

Transcription of intervention by Dr. Gaela Bernini

Gaela Bernini: It is an honour to be here today to give Bracco's contribution on behalf of my President, Diana Bracco, who unfortunately cannot attend due to a small knee surgery. I also wish to thank you, the CAAP chairwoman, Professor Ana Maria Tarantola, for this invitation. It is very important for us to provide the evidence of what we are doing. Days, like today, exemplifies the great potential of diverse actors' commitment to finding solutions for complex challenges of our present and the future.

Regarding the role of companies in education, I'll provide evidence and lessons learned through the work realized by the Bracco Group and the Bracco Foundation.

The Bracco Group is a family-owned company that is a global player in the healthcare sector. The Bracco Foundation is the corporate foundation of the group. I can dare to affirm that Bracco Foundation's work itself draws from the principles of common good and solidarity of the social doctrine of the Church.

Let me start with a memory. It's the message that the Holy Father conveyed to thousands of Confindustria entrepreneurs (Confindustria is the main national business association). It was an historic audience three years ago. Pope Francis urged the entrepreneurs to work together and never forget the least among us, an expression that calls on every entrepreneur to collaborate, share and act with a deep sense of solidarity and responsibility. It was a call that did not go unheard. As a matter of fact, there was a large participation in Italy of presidents and CEOs to the call of action promoted by CSR Europe, Corporate Social Responsibility Europe, and Sodalitas Foundation together with the European Commission. It was a call that was launched last autumn and it was an appeal to leaders of businesses that consider sustainability a central element of their way of operating coherently with the UN sustainable goals and the ESG, the environmental social governance framework.

The first terrain of our companies is that of creative solidarity. This is a term that I first heard from Professor Quadrio Curzio during one of his speeches in Rome. This means that it's not simply charity but it's social impact action. Over the years, in fact, the concept of philanthropy has gradually evolved to corporate good citizenship. In the face of the inevitable downsizes of the welfare state in Italy and abroad, the contribution of companies and their corporate foundations to the emergent social need is ever more important. The issue is how to become an effective actor in the so-called second welfare, i.e. the common good pursued through private action.

Bracco, in more than 90-year of its history, has always paid close attention to the communities where it operates, launching many different projects ranging from culture, arts, science, environmental sustainability, youth and education employment solidarity. Responsibility is deeply rooted in the Bracco corporate culture but also in the family culture and the values. Bracco Foundation's projects are the concrete outcome of this endeavour. Since the theme of the consultation today focuses on education, I will name some of the ongoing projects and the results achieved over time.

First, I would like to mention our 20-year experience with Bracco CPP. CPP stands for Psycho-Pedagogical Centre. It is a public-private partnership to identify, prevent and reduce childhood and adolescent learning difficulties. Thanks to free services offered by three Bracco CPP centres we aim to support learning difficulties and to prevent bullying. The CPP Centres are located one in Milan, where Bracco Imaging has its headquarters, and two in the outskirts of Milan where Bracco has productive sites.

The centres deal with issues such as learning disabilities, attention deficits, hyperactivity. The services also include free clinical diagnosis for learning difficulties for children of low-income families. It is a great help for these families who otherwise could have to wait more than one year to get this public service from the National healthcare services. The diagnosis is mandatory for a school to offer teaching support and special tools to pupils. We are well aware of the damage of having a student to wait more than one year to receive teaching support. There are high

social costs in terms of school dropout and self-esteem. This is why we decided to strongly intervene in this area.

This is an example of complementary welfare that the Bracco company offers. We are complementary to the welfare state. Where the welfare state doesn't have the resources, the company reaches these needs. We operate with 25 schools and we've reached more than 6,000 beneficiaries over time.

Another example is a more recent project. It's called "Kiriku, a school for inclusion". It is developed to tackle educational poverty through a mix of activities developed in one of the most multi-ethnic towns of Italy. It is Baranzate, a small municipality. It's 11,000 inhabitants, all those in the outskirts of Milan. 33% of the residents are foreigners, and those who are born foreigners are 64%. It's a low-income area, of course unfortunately. This project addresses children aged from 0 to 6 and has helped hundreds of minors- 230 exactly- and their families with educational and healthcare services, more opportunities for informal learning and the involvement of the entire community, the local community in the care of the most vulnerable families attending the school. As informal learning, we promoted art, laboratories, museum's visits for children and families- some of the families have never been to a museum in their life- music workshops because we know music is an international language. It's the language for everybody.

We also promoted other types of experiences. For example, yesterday there was an opening of an exhibition called "All the hours in the world" staged by Bracco Foundation where we highlighted through photography the family life: the relationships and the care of different families in Baranzate. The message conveyed through this photo exhibition is that there are different traditions in Italy, different identities that can coexist in a plural, cohesive and tolerant space. What we have to do is to create this space, and we as Bracco Foundation try to generate and promote this space.

The last project I want to cite is not about fragile but is for talented young people. We also try to promote projects and to give opportunities to support talented young people and to promote intergenerational

mobility. The project that we realized is called Progetto Diventerò, 'I will become', where in the last 8 years we have invested 1.5 million of euros. What we do is that we try to create positive incentives for young people who want to invest in their future. These incentives are, of course, economic support: grants, awards and research grants but also, we try to help them to develop soft skills through a mentor. As achievement, 70% of the young people who are the so-called Diventerò, 600 young people had the opportunity to access the grants. 70% of them are working or studying after having a grant from the Bracco Foundation.

To conclude: these initiatives I've just outlined are drops in the ocean, but there is a high cost in doing nothing in the social sphere. Preventive and effective measures for cohesive and inclusive development yield a high return socially, culturally and for a better future. I'm very interested in the future since it's the place where I'm going to spend my life.

Moderator: Thank you, Gaela. Maybe it's necessary you give just two words on what Bracco is because the Italian participants know Bracco but maybe the foreigners don't.

Gaela Bernini: Bracco is an international Group active in the healthcare sector and a leader in diagnostic imaging. It has around 3,420 employees and annual total consolidated revenues of around 1,29 billion euros. Contrastagents are medical substances used to improve the diagnostic accuracy of biomedical imaging and the care of patients affected by diseases of varying type and severity.