



INSTITUTIONAL DECK

JANUARY 2025

THE MEANING OF THE GAMES

A figure skater is shown from a top-down perspective, standing on a white ice rink. The skater is wearing a dark blue jacket and pants, and is holding a silver pole. A large, semi-transparent green circle is centered over the skater. The background is a dark teal color with concentric circles and a dashed yellow line.

THOUSANDS
compete
for excellence

MILLIONS
are
engaged

BILLIONS
are inspired



FONDAZIONE **MILANO CORTINA** **2026**

Milano Cortina 2026 is a private Foundation. Institutions, local administrations and the world of sport are represented on the Executive Board. The Foundation is responsible for planning and implementing the Olympic and Paralympic Games. Its task is organising, managing and promoting every sporting aspect of the event (infrastructures are excluded). It carries out its duties as a private entity in fulfillment of the contractual obligations assumed towards the IOC.

FONDAZIONE MILANO CORTINA 2026

Among its main activities

01.

Operations and activities related to the design of competition and ceremony venues, and of the transport system

02.

Procurement of services and goods necessary for the delivery of the Games (e.g. hospitality, medical services, internal security, logistics)

03.

Games
Technology

04.

Activities related to sporting events, test events, opening and closing ceremonies, cultural and educational programs

05.

Marketing and
sponsorship

06.

Marketing of
merchandising

07.

Ticketing and
hospitality
management

08.

Communication and
public relations

VISION

To celebrate the Olympic and Paralympic values with the energy of Italian contemporary culture and its unique **Spirit**. To shape a healthier, brighter and more sustainable future – together.

MISSION

To deliver pioneering Games inspired by a new vibrant and dynamic Italian **Spirit**, that will offer precious opportunities to young generations through Sport.

THE 4 PILLARS OF MILANO CORTINA 2026 BRAND

TIMELESS AND CONTEMPORARY

IT IS AGELESS

A state of mind regardless of age – a new creative energy which, starting from our roots, acts in the present and, through the values of sport, can become the foundation for future change.

YOUNG AND RESILIENT

IT IS INGENIOUS

The proactive mindset characteristic of the younger generation's attitude in overcoming obstacles. A reflection of our core qualities – creativity, inventiveness and problem-solving skills – all essential in meeting future challenges.

POSITIVE AND EQUITABLE

IT IS ABOUT COMMUNITY

It is a sense of belonging that enables us to embrace innovation and progress. To sensitively and respectfully shape a brighter, happier and more sustainable world for future generations.

WARM AND PASSIONATE

IT IS A RESPONSE to the desire for authenticity, beauty and Italianness

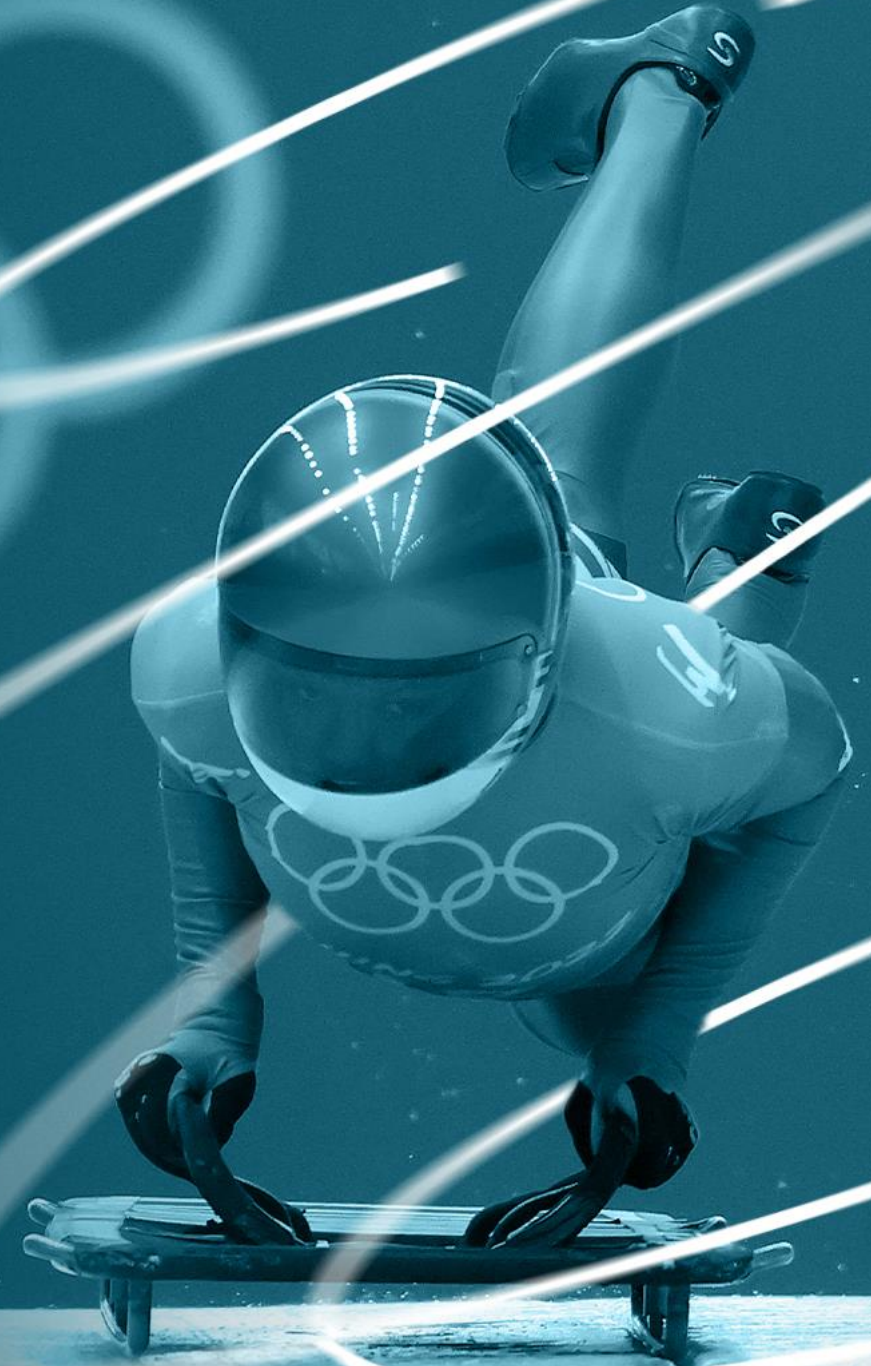
that demonstrates our affinity and sensitivity for diversity, with the aim of shining a new light on the Olympic and Paralympic values.



MILANO CORTINA
2026



**OLYMPIC
GAMES**
*06-22 FEBRUARY
2026*





MILANO CORTINA
2026



**PARALYMPIC
GAMES**
*06-15 MARCH
2026*



MILANO CORTINA 2026

Numbers



16 OLYMPIC
DISCIPLINES

6 PARALYMPIC
DISCIPLINES

18 VENUES

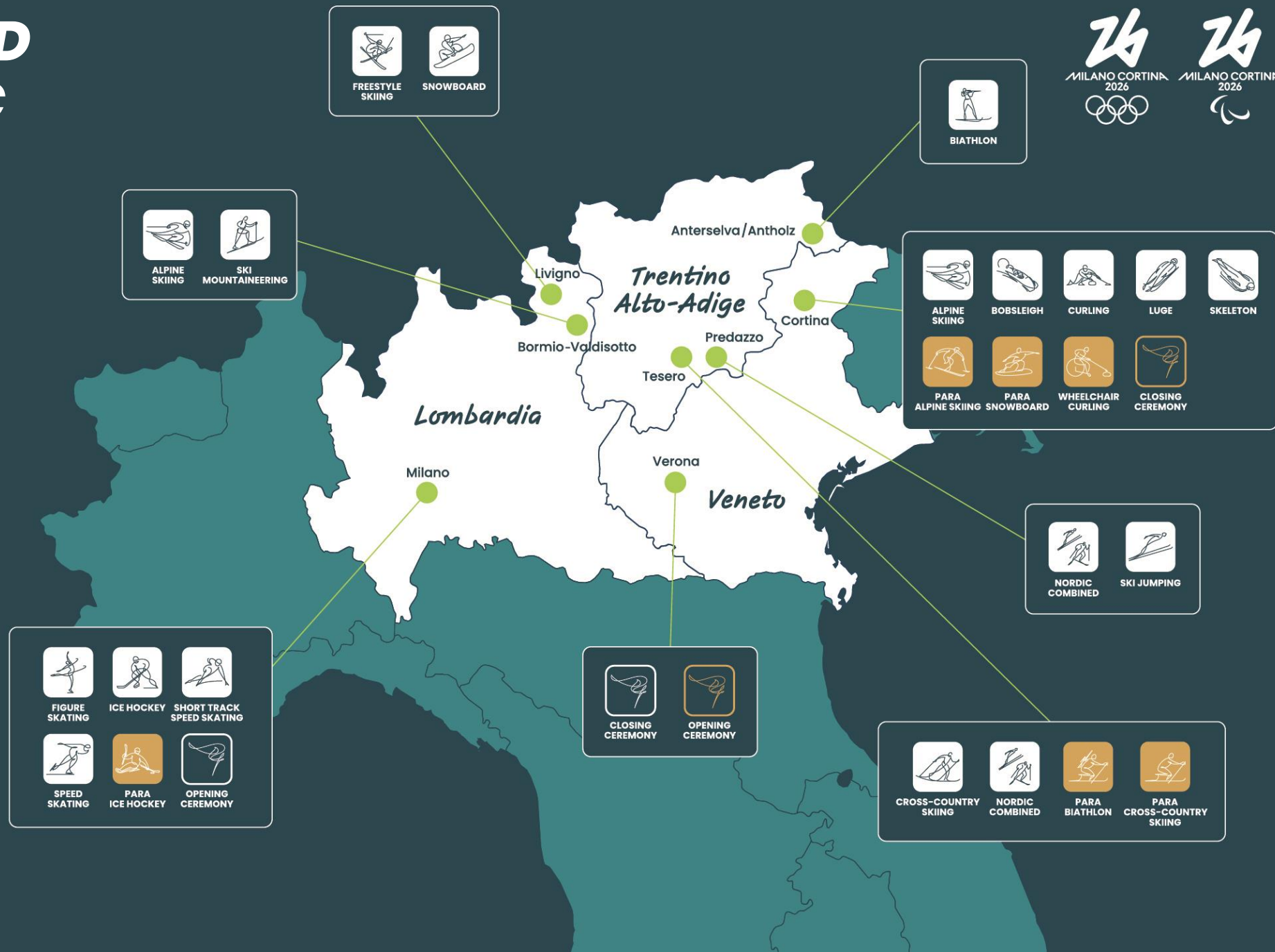
MORE **3500** ATLETES
THAN

MORE **90** COUNTRIES
THAN

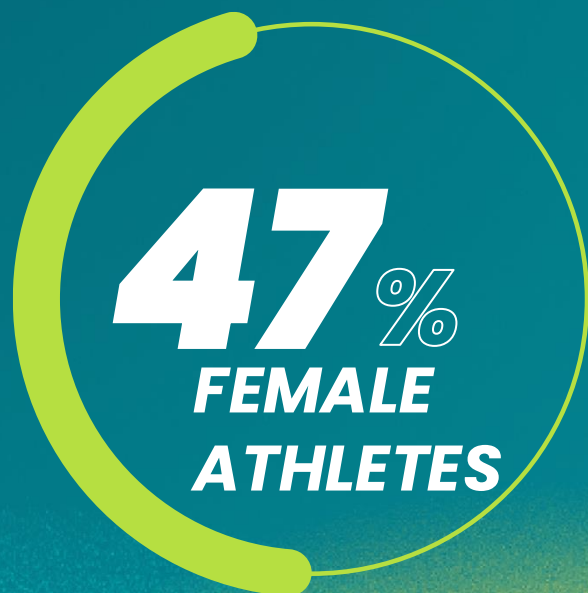
304 SPORT
SESSIONS

195 GOLD MEDALS
TO BE ASSIGNED

OLYMPIC AND PARALYMPIC VENUES



THE MOST GENDER – BALANCED GAMES IN HISTORY



1.362

Women
competing

1.538

Men
competing

2.900

Total athletes

*More Women's Events
than ever before*

46

BEIJING 2022

+

4

NEW WOMEN'S
EVENTS

=

50

MILANO CORTINA
2026

CORE PROGRAMMES



Engagement *Italia dei Giochi*

Italia dei Giochi is an engagement platform open to all local authorities and Italian sports entities that intend to organise demonstrations and events aimed at promoting sports practice and Olympic and Paralympic values all around Italy.



Engagement *Fan 26*

The *Fan Team* is an official digital community of Milano Cortina 2026 where sport and Olympic and Paralympic values are the elements of adhesion and cohesion. Fans will be continuously involved with the aim of enthusiastically becoming the promoters and ambassadors of our project.



Education Program *Gen 26*

The *Gen26* Education Program aims to inspire new generations through educational sports activities and promotion of sports values. With the purpose of leaving a lasting legacy, the Gen26 program aspires to build a community of young sports fans, throughout Italy.



The Cultural Program

The Milano Cortina 2026 *Cultural* Program aims to express the country's culture and creativity, spreading values in an atmosphere of celebration and connection among people. This multi-disciplinary, widespread and participatory program, is open to the involvement of the artistic, creative and cultural sector to stimulate joint programming for the upcoming Winter Games.

SUSTAINABILITY AND LEGACY

HUMAN RIGHTS PROTECTION, GENDER EQUALITY

- Promoting gender equality and people with disabilities to overcome the Italian regulatory framework.
- Promoting equal economic opportunities for vulnerable people.
- Monitoring progress constantly and identify potential violations by implementing a dynamic Human Rights Due Diligence process, with a particular focus on all Milano Cortina 2026 branded products and services.



SUSTAINABILITY AND LEGACY

CLIMATE CHANGE, CIRCULAR ECONOMY, BIODIVERSITY AND NATURAL SITES

- Reducing, mitigating and compensating GHG (Green House Gas) emissions.
- Restoring local biodiversity.
- Activating circular economy initiatives in the use of goods and materials.



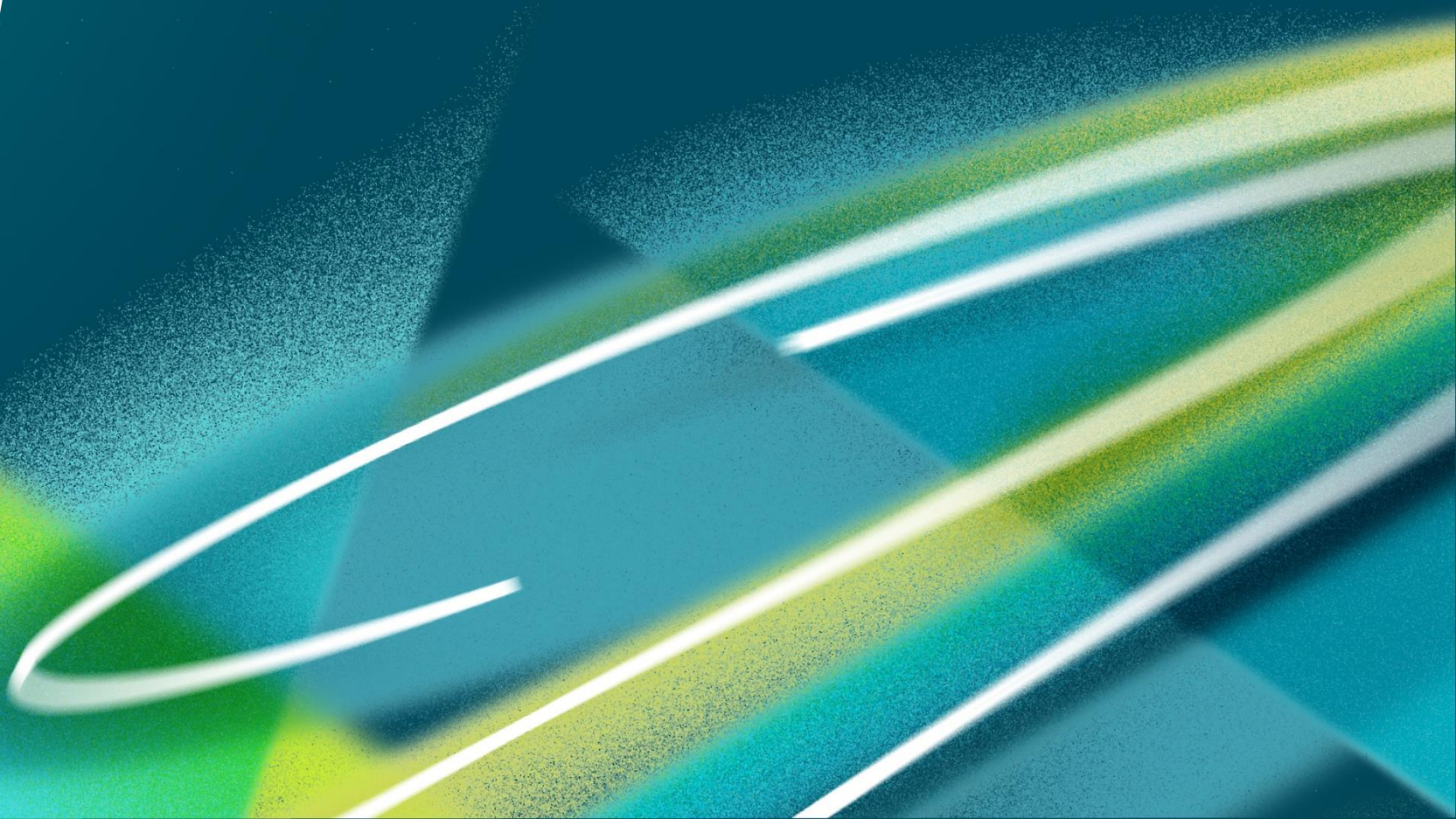
SUSTAINABILITY AND LEGACY

SOCIAL INCLUSION, ACCESSIBILITY, SPORT AND WELLNESS SUSTAINABLE ECONOMIC DEVELOPMENT

- Generating opportunities for direct inclusion through human resource management, procurement, and event organization.
- Promoting universal accessibility of sports facilities and infrastructure.
- Promoting the inclusion of vulnerable people through sports practice.
- Collaborating with stakeholders to achieve the pre-pandemic level of sports practice.
- Generating opportunities and collaborating with stakeholders to support sustainable economic development (e.g. circular economy, sustainable tourism ...).



***THANK
YOU***





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Olympic and Paralympic Premium Partners



Olympic and Paralympic Partners



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