canvas. Each of the nine panels that make up the painting cycle was photographed in ultra-high definition and printed in large format, accompanied by a second detailed image. The relationship between personal well-being and cultural enjoyment is a priority for the Bracco Foundation, which has been promoting studies, conferences, outreach opportunities and exhibitions in collaboration with CDI since 2011. Scientific research has shown that projects such as these, which provide access to cultural experiences for staff and visitors in a care setting, contribute to an overall improvement in people’s quality of life.

Impact. This initiative adopted a mixed, original approach, crossing the line between science and art in a manner already trialled by the Bracco Foundation. The project truly helped to promote and disseminate Italy’s cultural heritage, highlighting a fascinating and complex work that is relatively unknown. This has made it possible to demonstrate the remarkable results that can be achieved by applying non-invasive diagnostic methods to cultural heritage, a practice that is not widely known to the general public. The Bracco Foundation’s contribution to the overall improvement of quality of life through the enjoyment of cultural experiences in places of care is also significant.



People involved

About 30 (2 from the Bracco Foundation).



Resources allocated

About €85,000.



Project duration

28/10/2023-28/01/2024.



Actions

- Art Exhibition
- Diagnostic analysis
- Photographic exhibition.



Beneficiaries reached

- More than 25,000 people visited the exhibition at the Diocesan Museum, where they were also able to read and watch a video about the diagnostic analyses carried out
- 150 journalists, with others at the press preview of the exhibition at the Diocesan Museum
- Approximately 550 participants in the evening events/special tours at the exhibition
- 100 guests/stakeholders who received free tickets
- At least 2,000 readers of the exhibition catalogue printed specifically for the 2023 festive season, as Bracco’s corporate gift to the world (in Italian and English)
- Approximately 130,000 visitors to the photographic exhibition at CDI (approximately 2,000 people per day pass through CDI’s premises on Via Saint Bon)
- On social media: over 936,600 impressions and over 24,600 interactions with the contents for the two exhibitions.



Partnerships established

- Carlo Maria Martini Diocesan Museum, Milan
- Museum of San Marco, Florence
- DeepTrace Technologies, from IUSS University School of Advanced Studies, Pavia
- Milan-Bicocca University
- Milan State University
- “La Venaria Reale” Conservation and Restoration Centre Foundation, Turin
- Dario Cimorelli Editore, a publisher in Milan
- CDI, Centro Diagnostico Italiano, Milan.



Direct results

- Helped stage the exhibition at the Diocesan Museum
- 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
- Design and realisation of the photographic exhibition at CDI
- Organisation of 3 invite-only evenings, outside the normal opening hours, for the exhibition at the Diocesan Museum
- Ad hoc printing of the exhibition catalogue (2,100 copies) as a Bracco corporate gift, which was distributed in Italy and around the world, as part of the 2023 festive season.



Benefits and changes generated

- Greater focus on the promotion of Italy's cultural heritage, including lesser known aspects
- The Bracco Foundation strengthened its position at the intersection of art and science, in particular by promoting knowledge of non-invasive diagnostic methods applied to cultural heritage. It also emphasised the beneficial effects of experiencing art and culture in healthcare settings.



“Portrayed. Women of Art and Science” photographic exhibition

The Bracco Foundation produced and organised this photographic exhibition dedicated to the faces, careers and merits of Italian women who have played a leading role in the fields of science and cultural heritage. The “Portrayed. Women of Art and Science” exhibition was **held in Rome**, from July to September 2023, in the Carlo Bilotti Museum in the Villa Borghese Orangery, in collaboration with Arthemisia and Zetema Progetto Cultura. The event was backed by the Rome City Government, the Department of Culture and the Capitoline Superintendence for Cultural Heritage.

The exhibition is **an exemplary journey through art venues and science labs**, documenting the skilful leadership of these women professionals who offer inclusive and inspiring models of governance, while providing examples of leadership excellence. Through the photographs of renowned photographer **Gerald Bruneau**, the exhibition focused on **forty women professionals who have reached the very top of their fields**: women at the head of our country’s leading cultural institutions and some of Italy’s leading female scientists.

As part of the exhibition, two in-depth days were organised involving the “photographed experts” and leading figures from the world of art and science.

Technologies between Art and Science (13 July 2023) with speeches by Diana Bracco (Chairperson of the Bracco Foundation and Chairperson of the Bracco Group), Maria Chiara Carrozza (President of the National Research Council), Maria Cristina Messa (Professor of Diagnostic Imaging at the University of Milan-Bicocca and former Minister of Health), Isabella Castiglioni (Co-founder and Honorary President of Deep Trace Technologies and one of the 50 most influential women in innovation and technology in Europe) and Paola Anna Erba (Professor of Nuclear Medicine at the University of Pisa).

Healing Artfully: Beauty as Therapy (7 September 2023) with speeches by Vincenzo Valentini (Director of the Department of Diagnostic Imaging, Oncologic Radiotherapy and Haematology at the Gemelli Hospital), Alfonsina Russo (Director of the Colosseum Archaeological Park) and Enzo Grossi (doctor and scientific adviser to the Bracco Foundation).

A virtual tour of Italian museums, enriched with interviews, from July 2023 is part of the **“Art4ART” platform**, a project by the Gemelli ART (Advanced Radiation Therapy) Oncologic Radiotherapy Centre at the University Hospital. Gemini ART makes it possible for patients to enjoy art during cancer treatment. Scientific research has shown that the appreciation of art, in its broadest sense, creates a favourable environment for patients by reducing stress and helping them to cope more effectively with treatment.

Impact. The project reaffirmed the Bracco Foundation’s commitment to the empowerment of women in the arts and sciences, both as a way to combat gender stereotypes and as a form of skill-building. It also helped to raise awareness of the role of technology in health, diagnostics and art, and of art as therapy, which has now been demonstrated by numerous scientific studies.



People involved

About 30 (3 from the Bracco Foundation).



Resources allocated

Approximately €110,000.



Project duration

13/07/2023-10/09/2023.



Actions

- Art exhibition
- Virtual journey.



Beneficiaries reached

- At least 10,000 visitors to the exhibition at the Bilotti Museum
- Over 150 journalists attended the press preview of the exhibition
- At least 150 people took part in the opening evening for the exhibition
- More than 200 people were involved in 2 special sessions that included a viewing of the exhibition
- More than 350 views of the video recordings of the “Healing Artfully: Beauty as Therapy” and the “Technologies between Art and Science” recordings on the Bracco Foundation’s YouTube account
- On social media: over 2,643,000 impressions and over 17,600 interactions with exhibition-related content.



Partnerships established

- Carlo Bilotti Museum, Rome
- Arthemisia
- Zetema Progetto Cultura
- Rome City Government, Department of Culture
- Capitoline Superintendence for Cultural Heritage
- A. Gemelli University Hospital.



Direct results

- Curation and realisation of the photographic exhibition
- 2 meetings on topics related to the exhibition, followed by special tours of the exhibition
- Design and implementation of multimedia content to be used on the “Art4ART” platform, a project of the Gemelli ART (Advanced Radiation Therapy) Oncologic Radiotherapy Centre at the Gemelli University Hospital.



Benefits and changes generated

- The project reaffirmed the Bracco Foundation’s commitment to female empowerment in the arts and sciences, both as a means of combating gender stereotypes and as a form of skills development.
- Increased awareness of the role of technology in healthcare, diagnostics and art, and of art as therapy.

Science and social



4th National Conference on city suburbs “Ten, One Hundred, One Thousand Centres”

The Bracco Foundation organised the 4th National Conference on city suburbs “Ten, One Hundred, One Thousand Centres” simultaneously in Bergamo and Brescia (6 October 2023) as part of the Year of the Capital of Culture 2023. This also marked a thematic and conceptual connection with “The City of the Future” exhibitions.

The following topics were covered using actual cases:

- **The role of culture and cultural events** as accelerators of urban development
- **Landscape management** and nature conservation practices
- **Infrastructure** as a best practice in urban redevelopment and regeneration
- Supplementary **welfare** with a focus on education

The initiative, strongly supported by the Bracco Foundation, has grown into a **biennial travelling event**. Previous editions (Milan in 2018, Palermo in 2019 and Genoa in 2021) highlighted the importance of sharing the results of new paradigms tested in urban peripheries. These insights aim to guide urban development with vision and expertise, recognising the city as the central element. Institutions, the research community, companies and non-profit organisations also contributed to the initiative.

Impact. The initiative creates value through the dissemination of existing best practices and the adoption of design models in new contexts. The event provided a platform for local expression and discussion, focusing on

priority issues in the host areas and facilitating knowledge sharing among those involved in urban regeneration projects.

The initiative highlights the Bracco Foundation's role in addressing relevant local issues and actively participating in the life of the communities in which it operates.



People involved

Approximately 54: 4 for the Bracco Foundation, 2 for the Bracco Group, 5 for the City of Brescia, 6 for the City of Bergamo, 12 for event organisation/production agencies, 1 for the record of the proceedings, 1 graphic designer and 23 speakers.



Resources allocated

Euro 79.274.



Project duration

11/11/2022 (first meeting with the cities involved) - 6/10/2023 (day of the conference).



Actions

- Identification of issues of importance for the 2 cities
- Creating the programme for the day, selecting the speakers and sending the related invitations
- Conference organisation and location selection
- Logistics
- Creation of a mailing list and public invitation
- Sending out of the invitation
- Communication campaign.



Beneficiaries reached

- Brescia: 150 participants
- Bergamo: 37 participants.



Partnerships established

City of Bergamo, City of Brescia, Commissariat for the Italy Pavilion at the Osaka Expo, Feltrinelli Foundation, Milan Triennale, Bocconi University, City of Prato, Iuav University of Venice, CDP Foundation, L'Altra Napoli.



Direct results

- This initiative reinforced the themes highlighted by the two exhibitions dedicated to the future of cities, with a focus on landscape for Brescia and infrastructure for Bergamo
- Dissemination and promotion of best practices that can inspire territories
- Publication and dissemination of the conference proceedings.



Benefits and changes generated

- Strengthening the Bracco Foundation's position as a strategic partner on social and development issues in urban areas.



Taking the sky where it fails to reach: STEM Workshops in the suburbs

The collaboration between the “Il Cielo itinerante” association and the Bracco Foundation began in 2021 with the shared objective of **introducing children to science** through innovative and inclusive learning methods, particularly targeting socio-economically disadvantaged areas.

The project, conceived and implemented by the “Il Cielo Itinerante” association, aims to combat educational poverty and promote scientific careers, especially among girls and young women, in order to ensure equal access to STEM disciplines in education and an equal and inclusive presence of women and men in scientific careers, especially in areas where this seems most difficult. In practical terms, the project organises **hands-on science workshops**, in a range of formats, in urban peripheries with elevated high school drop-out rates.

The Bracco Foundation supported in 2023 the initiative also with the CDP Foundation, the Bulgari Foundation and Iliad in 2023.

Italy Shines, which includes a day of “hands-on” science workshops on various topics, culminating in an evening of star gazing.

Operation Sky, which was born to encourage involvement in maths. Six summer camps were organised in vulnerable areas of large cities such as Naples, Rome and Milan to make it possible to work with children for a more prolonged period. The Bracco Foundation played a particularly prominent role in supporting the Milan stages of the two projects.

Impact. In addition to improving technical and scientific skills, these educational activities have increased children’s interest in STEM subjects and have had a significant impact in culturally and socially disadvantaged areas. The approach used fostered a dynamic and stimulating environment that encouraged active participation.



People involved

21 people: 2 for the Il Cielo Itinerante association, 3 for the Bracco Foundation, 4 for the Giambellino Community, 4 for La Rotonda APS and 8 trainers.



Resources allocated

In total, the projects required €364,000 (€294,000 for Operation Sky and €70,000 for Italy Shines).

The Bracco Foundation's contribution in 2023 was €25,000, supporting the Milan stages of Italy Shines and Operation Sky.



Project duration

Operation Sky: June to July 2023 Italy Shines: April to October 2023.



Actions

- Interactive mathematical activities using the Youcubed method
- Workshops for science and mathematics
- Star gazing at night.



Beneficiaries reached

- 80 boys and girls aged 9 to 12.



Partnerships established

Giambellino Community, La Rotonda APS.



Direct results

- Involvement of boys and girls living in urban peripheries
- Getting children more interested in STEM subjects
- Extra-curricular activities during summer and autumn.



Benefits and changes generated

- Increased interest in STEM subjects among the children involved.

Female Empowerment



“100 experts for sports”

In 2023 the “100 women against stereotypes” (#100esperte) project, which gives **voice and visibility** to women’s expertise, was extended to the sports sector.

Born in 2016 from an idea of Gi.U.Li.A. (Giornaliste Unite Libere Autonome) and the Osservatorio di Pavia (Pavia Observatory), developed with the Bracco Foundation and with the support of the European Commission Representation in Italy, the online database [100esperte.it](https://www.100esperte.it) has proven to be a fast and effective research tool, thanks to which journalists and civil society can access the names and CVs of female experts selected according to scientific criteria. Today, the database includes more than 400 eminent experts in STEM, business and finance, international politics, history and philosophy, and sport.

In 2023, in collaboration with the Milan Cortina 2026 Foundation, the project presented the new “100 experts for sport” database, which has profiles of female professionals from academia, associations, sports federations and former athletes.

The project was presented twice: 5 May in Milan, at the Milan Cortina 2026 Foundation Auditorium; 29 November in Rome, at the headquarters of the Italian National Olympic Committee.

Impact. The project raised awareness of an issue that is still partially hidden and increased the visibility of the experts in terms of press reviews and offline and online presence. The initiative also supports the establishment of a sectoral network of female experts, contributing to role models and gender equality.



People involved

- 6 people on the team (Bracco Foundation, Pavia Observatory, GiULiA Association)
- 25 speakers at launch events



Resources allocated

Euro 67.610,69.



Project duration

From March 2023.



Actions

- Creation of a new section of the database
- Organisation of 2 launch events in Milan (26/04) and Rome (29/11)
- Production of a series of 20 video shorts featuring 2 experts on topics related to their profession (available on YouTube for events and schools)
- Promotion on website, social media (Facebook, X and LinkedIn) and 100experts YouTube channel.



Beneficiaries reached

- 48 experts included in the database, including 13 as speakers at the launch events
- 2 experts interviewed in the video shorts
- 420 participants registered for the events, with an average of 200 streaming participants.



Partnerships established

With Milan Cortina 2026 Foundation for the Milan and Rome events, AGCOM patronage for the Rome event.



Direct results

- Addition of 48 new experts to the database
- Helped increase the visibility and awareness of sportswomen among the press and the general public.



Benefits and changes generated

Helped increase the involvement of female experts in various media in the role modelling and representation of gender equality.



The 100 experts go to school - 1st edition

The **Bracco Foundation** and **DeAScuola**, one of Italy's leading textbook publishers, launched the first edition of "The 100 STEM Experts go to School" in 2023. The new **educational programme** offers teachers and students perspectives and opportunities in technical and scientific disciplines with the aim of career guidance and gender equality. It is in line with recent ministerial directives to promote STEM subjects as a national educational priority.

The initiative consisted of four free afternoon sessions for teachers (one for each letter of the STEM acronym) and two morning sessions for classes, reaching around 22,000 young people. The protagonists of each appointment were women scientists selected from the [100esperte.it](#) database. During the meetings, the experts shared their experiences of training programmes, work issues, difficulties, choices, mistakes, successes and the beauty of their work, providing useful tools and insights to inspire the choices made by female students.

Impact. The initiative significantly improved the guidance of young people and teenagers by providing them with deeper insight into STEM subjects and practical tools for their educational journey in an interactive and up-to-date way. Teachers were given practical and concrete ideas to discuss in the classroom. Helping to raise awareness of the importance of STEM subjects is also crucial in terms of employment and greater gender equality, an important issue for the Bracco Foundation.

The initiative also enabled the Foundation to reach a wider audience of teachers and students.

Female empowerment



People involved

23 people: 16 expert STEM speakers in the 6 webinars, 2 people from the 100experts team, 5 people from project partner DeAScuola.



Resources allocated

€18,000.



Project duration

26/01/2023-28/04/2023.



Actions

- Organising and offering 6 inspirational and motivational webinars (2 with classes, 4 for teachers) of 1.5 hours 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 on website, social media (Facebook, X and LinkedIn) and 100experts YouTube channel
- Promotion on DeAScuola channels (website, social media, newsletter)
- Launch of a press release for magazines focusing on the sector (e.g. Orizzonte Scuola).



Beneficiaries reached

- 5,700 teachers
- Approximately 22,000 male and female students.



Partnerships established

DeAScuola.



Direct results

Helped improve guidance by increasing knowledge of STEM subjects in schools (teachers and pupils).



Benefits and changes generated

Helped raise awareness of the importance of STEM for employment and gender equality.

Training of Young People



progettoDiventerò (Young People Project)

The progettoDiventerò (Young People Project) is a multi-year initiative from the Bracco Foundation to **support the educational and professional development** of deserving young people in various fields. Focusing on postgraduate education, career guidance and STEM career insights, the project is divided into three areas: **research, educational paths for universities and schools, self-entrepreneurship**. Consistently with the areas in which the Foundation focuses its actions, the project promotes youth empowerment with the emphasis on talented females.

The Bracco Foundation has a variety of ways in which it acts: promotes calls for tender and tenders in general in collaboration with public or educational entities; contributes to the funding of awards or scholarships as part of the activities undertaken by its partners; and supports its own training initiatives and those run in collaboration with third parties in areas of interest.

The main activities include awards, scholarships or research grants, calls to stimulate creativity and the production of original content, and support for thematic education programmes. The following is a list of some of the scholarships, bursaries and initiatives put in place for talented young people.

Research

- Scholarships for students working on experimental theses in industrial research
- Women for STEM bursary
- Period of specialization in Italy for young foreign radiologists
- Young Italian Researchers Award

Training of young people

- Support for the Biotechnology and New Life Sciences Technical College Foundation.

University Programmes

- Regional scholarships, offered in conjunction with Bracco Imaging
- Skills development in contexts of vulnerability (“Let’s Shelter Talent” scholarships for refugee students, offered in conjunction with the University of Pavia)
- Support for students studying scientific subjects
- Integrating talented young people into the world of artisanal trades
- Development of female leadership expertise and training in responsible and inclusive leadership
- Support for a training course for administrators/managers

Training Programmes for Secondary Schools

- “Science Hour!” project
- “Mind the STEM Gap-Together” exhibition in collaboration with the Lombardy Regional Administration, the Polytechnic University of Milan and the Polytechnic University of Milan Foundation
- Italy Shines and Operation Sky STEM workshops
- Two pathways and two PCTO workshops (Pathways for Transversal Skills and Orientation)
- Training through webinars for teachers and students, in collaboration with DeAScuola and the network of 100 experts

Self-entrepreneurship

Seventh edition of the “Welfare che impresa” competition for social start-ups, created to reward and support leading community welfare projects.

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, the progettoDiventerò is an initiative that creates lasting value by building a community of young people around the Foundation and fostering lasting relationships.



People involved

A total of 71: 6 from the Bracco Foundation, 53 partners including 20 regional school offices, 7 people from Bracco Imaging, 3 graphic designers, 1 photographer, 1 video maker.



Resources allocated

€416,938.



Project duration

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



Actions

- Promoting calls for proposals, bursaries and scholarships
- Call to action and competitions
- Workshops for PCTO programmes - Pathways for Transversal Skills and Orientation - for high schools
- STEM workshops with Italy Shines for secondary schools.



Beneficiaries reached

- Since the start of the progettoDiventerò, the total number of direct recipients of awards, scholarships or educational opportunities is 2,625 girls and boys, of which 398 in 2023-2024
- 66,349 indirect beneficiaries of the aid, targeted training content and support for training institutions.



Partnerships established

53 partners including 20 Regional School Offices: Cologni Foundation - Italian Association for Industrial Research (AIRI) - Lombard town administrations of Bovisio Masciago, Ceriano Laghetto, Cesano Maderno, Cogliate, Limbiate and Solaro - 2003 Group for Scientific Research - Giuseppina MAI Foundation - Bonaiuti Family - Accenture Foundation - Istituto Tecnico Superiore “Biotecnologie e nuove scienze della vita” di Collettero Giacosa (Ivrea) - Regional School Offices - SPR Society of Radiology and Diagnostic Imaging in São Paulo, Brazil, and the Mexican Society of Radiology - DeAScuola - 100experts project - Lombardy Regional Administration - Polytechnic University of Milan and the Polytechnic University of Milan Foundation - Jubilate School of Music - Il Cielo Itinerante Association - CusMiBio - Collegio del Mondo Unito ONLUS Foundation - University of Pavia - Municipality of Seregno - Pozzoli Competition - Giuseppe Verdi Conservatory of Music in Milan - Soroptimist International d’Italia - SDA Bocconi - Vita-Salute San Raffaele University - Politeia Centre for Politics and Ethics Training - La Rotonda Association - Giambellino Community.



Direct results

Support for studies and research for many young people. Raising awareness and tackling gender stereotypes in STEM careers. Growing Diventerò community. Development of specific knowledge and soft skills, career guidance.



Benefits and changes generated

Dissemination of the Bracco Foundation brand and enhancement of the content developed in previous years.



“Mind the STEM Gap - Together” exhibition

The “Mind the STEM Gap - Together” exhibition is the result of the collective work of 150 students on the Manifesto, with which the Bracco Foundation supports women’s access to STEM disciplines, which is still hindered by burdensome cultural biases and gender stereotypes. The project aims to raise awareness among girls and boys from a number of schools in Lombardy (Liceo Artistico Nanni Valentini in Monza, Istituto Tecnico F. Viganò in Merate, ITSOS Albe Steiner in Milan and Istituto Einstein in Vimercate) about the crucial issue of gender equality through action that also becomes a more general form of public outreach.

The initiative was conceived and organised by the Bracco Foundation in collaboration with the Polytechnic University of Milan and the Polytechnic University of Milan Foundation, and supported by the Lombardy Regional Administration with the Together Call for Proposals.

The result was an eclectic, colourful and provocative array of original interpretations that highlighted discrimination and its impact on society. The aim was to remind us that making the “leap” (mind the gap!) to a fairer society is everyone’s responsibility.

Some young writers drew attention to common sayings and stereotypes that people are faced with right from childhood and which are likely to alter perceptions of our abilities and influence school and career choices. Other students used role models to emphasise the positive influence of women, often pioneers, who have achieved leadership in STEM fields. Some posters were created indicating good practices and highlighting facts and points to be aware of in everyday life to avoid discriminatory attitudes.

Impact. The result is an exhibition that is both educational and artistically inspiring. The 150 male and female authors of the exhibition developed soft skills related to the research, design and installation of the exhibition itself, and gained a greater awareness of gender inequalities and biases. This outreach effort also reached a broader, more diverse audience,

allowing them to engage with and internalise the themes promoted by the Mind the STEM Gap manifesto, which effectively spreads the Bracco Foundation’s values further.



People involved

169 people directly involved (3 from the Bracco Foundation, 3 from the Polytechnic University of Milan, 2 from the Polytechnic University of Milan Foundation, 4 principals, 4 teachers, 150 students, 1 graphic designer, 2 creative professionals).



Resources allocated

The total cost of the project was €110,000, 70% of which was covered by funding from the Lombardy Regional Administration’s “Together” Call for Proposals.



Project duration

January-October 2023.



Actions

- Production of the travelling exhibition
- Peer education events and joint actions
- The exhibition went to schools and high-traffic public places, such as the CDI premises on Via Saint Bon in Milan, Pope John Hospital in Bergamo, the hospital in Reggio Calabria, and various municipalities in Lombardy
- Project communication activities
- Active use of social media.



Beneficiaries reached

- To date, there have been around 100,000 visitors, including 40,000 students who saw the exhibition in person and the same number who viewed the virtual exhibition created by the Albert Einstein secondary school in Vimercate (<https://www.einsteinvimercate.edu.it/blog/mind-the-stem-gap-together/>)
- Over 907,600 impressions and over 6,500 interactions with exhibition-related content on social media.



Partnerships established

Polytechnic University of Milan, Polytechnic University of Milan Foundation, Lombardy Regional Administration.



Direct results

- Physical exhibition with a selection of 44 posters
- Online exhibition of 160 posters made by students
- Over 1,600 people have now signed the manifesto
- Capacity to take the exhibition to various venues in Italy and abroad.



Benefits and changes generated

- Proactive response from students and their teachers, encouraging the Foundation to continue its commitment to gender equality and the promotion of STEM careers
- The creative and symbolic language, translated in unique graphic signs, emphasises the importance of giving young people a voice and entrusting them with the leading role in driving change.

Other projects and activities

Partnership with the La Scala Academy (Accademia Teatro alla Scala)

Since 2012, the Bracco Foundation has been a founding member and main partner of the La Scala Academy, one of the most prestigious educational institutions in the world, a true laboratory of excellence that continuously 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 on numerous projects, including international initiatives. These projects include concerts with the orchestra and singers, performances by students of the ballet school, travelling exhibitions and a popular classical music series with Maestro Fabio Sartorelli.

The “Bracco Foundation Meets” Cycle: Musical Journeys with Maestro Fabio Sartorelli

The series of meetings in collaboration with the La Scala Academy continued in 2023, with the aim of bringing non-specialist audiences closer to the world of classical music, promoting its universal value and relevance. Four meetings were held at Teatrino di Palazzo Visconti in Milan, led by Maestro Fabio Sartorelli, Professor of History of Music at the Giuseppe Verdi Conservatory of Music in Milan and in Lecturer of Guide to Listening at the La Scala Academy.

- “When Puccini advertised the Parker pen. A reflection on opera and advertising from the 20th century to the present day”
- “Leading Ladies in Musical Theatre: Women at Opera”
- “Tchaikovsky’s ‘Pathétique’: A perfect symphony?”
- “Maria Callas: A tribute on the centenary of her birth”.

“Women and engines. Joys and enough” photographic Exhibition

A photographic project sponsored by the Bracco Foundation and carried out by the Friends of **Museo Fratelli Cozzi** Association, was set up from 31 January to 30 June 2023 at CDI - Centro Diagnostico Italiano in Milan, with the aim of breaking down stereotypes and improving communication, especially in terms of image, of the relationship between women and cars.

The exhibition is part of a series launched in 2010 in partnership with CDI to bring art into healthcare settings. This initiative is based on the understanding, supported by scientific evidence, that exposure to culture improves overall quality of life.

“A Life as a Scientist” touring photographic Exhibition

The photographic exhibition, conceived by the Bracco Foundation in 2019 with shots by photographer **Gerald Bruneau**, presents the faces and skills of some of Italy’s greatest female scientists, protagonists of the **“100 women against stereotypes” project**, created to promote female expertise in fields still perceived as male dominated. In March 2023, the exhibition travelled to several prestigious international venues. Leveraging support from the respective Italian embassies, it was possible to go to the University of Costa Rica and the prestigious Technion in Haifa, Israel.

“Music and medicine: from wellbeing to care” Convention

Ten researchers from all over Italy presented scientific evidence on music therapy for the treatment of illnesses in different clinical settings on 19 April 2023 at the **Violin Museum in Cremona**. The event follows up on the highly successful series of three meetings that the Bracco Foundation held in 2022 with scientific input from the Maugeri Scientific Clinical Institutes IRCCS of Pavia, the Giuseppe Verdi Conservatory of Music in Milan, and the Violin Museum in Cremona.

Support for the Poldi Pezzoli Museum in Milan

Once again, for 2023, 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 collections. It also regularly takes part in the organisation of exhibitions of international importance, public fora and educational courses aimed at younger generations.

Participation in Confindustria’s Business Culture Week

Business Culture Week is a national event promoted by **Confindustria**, in collaboration with **Museimpresa**, which has already been held more than 20 times. The dense calendar of public initiatives underlines the commitment of companies, business foundations and local industrial associations to **developing the knowledge and skills** of which companies are custodians. Each year, the Bracco Group takes part with a contribution on the chosen theme, which in 2023 was “The person at the centre of sustainable development. The soul of the conscious company”.

“Extraordinary Women. Protagonists of the Present” exhibition

From 13 September to 6 October 2023, at the **MAXXI in Rome**, the exhibition displayed more than one hundred portraits and voices of Italian women, showing different ways of asserting themselves. The project, curated by Renata Ferri and backed by the Bracco Foundation, is part of the **InDifesa campaign**, which **Terre des Hommes** has been running for 12 years to defend the rights of girls and young women in Italy and around the world. The aim of the project is to promote a **culture of respect and inclusion as part of overcoming all forms of gender discrimination**.

“Loving science, nature and peace like Marie and Pierre Curie” Event

On 14 February 2023, at **Palazzo Reale in Milan**, this event celebrated the **International Day of Girls and Women in Science** with exceptional guests: the **French physicist Hélène Langevin-Joliot** and the **planetary scientist Yves Langevin**, respectively the granddaughter and great-grandson of Marie and Pierre Curie. The initiative, sponsored by the Bracco Foundation and the City of Milan, aimed to promote scientific careers among young people and raise awareness of this extraordinarily interesting family.

The meeting was attended by 180 students and streamed to more than 1,500 students and researchers. Finally, a **Marie Curie rosebush** (by Orticola) was planted in the courtyard of Palazzo Reale, with a commemorative plaque.

InOltre Project

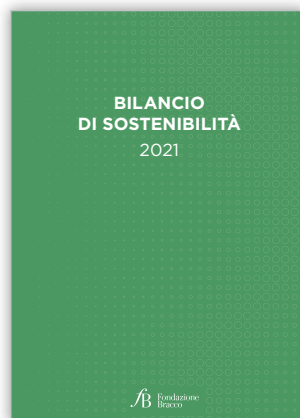
The InOltre project has created a new **“centre” in the town of Baranzate, on the outskirts of Milan**, dedicated to culture, services and social entrepreneurship. The initiative was created to promote a new phase of growth, in which the community is at the centre, shaping its own path of change. The aim is also to spread beyond the boundaries of the physical neighbourhood by exemplifying a model of **regeneration rooted in openness, solidarity and multiculturalism**.

Communication activities

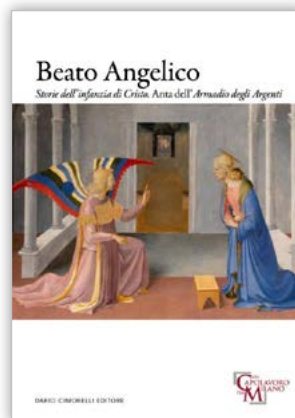
In order to maintain continuity and consistency with previous years and in harmony with the Bracco Group, the Bracco Foundation presented its 2022 Sustainability Report, showing the results and outcomes of its projects during the year. Projects were selected on the basis of relevance, investment, representativeness, continuity and timeliness, also assessing the impact on the value chain. The Report is a useful tool for assessing the Foundation's impact and understanding its goals.

The lingering effects of the pandemic have necessitated adaptation and experimentation with new solutions, particularly in terms of access to cultural services and opportunities, and knowledge transfer. As part of the digital transformation, the Bracco Foundation implemented personalised browsing on its website, fondazionebracco.com, in 2023. This enhancement allows users with disabilities such as visual impairments, cognitive disabilities or attention deficit disorders to enjoy the full digital experience.

Publications



2022
Sustainability Report



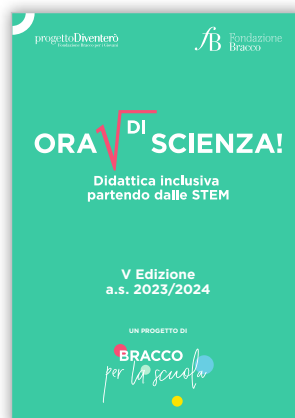
"A Masterpiece for Milan" 2023 | Stories from the early life of Christ by Fra Angelico"



"Portrayed. Women of Art and Science" catalogue



Mind the STEM Gap- Together Digital and print catalogue



"Science Hour!" Brochure - 5th Edition

Online resources

Bracco Foundation



fondazionebracco.com



facebook.com/fondazionebracco/



x.com/fondbracco



instagram.com/fondazionebracco/



youtube.com/fondazionebracco

Google Arts and Culture Bracco Foundation



artsandculture.google.com/partner/fondazione-bracco

Museimpresa



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

La Scala Academy (Accademia Teatro alla Scala)



accademiascala.it

Poldi Pezzoli Museum



museopoldipezzoli.it

InOltre Foundation



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/



Economic and financial situation

Economic and financial situation

In 2023, the majority of the Foundation's financial resources came from the Bracco Group, through donations from its affiliated companies:

Bracco Imaging S.p.A.	€500,000
Bracco S.p.A.	€400,000
Bracco Imaging Italia S.r.l.	€300,000
Centro Diagnostico Italiano S.p.A	€200,000

for a yearly total of **€1,400,000**

No fundraising took place in 2023. Grants from public bodies amounted to €77,868, received as non-refundable contributions for participation in the Together Call for Proposals from the Lombardy Regional Administration. The grant, as set out in the implementation criteria of the call itself, is 70% of the expenditure incurred on the project during the financial year.

CHISSA CHE HA FATTO QUELLA PER LAVORARE

Le donne devono ancora combattere contro lo stereotipo di genere e dimostrare il loro valore, nonostante il loro costante impegno per dedicarsi alla parità di genere.

FISICA, CHIMICA E MATEMATICA
MARIE CURIE
 VARSAVIA, 7 NOVEMBRE 1867 - PARIGI, 4 LUGLIO 1935

"NELLA VITA NON C'È NULLA DA TEMERE, SOLO DA CAPIRE"

femminuccia
 È una donna con gli attributi
 Chissà quella che ha fatto per lavorare.
 È arrivata
 fin lì solo
 grazie alle
quote rosa
 Non fare il
maschiaccio
 Sii uomo
 Dietro a un grande
 uomo c'è sempre una
grande donna
 Non fare la
maestrina
 Sei **femmina**,
 cosa ne vuoi capire?
 È l'uomo che
 mantiene la famiglia.
 Le donne sono più
 portate per i
ruoli di cura

Addestrati creando le difficoltà più incredibili

Humans are allergic to change

RITA LEVI-MONTALCINI

Jeanne Baret

POSSO PARLARE CON SUO MARITO?

"Margherita Hack si è interessata particolarmente di fisica, sperimentando di volazione aerea e il rapporto tra campo gravitazionale e campo elettrico, una scoperta che ha portato alla produzione di energia elettrica a basse temperature."

VERSO UNA PARITÀ EFFETTIVA

1977 - 2030

"Più cervelli, meno pregiudizi: combattiamo la disuguaglianza di genere!"

MARIA MONTESSORI

ABC 245 13

#MINDTHESTEMGAP

Fisica scienziatrice chirurgo
 programmatrice chimica modella
 scrittrice dentista tabacchiere

KATHERINE JOHNSON

NEL 1969 RISULTA CRUCIALE PER LA MISSIONE APOLLO 11

MATEMATICA INFORMATICA INGEGNERIA AEROSPAZIALE

Presidente onore per la Libertà
 Medaglia di oro dal Congresso nel 2016 (USA)
 Nel 2021 viene inserita nella National Women's Hall of Fame

MARGHERITA HACK

ca delle teorie
 "L'anno farò di storia"
 Fisica e astronomia, verso l'universo attraverso gli ultravioletti

Laura sogna di avere dei f... i e una c... a

non riesci a risolverlo? forse perché è impossibile

Illustrazione: Laura sogna di avere dei figli e una carriera

ANNIE

Susan Kare

Rosalind Franklin

MARY JACKSON

INGEGNERA, MATEMATICA E FISICA

LA VOCE DI CHI STA NELL'OMBRA

Tenetele sempre di mente, di più che non può fare qualcosa, che lei non è in grado di fare, non è un supereroe, questo è il vero eroismo.

SEI FEMMINA, COSA NE VUOI SAPERE?

Nessun limite al sapere.
 Il genere non determina la capacità e le prestazioni per l'apprendimento.

STRONG AS A MAN

VERA RUBIN
 Astronoma

UNA VERA DONNA METTE IN LUCE LE SUE CAPACITÀ MA SA ANCHE SCOPRIRE CIÒ CHE È OSCURO

Prima donna italiana a lavorare in ingegneria aerospaziale. È stata la prima donna a essere nominata direttore dell'osservatorio astronomico di Brera.

È UN'INGEGNERA NATA
 "Usatelo: ingegnere, non è solo di uomini"

Anna Ercoli Facci

Prima donna italiana a lavorare in ingegneria aerospaziale. È stata la prima donna a essere nominata direttore dell'osservatorio astronomico di Brera.

Sei una donna, dove vuoi andare?

OVUNQUE IO DESIDERI

E L'UOMO CHE HA AVANTI LA FAMIGLIA

LA PASSIONE NON HA GENERE

UN CALCIO AGLI STEREOTIPI

PER ESSERE UNA DONNA GUIDI BENE

Numero 1 della Guida per le donne che vogliono guidare bene. Il primo libro di guida per le donne che vogliono guidare bene. Il primo libro di guida per le donne che vogliono guidare bene.

Bracco Foundation

È SE IL "SESSO FORTE" FOSSE IL PIÙ DEBOLE?

NON AVREMO PIÙ DA CHIEDERCI IL DUBBIO: UNA DONNA.

— chi è il capo qui? —

VALENTINA TERESHKOVA

THE FIRST WOMAN TO THE SPACE

ANNIE JUMP CANNON

ASTRONOMA E RICERCATRICE

AVON COSTELLAZIONE NEBULOSA STELLE

SEI NERVOSA! Hai le tue cose?

Sì, ho gli esami universitari

EMILY ROEBLING
 INGEGNERA

Cold Springs 23/9/1843
 Trenton 28/2/1903

HEDY LAMARR

POSSO FARE TUTTO CIÒ CHE VOGLIO, ANCHE PIANGERE COME UNA SCIENZIATA

STEM

L'INVENTORE DELLA RADIO
 La tecnologia che ha permesso di comunicare in tutto il mondo.

L'INGEGNERA DELLA BELLA EMBELLITA
 Chi ha inventato il make-up.

HEDY LAMARR

SKY IS NOT THE LIMIT

QUESTA FOTO L'HA FATTA UNA DONNA NELLO SPAZIO

QUESTA FOTO L'HA FATTA UNA DONNA NELLO SPAZIO