

## Generali offers the *Generali - women in sailing Trophy* at Barcolana 53

- The trophy will be awarded to the first mixed team captained by a female helmswoman in the 'Autumn Cup' of 10 October
- The new location of the Historical Archives in Palazzo Berlam will be presented
- Environmental sustainability and gender equality are the focus of the event's initiatives

Trieste – Generali, *presenting sponsor* of Barcolana, the sailing event now in its 53rd edition and increasingly committed to environmental sustainability and diversity and inclusion issues, will award the *Generali - women in sailing Trophy* to the first mixed team captained by a female helmswoman in the 'Autumn Cup' taking place on 10 October in Trieste.

Generali, which has supported Barcolana for more than 40 years, shares the regatta's commitment towards society, promoting a culture of participatory sport, healthy lifestyles, environmental sustainability, and Diversity & Inclusion. The issues summarised in the motto of this edition of the sailing regatta, 'New routes', are complementary to those for the celebration of the Company's 190th anniversary in 2021.

Generali is one of the few companies with such a long history. By virtue of its know-how and international presence, the Group can anticipate new trends, both as an insurer and as a social innovator.

The **Chairman of Generali, Gabriele Galateri di Genola**, commented: "*Returning to the sea together, practising sport and discussing topics such as the environment, diversity and inclusion, and sustainability make this experience even more meaningful. We are living through a time of profound change, with opportunities for growth and improvement that we need to seize. For Generali, which is celebrating its 190th anniversary and whose ambition is to be a Lifetime Partner, it is a commitment to its people and the communities where it operates.*"

Sailing, a sport that Generali has historically supported and whose values it shares, will provide the opportunity to discuss gender equality, addressing the issue of marine occupations that have been traditionally deemed more appropriate for men. To address this, Generali is launching the *Generali - women in sailing Trophy* for the first mixed team to be guided with a woman at the helm. She will be awarded with a customized coaching and leadership programme delivered by the Generali's Group Academy.

The 'women in sailing by Generali' project at the Barcolana event aims to give importance to all women taking part in the event at sea, on land and in the organisation. A special Gallery will be published on the website [www.barcolana.it](http://www.barcolana.it), to inspire more and more women to become key figures, not only at sea.

Palazzo Berlam will be the throbbing hub of activity in Trieste, where Generali was founded in December 1831. It is one of its historic buildings and it has been recently renovated by the internationally acclaimed architect Mario Bellini. Today Palazzo Berlam is both the location of the recently transferred Historical Archives and the Group Academy, whose strategy also includes diversity in terms of gender, generations, culture and inclusion.

The Historical Archives now have a new look, curated by GPA - Gabriele Pitacco – Architect and Acrobatik for the graphics. The courses and classroom experiences of the Group Academy, the Group's new global training centre, will also be launched at Palazzo Berlam.

On the occasion of Barcolana, from 6 to 9 October, Palazzo Berlam will be illuminated with lights, images and phrases telling a shared and sustainable vision of the future, starting from the city where the Company was founded and emphasising its commitment to environment and gender equality.

The environment and sea topic will be the focus of the Sea Summit organised by Barcolana, the first edition of the scientific dissemination and political, economic and social in-depth analysis event dedicated to the sustainability of water systems. Generali will be present with its Chairman, Gabriele Galateri di Genola, and with its Group Head of Sustainability and Social Responsibility, Lucia Silva.

Furthermore, to help raise awareness of Barcolana, Generali supported the publication in Italian of the book 'Barcolana - Un mare di racconti'. Published to mark the event's 50th anniversary, it now includes updated English content so that its history and the project that made it famous internationally are represented.

In the past few years, the themes of environment, integration, and Diversity & Inclusion have been at the centre of the initiatives promoted by Generali on the occasion of Barcolana. This is exemplified by Isabelle Joscke, an internationally-renowned sailor and athlete engaged in social work with the "Horizon Mixité" association, and the "Generali Sea Talk", conversations with famous sailors Dee Caffari and Vicky Song.

#### THE GENERALI GROUP

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in 50 countries worldwide with a total premium income of more than € 70.7 billion in 2020. With nearly 72,000 employees serving 65.9 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. A commitment to sustainability is one of the enablers of Generali's strategy, driven by the ambition to be a Lifetime Partner to its customers, offering innovative and personalised solutions thanks to an unmatched distribution network.