



Ministry of Foreign Affairs

# STAKEHOLDER CONSULTATION

*Commissioned by the Netherlands Enterprise Agency*

*>> Sustainable. Agricultural. Innovative.  
International.*

# Activity 3



# STAKEHOLDER CONSULTATION

# Stakeholder consultation

- The **2026 Milano Cortina Winter Olympic and Paralympic Games** are **key sporting events** as well as an **opportunity to showcase innovative and sustainable products and services**. The Games are expected to generate **direct and indirect demand across various branches of the Italian sport system** as well as **related sectors concerning mobility, tourism and digitalization as well as research and innovation**, presenting opportunities for Italian and Dutch companies and knowledge organizations to work together or in complementary areas.
- The **third part of this Market Study** conducted for the Netherlands Consulate General in Milan **provides an overview of the feedback gained from conducting interviews and exchanges with various stakeholders**. The interviews were conducted by video-platform or telephone with **10 stakeholders** from across the territory hosting the Winter Games and in Rome.
- It is important to underline that this is not a survey and has no statistical significance but is a **collection of insights and feedback** around a particularly momentous set of events in the host territories. We seek to create a **mosaic of impressions** that characterize the setting for the Winter Games from the perspective of a broad variety of stakeholders.
- The **Orange Sports Forum** was also consulted in order to gain a better overview of Dutch companies and knowledge organizations in the Netherlands sports system and their products and services that could be involved in eventual cooperation with Italian companies and knowledge organizations.
- A **site visit** was made to **Cortina d'Ampezzo** and the **main roads connecting Belluno to Cortina** and linking **Cortina to Anterselva and the A22 Motorway**.



# Stakeholder consultation -- Overview

- 10 organizations participated in interviews that were conducted by video platform and by telephone during February and March 2023
- These included: 3 research centers associated with universities and 1 EU-level research organization; 1 Sports Organization dedicated to paralympic winter sports; 1 major international Media/broadcasting company, 1 national Business Association, 1 Provincial Administration and 1 Regional Administration hosting several Olympic/Paralympic events, as well as the Public Sector Organization in charge of coordination of infrastructure investments.
- 1 organization provided general comments and information on a project of interest, but did not participate in an actual interview
- The interviewed stakeholders are based in different parts of the Olympic/Paralympic territory stretching from Lombardy to Veneto to the two autonomous provinces of Trentino and South Tirol.
- More than 30 stakeholders were contacted to participate in interviews.



# ACTIVITY 03. STAKEHOLDER CONSULTATION

CONSULTED STAKEHOLDERS LOCATED IN TERRITORIES HOSTING WINTER GAMES AND IN ROME



Source: map [milanocortina2026olympics.com](https://milanocortina2026olympics.com)



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## STAKEHOLDERS CONSULTED



Organization*	Type	Role	Consulted
<b>Centre of Applied Studies for the Sustainable Management &amp; Protection of Mountain Areas</b> , UNIMONT—University of Milan (Edolo campus <a href="http://www.unimontagna.it/chi-siamo/crc-ge-s-di-mont/">www.unimontagna.it/chi-siamo/crc-ge-s-di-mont/</a> )	University Research	Concerned with the sustainable management and protection of mountain areas, including ski areas and glaciers	14/02/2023
<b>CeRiSM—Mountain, Sport &amp; Health Research Centre</b> *, University of Verona (Rovereto campus) <a href="http://www.cerism.it/">www.cerism.it/</a>	University Research	Fundamental and applied research and testing focusing on athletes and performance in extreme conditions (altitude, temperature), field testing labs	28/02/2023
<b>Italian Federation of Paralympic Winter Sports (FISIP)</b> , Milano office <a href="http://fisip.it/">fisip.it/</a>	Paralympic Sports Fed.	Promotion and organization of paralympic winter sports—paralympic Alpine skiing, snowboarding, cross-country and bob	06/03/2023
<b>I-STAR Institute for scientific &amp; technological research in sports</b> , University of Trento (Rovereto campus) <a href="https://projects.unitn.it/istar/it/">https://projects.unitn.it/istar/it/</a>	University Research	R&D and testing of materials used in sports equipment and sportswear	08/03/2023
<b>WarnerBrosDiscovery</b> , Milano office <a href="http://discoverysports.com/">discoverysports.com/</a>	Media/ Broadcasting	Coverage and broadcasting of winter sports events, video contents	14/03/2023
<b>EURAC Research</b> , Centre for Advanced Studies, Bolzano <a href="http://www.eurac.edu/it/institutes-centers/center-for-advanced-studies">www.eurac.edu/it/institutes-centers/center-for-advanced-studies</a>	Private research	Interdisciplinary research, focus on tourism and socio-economic impacts	15/03/2023
<b>Società Infrastrutture Milano-Cortina 2020-2026 S.p.A. (SIMICO)</b> , Rome <a href="http://www.simico.it/">www.simico.it/</a>	Public agency	Public Infrastructure coordinating authority for infrastructure and facility works related to the 2026 Winter Games	15/03/2022, 23/03/2022
<b>ASSOSPORT</b> , based in Mestre (c/o Confindustria Veneto) <a href="http://www.assosport.it/">www.assosport.it/</a>	Business association	Nat. Assoc. of Sporting Goods Manufacturers represents, defends & promotes, nationally/internationally, companies producing and/or distributing sports clothing, footwear & equipment in Italy	22/03/2023
<b>Autonomous Province of Trento</b> , Department of Crafts, Commerce, Promotion, Sport and Tourism <a href="https://www.provincia.tn.it/">https://www.provincia.tn.it/</a>	Public sector	Public Authority for autonomous province	23/03/2023
<b>Lombardy Region</b> , Department of Sports and Major Sports Events	Public sector	Public Authority for Lombardy Region	04/04/2023
<b>KlimaHaus/CasaClima</b> , Bolzano <a href="http://www.agenziacasaclima.it/">www.agenziacasaclima.it/</a>	Energy Agency	Energy agency for South Tyrol, active in research and implementation, esp. Energy efficient buildings	15/02/2023 06/03/2023

\* The color of the shading is used to identify the stakeholder providing the observations indicated in the following sections

# Stakeholder consultation - Overview

- **Standard questions were prepared**, covering various topics including **sustainability, legacy, digitalization, research and innovation, fan engagement and inclusion** among others
- The **questions were then tailored to the type of stakeholder** and their concerns and interests
- Some standard questions were posed, but more detailed responses were elicited when the conversation reflected **topics that were directly relevant to the interviewee's organization or concerned them personally**. The stakeholders were invited to provide suggestions and to refer to projects or initiatives that are potentially of interest to Dutch companies and knowledge institutions.
- The following section reports on the responses that were gained in the interviews that were conducted in Italian and had a duration of between 30 and 65 minutes. The **responses are organized by topic area**, with **comments of various stakeholders indicated in different colors**.
- The interviews allowed gathering views and insights on concerns regarding the events and opportunities for cooperation.



# ACTIVITY 3. STAKEHOLDER CONSULTATION

## GENERAL AREAS OF INTEREST AND CONCERN TO STAKEHOLDERS



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Climate change and risks

Risk of cancellation of outdoor sports events due to lack of snow and/or high temperatures; anomalous weather events including high winds, extreme snow fall, rain

On 14 March 2023, the **special slalom of the Paralympic Alpine Skiing World Cup Finals** (technical disciplines), organized by the Cortina Foundation in cooperation with FISIP, was **cancelled due to rain**.

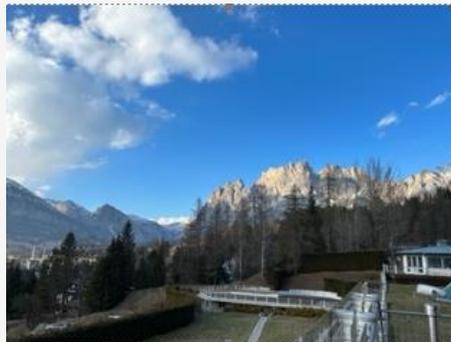
FISIP website



Cut trees along **Cortina-Dobbiaco road**—thousands of trees were knocked down during the VAIA event in 2018 (below)



Photo: Magnifica Comunità di Fiemme



Cortina on 9 March 2023

The **train line from Brescia to Edolo** (near Bormio) has been blocked at different times due to **flooding and landslides**

UNIMONT

We have hardly had any precipitation so far (mid-February 2023)

CASA CLIMA



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Logistics and Mobility (1/3)

- We are concerned about the fact that we will have to send **multiple crews** to **different locations spread across a wide territory**—it takes 6.5 hours to go from Bormio to Cortina—the **broadcasting teams will have to be smaller and more agile than in the past.**
- It is difficult for our crews to travel by public transport, with all the equipment we must bring. In the end we need to use **private vehicles**
- **Parking is another major concern**, especially for professionals who work at the events and must bring crews and equipment to areas without convenient public transport access

**WARNER BROS DISCOVERY**



New **parking meter** at parking area of former railway station in Cortina — not so easy to understand how it works (cash + card)

- There is a **clear need to invest in sustainable public transport.** In our territory we are concerned about mobility without getting into traffic jams--It is not clear how all of these people will move around (during the events)
- Many of the **mountain passes** leading to Bormio from other parts of Italy, Switzerland and Austria are **closed in winter**, thus concentrating traffic flows

**UNIMONT**



Now all traffic must go through the town, but a **bypass with a tunnel** is being built under and around **Cortina**—the «**varianti**» of **Cortina and Longarone** (town after the A27 motorway ends) are **two of the biggest infrastructure investments** being made

**SIMICO**

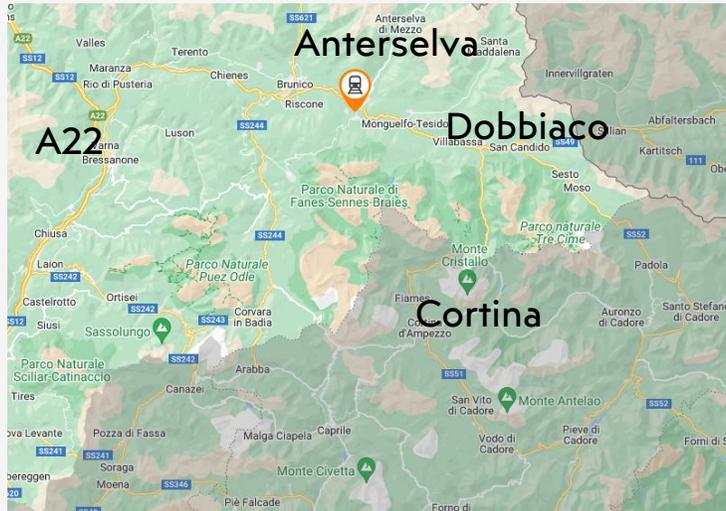


# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Logistics and Mobility (2/3)



Detail of sign announcing the site of the 2026 Winter Olympics at intersection for Anterselva



Dobbiaco Station

Now there is a direct train between Rome and San Candido in South Tyrol «Treno della neve»

UNIMONT

The Val Pusteria road goes from the **A22 Motorway** to Rasun/**Anterselva**, then to Dobbiaco and Austria. The SS51 connects Dobbiaco to **Cortina**. This is the **route that Dutch teams/fans will likely take to Anterselva and Cortina if they are driving from the north**. A train travels through **Val Pusteria**, with stops at **Valdaora/Anterselva** and **Dobbiaco**

Along the SS51 road between Cortina and Dobbiaco, the railbed is now used as a bikepath/loipe for cross-country skiing.



It would be nice to **rebuild the train connection between Dobbiaco and Cortina**—that would resolve a lot of problems

EURAC



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Logistics and Mobility (3/3)

### FINDINGS: NEW PROJECTS

- There is a clear need to invest in public transport
- **Valsugana** in Trentino is also working on introducing new trains—50% electric and 50% H2—with a new **H2 hub to be set up at the Trento Nord A22 exit**
- In **Valcamonica**, Lombardy (Brescia-Iseo-Edolo—gateway to Bormio), the railway will be equipped with **hydrogen-powered trains by 2025**—but you still need to get to Bormio by bus or car

UNIMONT



- We are replacing our diesel trains with cleaner trains in **Valsugana**
- We are also setting up a VRT system with *priority lanes* for public bus transport with “0” environmental impact in **Val di Fiemme and Val di Fassa**

PROVINCIA AUT. TRENTO

Our Region is investing in transport both via rail and bus

LOMBARDY REGION



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Connectivity and digitalization 1/2

Our big concern is **CONNECTIVITY AND BROADBAND AVAILABILITY in mountain areas** allowing broadcasting.

- In Bormio it is a **real problem when there are a lot of tourists and when there are big events—the WiFi becomes overcrowded.**
- Some people have tried Elan Musk's system for connectivity, but not always with good results
- **Access to 5G needs to be guaranteed** to those broadcasters who are working at the events

**WARNER BROS DISCOVERY**

Access to WiFi and fiber are needed in the mountain valleys of Lombardy. Installing **5G and fiber in the mountain areas for the Winter Olympics** will be an important legacy for the local communities—we don't have the opposition to 5G like you have in the city

**UNIMONT**

**Digital is pervasive in everything we do in our research and testing, sensors, GPS, equipment**

**CeRiSM**



**Trento Province** has made **substantial investments in fiber and ultra-large broadband** also connecting to **Val di Fiemme—the free TrentinoWiFi system** has access points in the Winter Olympic sites Tesero and Predazzo

**PROVINCIA AUT. TRENTO**



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Connectivity and digitalization 2/2

We have created the **TRENTINO GUEST PLATFORM** accompanied by an **App**, which provides **integrated information and services for mobility, accommodations and health services**—this will be an important tool for tourists planning to come to the Winter Games in our territory

**PROVINCIA AUT. TRENTO**

The Lombardy Region has set up a digital platform «**Osservatorio Regionale degli Sport di Montagna (OSM)**» (*Regional Observatory of Mountain Sports*) which collects data on the material and professional resources relating to mountain sports and infrastructure in Lombardy. Besides collecting data on ski slopes, ski lifts, lodges, hostels, ski and ski mountaineering schools, as well as injuries incurred during ski seasons, it provides a **Viewer**, allowing to **view on a geographic and navigable basis, all information related to mountain sports infrastructure**. Relevant stakeholders are required to update the information in the platform.

**LOMBARDY REGION**



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Athletes needs and sports facilities 1/2

We work with **FISI (Italian Winter Sports Federation)** to **test their athletes** and with **companies to test their products and equipment**, working for almost all companies in the **Montebelluna District** (boots and ski boots).

We even had a **stand at ISPO**, the winter sports tradeshow in Munich

At our Center in Rovereto, we have **biometric measuring systems** and a **chamber** where we can **simulate high altitude** and **extreme temperatures** in order to prepare athletes for these conditions and we have **testing facilities in the field:**

Val di Fiemme, Val di Fassa

Could also be used for pro cyclists

CeRiSM



In the new **Olympic Sport of Ski Mountaineering**, the concern is keeping the weight of the equipment low, while also ensuring performance. There is a **weight/time ratio** that has to be considered.

I-STAR

Besides Bormio and Livigno, **other sites in Lombardy (homologated pistes)** will be used for training of the **Olympic and Paralympic athletes** in order to avoid overcrowding and to give teams a chance to practice within the overall area.

LOMBARDY REGION



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Athletes needs and sports facilities 2/2

The **Baselga di Piné Facility (ice stadium/outdoor track)** in Trentino is no longer going to be the venue for **Olympic speed skating events**. It is being restructured as a new **International Olympic Training Center** open to athletes from different countries by **2025**.

- The **ice stadium and outdoor track** will be refurbished for **high-level training for speed skating, short track**, curling, hockey and figure skating;
- There will be a **“dry gym”** for athletes training with **accessibility features allowing use by paralympic athletes**
- Added benefit as a **high-altitude facility at nearly 1000m** above sea level allows better oxygenation of athletes' blood.

PROVINCIA AUT. TRENTO

It is important to **develop something that is not just for the Olympics** but also beyond the Olympics—**Legacy**

UNIMONT



SIMICO launched a **preliminary market consultation** for construction of a **temporary Olympic Village** in an area of about 6 ha located in the **municipality of Cortina d'Ampezzo**, Campo locality. The complex is to accommodate about **1,200 users** – including fully accessible accommodation for athletes (single and double rooms), services and common areas, complete with fittings and furnishings for indoor and outdoor spaces.

SIMICO website



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Impacts on local communities and businesses

It is important to understand the **positive and negative impacts of Olympic image and tourism linked to major events**

- Concern about **crowding-out effects** of major events on tourism
- **A lot of hotels in Cortina are owned by outside companies** and events do not benefit the locals much
- But very **positive effects** of the Winter Games on **interest in sports** of the population—**doing more sport is healthier!**

EURAC

One important task for us is to **train young people to accompany the events**

CeRiSM



We are concerned about **where our staff will be lodged** during the events and **the prices that will be charged**

WARNER BROS DISCOVERY

It is important to **consider involvement of the local population and businesses, especially SMEs**, in the events

- The events should incentivize using **local mountain products from Alpine agriculture**. Our local farmers are very good at providing **sustainably catered products**
- **Bormio is trying to «deseasonalize» its tourism** away from the winter season—it has been focusing on biking and spas

UNIMONT

Holding the events in **both urban and mountain settings** is an interesting concept

- We are familiar with the work of Paul Peeters at Breda University of Applied Sciences and Ko Koens on **New Urban Tourism** at InHolland University of Applied Sciences

EURAC



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Procurement and contracting 1/2

**SIMICO is the Central procurement & contracting station and engineering company** for infrastructure works related to implementation of **Winter Olympic & Paralympic Games**

The “**Cabina di Regia**” on the Milano Cortina Winter Olympic and Paralympic Games meets once a month – **it is like a mini “Council of Ministers”** but also includes the **Regional and relevant Municipal Authorities**

**SIMICO**

**Careful attention to transparency:**

All major **tenders and projects published on SIMICO website**. A section leads directly to public tenders (connected to **Ministry of Infrastructure & Transport**).

**It is important to monitor our website**—any important development is published there...we also have **INTERACTIVE MAPS** showing where the **73 essential and non-deferable and essential investments** are to be made and various details about the projects

**SIMICO**

### **NEW PUBLIC PROCUREMENT CODE 2023**

- Aims at reducing time needed for works by 6 months to 1 year.
- De facto **eliminates tenders for majority of public contracts:**
- **Up to € 150k** can proceed by **direct award**,
- **Up to €1 million** by **negotiated procedure w/out tender notice** by inviting 5 companies;
- **Up to EU threshold of €5.38 million** by inviting 10 companies;
- For **works up to €500k**, **small municipalities can contract directly** without going through qualified contracting stations.
- to ensure work completion, **so-called cascade subcontracting** may be carried out.
- **National database of public contracts (under ANAC)**. To be operational from 2024 as a kind of registry of economic operators, including with possible grounds for exclusion



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Procurement and contracting 2/2

**Tender for Predazzo ski jump launched.** Following the shift of the Olympic speed skating facility to Milan, the **Trento provincial Procurement and Contracts Agency** has given the go-ahead for the tender for the final design and improvement works for the "**Giuseppe Dal Ben**" ski jumping stadium in Stalimen. The total contract amount (€16,77m euros) will be awarded through an **open procedure above the EU threshold**, with the criterion of the most economically advantageous bid. The deadline for submission of bids is May 16, 2023.

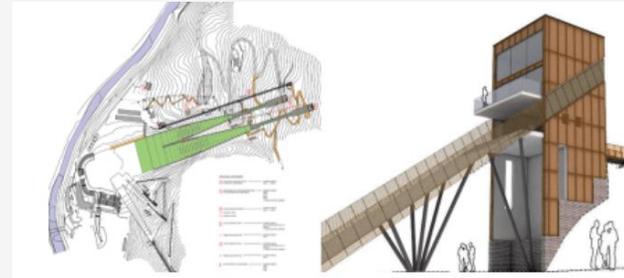
**PROVINCIA AUT. TRENTO**

Over the **threshold of Community Relevance**, competitive tenders are **open to Dutch companies**-- generally foreign companies join in a consortium with Italian partners

**PROVINCIA AUT. TRENTO**

**€2m Framework agreement** with a single economic operator concerning the execution of specialized services in the fields of environment, acoustics and archaeology, related to the works of the Milan Cortina 2026 Olympics under the management of the Società Infrastrutture Milano Cortina 2026 S.p.A. – deadline 14/04/2023

**SIMICO**



Some of the items needed for the event will be **temporary**--such as the **high-powered lighting** needed for Olympic events: powerful **1500W** lights vs 350-700W lights that are permanently installed. This is likely to be a separate tender, not part of main infrastructure

**PROVINCIA AUT. TRENTO**



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## B2B Partnerships and Sponsoring

**ASSOSPORT** is the Association of the Italian Sporting Goods Industry that represents and supports the Italian sports clothing-, shoe-, and equipment-manufacturing companies that, together, make up one of the most competitive assets of the Italian economy.

**ASSOSPORT members** include some big international names (Blizzard, Nordica) but also many **smaller companies**.

- Many of these firms have a very provincial attitude and are not very open to outsiders, so it is important to have a **“curated setting” for them to get to know foreign companies**
- **We would be happy to cooperate in organizing a B2B event** for Italian and Dutch companies in the sports equipment industry

**ASSOSPORT**

We would be very pleased to have foreign sponsors! We are open to Dutch sponsors and partners.

**We need visibility for our sports**—no one knows about the phenomenal results of our athletes

**FISIP**

Opportunities to work together with Paralympic sports federations

**Casa Olanda** worked very well during the 2006 Torino Winter Olympics. We imagine that the Dutch companies know their way around the different partnerships and sponsoring opportunities

**ASSOSPORT**



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## B2B Partnerships and Sponsoring

- **Use of the Olympic logo is very tightly regulated**—you cannot just slap the 5 rings on your products but must get **approval from the relevant organization**.
- We (Ferrino) have experience **sponsoring the 2006 Winter Olympics in Turin**—we had a license to produce **backpacks with the official logo of Torino 2006** which were given away as gifts--- now it is not possible to do this, as it is very regulated—and something that is reserved to partners
- There are **different ways of sponsoring and partnership**: sponsoring of **athletes** (also governed by the CIO) or sponsoring of **sports federations** (for example the sports clothing). It is also possible to sponsor **events** or «**pistes**» or «**facilities/lifts**» or to engage in **licensing**

ASSOSPORT

28 March 2023, **Milano Cortina 2026 Foundation** and **Confindustria Servizi S.P.A.** signed an **MOU FOR COLLABORATION AND PROMOTION OF MARKETING OPPORTUNITIES ARISING FROM THE 2026 WINTER GAMES.**

Companies interested in **partnership and licensing opportunities** can register through the link <https://www.confindustria.it/olimpiadi-milano-cortina-2026>, which also provides access to the **Milan Cortina 2026 Foundation's promotional materials.**

**CONFINDUSTRIA website**



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Sustainability Requirements 1/2

It is important that what is built is not a waste (i.e., Cortina sliding center)—but can be used again by athletes from different countries—for example use the Cortina facility for parabolic training and competitions

Legacy is really important to us—should use the **Lillehammer model**—the chalets were very nice, and they are still being used today. The other structures were temporary and used somewhere else

FISIP

- The **Basselga de Piné facility** is to be used as an **Olympic Training Center** both before and after the EVENT
- The **Olympic Village in Predazzo** will use the **existing barracks of the Guardia di Finanza** and will return to use as a barracks after the athletes leave

PROVINCIA AUT. TRENTO

It is important to reuse the facilities that are used in the **World Cup and world championships**, though the dimensions of the events are not comparable. A lot of the World Cup facilities are going to be used—there will be some new facilities like the Ice Hockey stadium (Palalitalia) at Rogoredo (Milan)

WARNER BROS DISCOVERY

The **new road infrastructures will also contribute to commuting** between mountain communities and urban areas—a sensitive topic

EURAC



A big concern is **what happens after the event**—We were very successful with EXPO 2015 and continue to use those facilities. It will be a challenge to continue to effectively use the structures that are not in Milan—we need to **work for a sustainable transition to post event utilization.**

LOMBARDY REGION



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Sustainability Requirements 2/2

There was an interesting proposal when a regassification project was being considered for Trieste—the **extreme cold from the LNG being regassified could be used to make ice or artificial snow to use in a sports facility** instead of being injected into the sea causing various problems for marine life

FISIP

A **Living Lab** conducted at Madonna di Campiglio focused on an *integrated energy management system* for a major ski area

UNIMONT

We are very concerned about **microplastics** in Italy's glaciers—these come from washing athletic wear (GoreTex) and use of personal care products.

Researchers from the University (Milan) have studied this in sensitive areas like the disappearing Forni Glacier.



UNIMONT

Interreg AlpineSpace project **TranStat Transitions to Sustainable Ski Tourism in the Alps of Tomorrow** will develop a physical & digital network of resorts in transition to share knowledge and experience. This project will bring mountain stakeholders together through a participatory approach in order to **test sustainable solutions based on economic, ecological and social analysis** in order to build a lively future in mountain areas! Italian stakeholders include **Lombardy Region** and **UNIMONT** (Edolo)

LOMBARDY REGION

UNIMONT

CASA CLIMA

Photo Forni Glacier: J. Culver



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Accessibility and Inclusiveness for Athletes and Fans 1/2

We are the **sports federation that is always raising issues!** We have a **new office in Milan**, which will improve cooperation with the Milano Cortina Foundation.

We are pushing to include Parabob as a Winter Paralympics sport, thus also making better use of the new **Cortina Sliding Centre**.

We run **ski camps for kids 6-10 years old in various locations, including Cortina**, to help create a new generation of paralympic athletes

FISIP



Our company does not have the rights for the Paralympic Winter games

WARNER BROS DISCOVERY



The barracks in Predazzo to be used as an Olympic Village will be **fully equipped for paralympic athletes—barrier-free**

PROVINCIA AUT. TRENTO

In the Netherlands and Germany there are huge warehouses that have been converted to indoor ski slopes with artificial snow—a 22-year-old **Dutch paralympic Alpine skier (mono-ski)** has been very successful!

FISIP



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Accessibility and Inclusiveness for Athletes and Fans 2/2

**Accessibility was one of the key elements of our candidacy** for the Winter Games.

Our Region is preparing **Guidelines for the definition of Accessible ski areas** that will be presented in Brussels late 2024-early 2025

LOMBARDY REGION

The **challenge is getting 40 athletes up the slope**. Sometimes more problems are created when a chairlift is substituted with a cabin lift that can't accommodate a wheelchair. Our athletes often **improvise to find solutions** for riding on ski-lifts, like a skateboard to move to the lift, or using a children's ski to move across the snow.

Something also needs to be done to provide access to fans who have difficulties in reaching Olympics sites—**new forms of broadcasting**

FISIP



Since public transport is not very accessible to wheelchair users, the **best method of transport remains the private car**

It is **not just a problem of accessibility of the events**, but also the **towns and the services—and bars**—it is difficult to get through the center of Bormio with a wheelchair—Need to improve the existing infrastructure.

It would be very helpful to have **big screens with voice commentary in accessible areas**, so that all fans can enjoy the events

UNIMONT



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Research and Innovation 1/3

The **needs of paralympic athletes is a very promising niche area for research**—for equipment, sensors, devices and processes.

Some European universities are working on projects to develop devices for wheelchairs and for athletes to get on the lifts and move to the competition starting area. We can't always wait for new products or equipment to be produced, **sometimes our athletes have to improvise on their own.**

FISIP

We don't have a map of the needs of our member companies, but **they could benefit from applied research that is practiced in the Netherlands**

ASSOSPORT



It is really important for us to **get out of the laboratory and get into the field**—that is why we have set up field testing facilities that allow us to test products and athlete performance—contributing to finding better performing and more sustainable materials for clothing, footwear and equipment

We were one of the first organizations to join **EPSI—European Platform for Sports Innovation**. We are open to cooperation with Dutch universities and companies; but we haven't worked with a lot of foreign companies except for those associated with Blizzard/Tecnica

CeRiSM



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Research and Innovation 2/3

We focus on athletes' and outdoor sport practitioners' performance and health, also in extreme conditions, using our **laboratories**—one is able to simulate the **effects of high altitude**, the other provides **extreme temperatures**. We have worked with leading companies such as **Blizzard/Tecnica, La Sportiva, Montura, X Bionic**

CeRiSM



We focus on **solid and structural mechanics, advanced composites, carbon fiber, laminates, various metals and materials, including graphene, nanotubes and self-healing materials** in order to find the most resistant and performing materials. We also **test recycled materials** that are used in sports equipment. We do research and testing on **materials used in sports equipment and footwear**, studying the effects of snow and ice friction. In ice sports it is necessary to minimize the attrition of the metal used in skates and sleds

One problem is finding the right materials for poles used in skiing and trekking—tradeoff between strength and rigidity, Besides different types of skis, bindings and poles, we test **materials for bicycles and sports apparel**

**We cooperate with industry and work for companies** in the area of materials research and testing

I-STAR



# ACTIVITY 03. STAKEHOLDER CONSULTATION

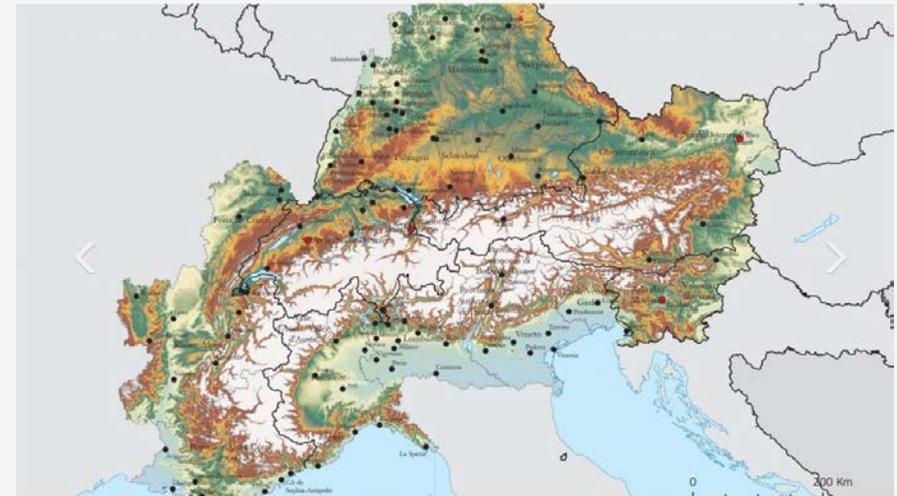
## Research and Innovation 3/3

The Winter Games of 2026 will take place at the heart of the territory covered by **EUSALP—the EU Strategy for the Alpine Region**. Most EUSALP projects are funded by the Interreg Alpine Space program, providing an **important lever for research and innovation cooperation** within the Alpine territories of the 7 member countries—  
Projects are undertaken by **9 Action Groups**, focusing on **Economic growth and innovation, Mobility and connectivity, Environment and energy**. Among **key topics** examined are **hydrogen as a mobility fuel and sustainable mountain tourism**.

**TranStat – Transitions to Sustainable Ski Tourism in the Alps of Tomorrow**

The pilot sites for the TranStat model are not the Winter Games sites in Lombardy, but the models that are being developed in the project are representative and replicable. We are setting up Living Labs in Chiesa in Valmalenco and Maniva Ski. The project has a duration of 36 months

**LOMBARDY REGION**



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Organization of the event

These are the first Olympics that apply the **Olympic Agenda 2020+5 principles**. It is important to **reuse the facilities from the World Cup and World Championship competitions**, though the dimensions of these events are not comparable.

**Future Winter Olympic events** should be hosted by **two countries on a cross-border basis** to dilute the effects and share the costs, like they do for soccer and basketball

WARNER BROS DISCOVERY

Holding the events in **both urban and mountain settings** is an interesting concept, but also poses **challenges!**

It is a **big opportunity** for our territory! **Interregional cooperation** will be very important to make it a success

EURAC

It is important that the Games are organized according to good sense. It has to be an **economically sustainable event using that what we already have.**

FISIP

This is not just an event like the World cup competitions, but **THE EVENT – the top event at the global level in the last 10 years!** The **scale** of it is something **totally new for our territory**. It is a **CHALLENGE** to make it a success—with very **high returns for our image**.

The **speed skating events** are almost certainly going to be held in **Milan** in a temporary facility due to the **accommodation needs, media facilities and quality required.**

PROVINCIA AUT. TRENTO



# ACTIVITY 03. STAKEHOLDER CONSULTATION

## Broadcasting and Fan engagement

We have Winter Olympic broadcasting rights in **49 countries**. We will provide at least 100 hours of Olympic Winter Games on TV. But our company does not have the rights for the **Paralympic Winter games**.

**Medals are the game changer** for interest in a sport (i.e. curling) Some events are better live (like **speed skating** and **short track**), but some are viewed more frequently after the competition (for example figure skating)

It is good to have *entertaining and innovative contents*. What works well are **key phrases** stated by athletes or commentators...**Bloopers and curiosities, something that is humorous**—always much appreciated. Some athletes are creating their own contents and posting on various platforms, obviously this takes away from the broadcasters who have to pay for the rights

**WARNER BROS DISCOVERY**

It is important that people see us! **Visibility of our sports and athletes is key!**

Something needs to be done to provide access to fans who have difficulties in reaching Olympic sites—also through new forms of broadcasting. At home, our fans (and particularly differently abled people) want to **see how our athletes perform and how they overcome their challenges**

It is important to **develop synergies with sponsors**—fan engagement is something we need to do together

**FISIP**



# Activity **3**



# FINDINGS: OPPORTUNITIES FOR COOPERATION

# FINDINGS: Opportunities for cooperation

- The **2026 Milano Cortina Winter Olympic and Paralympic Games** are **key sporting events** as well as an **opportunity to showcase innovative and sustainable products and services**. The Games are expected to generate **direct and indirect demand across various branches of the Italian sport system** as well as **related sectors concerning mobility, tourism and digitalization as well as research and innovation**, presenting opportunities for Italian and Dutch companies and knowledge organizations to work together or in complementary areas.
- **This section highlights the findings from Activities 1, 2 and 3 and presents opportunities for cooperation**
- **The SWOT Analysis provides a snapshot of the Strengths, Weaknesses, Opportunities and Threats concerning the 2026 Winter Games**
- **The opportunities for cooperation are presented in a generic manner for a wider range of Dutch businesses and knowledge organizations**



# FINDINGS - SWOT Analysis for the Winter Games

## STRENGTHS

- Location in well-established and iconic World Cup and World Championship destinations** of Cortina, Bormio, Antholz/Anterselva and Val di Fiemme
- Reuse of existing facilities and structures** 13 out of a total 14 facilities (93 per cent) will be existing or temporary.
- Alpine excellences** including in local agri-food products, equipment and innovations, as well as accommodation
- Territory with **business and research leaders**

## OPPORTUNITIES

- use of same locations and facilities for Paralympics**
- Opportunities for sponsorship and partnering** especially for paralympic sports
- Collaboration in research and innovation activities:** materials testing, athlete health and performance testing
- Access to leading companies in outdoor sports and equipment** located in Alpine Region through **Assosport**
- Investments in new **H2** powered transport infrastructure—Hydrogen Valleys (H2iseO, Valsugana) and **e-mobility**

## WEAKNESSES

- Significantly reduced organization budget** proposed Games operating budgets on average 20% lower than those of Candidate Cities for Olympic Winter Games 2018 and 2022.
- Complicated and lengthy public tendering procedures.**
- Inadequate WiFi/Broadband connections in mountain areas
- Accessibility** of infrastructures, facilities, services in hosting locations

## THREATS

- Climate change:** risk of not enough snow and not enough water in ski resort water basins, too warm for snow-making
- Mobility and logistics bottlenecks**
- Delays in construction of infrastructure and facilities
- Changes in planning and relocation of events
- Negative impact of large events on local territory

## 1. RESEARCH CENTERS OPEN FOR BUSINESS

**Research structures** were particularly open to participation in the stakeholder consultation and very interested in cooperation with Dutch partners—both other knowledge structures/research centers and companies:

- The two interviewed research centers based in Rovereto, Trento Autonomous Province, are part of the **Sport Tech system** that plays a key role in the territory in providing services to companies (i.e. boot, equipment and sports clothing manufacturers) as well as **sports federations**.
- EURAC is already cooperating with Dutch researchers and universities in studying the effects of tourism



**Progetto Manifattura, sustainability hub.** The historic *Manifattura Tabacchi* in Rovereto has been converted into a center for industrial innovation in the fields of green building, sustainable mobility, **sports technology** and life sciences.



# FINDINGS

## 2. COMPETITION AS A VECTOR FOR COOPERATION 1/2

Strong athletic competition between Italy and the Netherlands in **speed skating and short track** and in **paralympic alpine skiing** can be a vector for cooperation for athletic teams (**training, facilities, techniques**) and as well as for companies providing equipment, apparel, helmets, goggles and research centers (**athlete performance, materials performance**)

While the **Baselga di Piné Facility in Trentino** will no longer be used for Olympic speed skating events—to be moved to a **temporary facility in Milan** — it is being restructured as an **international Olympic Training Center** open to athletes from different countries.

The **ice stadium and outdoor track** will be refurbished for high-level training for **speed skating, short track, curling, hockey and figure skating**---with the added benefit of being a *high-altitude facility* at nearly 1000 m above sea level for better oxygenation of athletes' blood.



Innovative technologies and services will be needed in the **ice rink construction and restructuring operations** both in Milan and Baselga di Piné, including advanced ice-making and refrigeration



## 3. PARALYMPIC AND ACCESSIBILITY OPPORTUNITIES

**Paralympic alpine skiing and other paralympic sports** provide opportunities to work together for Paralympic federations and companies providing products and services

Opportunities  
to work  
together with  
the Paralympic  
federations



- The **Baselga di Piné Facility in Trentino** will also include a **dry gym** that is **accessible to paralympic athletes** from other countries, allowing Dutch athletes who live at or below sea level to benefit from physical conditioning training at **high altitude**.
- Lombardy is undertaking to make **various ski areas more accessible** and will need services and products once the sites (beyond the two Olympic venues) are defined – deciding factor in bid for the 2026 Winter Olympic/Paralympic Games
- Need to ensure that **hosting locations** are accessible: including town centers, bars, restaurants, other venues, transport/mobility
- Event management and creation of accessible areas at event sites for fans with special needs** equipped with **big screens with voice commentary**

## 4. IMPORTANCE OF MONITORING EVOLVING SCENARIO

In the nearly three years until the EVENTS take place, it is important to stay updated on new developments in the preparations for the Olympics. **Constant monitoring of the Foundation Milano-Cortina 2026 and the SIMICO websites is recommended.** In particular, the SIMICO website provides updates on the bigger infrastructure interventions.

- The **Foundation Milano-Cortina 2026 and SIMICO websites** news sections are updated nearly every day
- **Events and tours** are organized for different key stakeholders

Baselga di Piné no longer indicated as speed skating location

A series of occasions organized to get to know the territory and the event locations and facilities:

- **World Broadcaster Briefing (WBBs)**—Aimed at *Media Rights-Holder* (MRHs) in March 2023 visit to Milano, Bormio e Livigno; in 2024 visits to other territories Cortina, la Val di Fiemme e Anterselva
- **National Olympic Committees and National Paralympic Committees** to visit the locations of the events.



## 5. GETTING TO KNOW EACH OTHER

Many Italian SMEs and family firms have a “provincial outlook”. This doesn’t mean that their products and services are not world class, but experience makes them concerned about competitors’ access to trade secrets or product designs and they are less open to foreign firms or companies they don’t know.

### B2B COOPERATION IN A CURATED SETTING

**Direct personal contacts** can open doors to cooperation. **Organizing a B2B event with a business association** where companies can present themselves and their products and answer questions can be helpful. **For example:**

- **On occasion of a cultural event:** Oslo (March 2023) “*Italian Companies on Glaciers*” presentation organized by **ASSOSPORT** on occasion of photography exhibit “*Italian Routes*” in cooperation with the Italian Embassy and held at *Det Gamle Biblioteket*. The goal was to promote Italian excellence in mountain and winter sports equipment in Norway, featuring 5 historic Italian companies (AKU, Ferrino, La Sportiva, SCARPA and Vibram) followed by **B2B meetings**.
- **During important Sports-oriented Trade Shows:** At **ISPO** and **OutDoor by ISPO**, ASSOSPORT through its Subgroup “*Italian Outdoor Group*” provides an ASSOSPORT LOUNGE and organizes opportunities for B2B contacts (i.e., “Italian breakfast..”)
- **Dedicated B2B event organized together with ASSOSPORT** for Dutch operators to meet Italian companies in a congenial setting that lets companies get to know each other and their needs.

Possibility to organize similar event in NL with ASSOSPORT and OSF?



Possibility to organize similar event in IT with ASSOSPORT and OSF?

## 6. IMPORTANCE OF HAVING AN ITALIAN PARTNER

Having a **local Italian partner** can provide a competitive edge

- It can also help in keeping updated on the progress of procedures and understanding the underlying signals and the overall business environment
- Can provide specific competences requested by the tender
- Better access to suppliers and services

### **PUBLIC PROCUREMENT IN ITALY IS COMPLICATED AND THE RULES (CODICE APPALTI) CHANGE**

As evidenced in SECTION 1 of this STUDY, large public tenders related to the Winter Games are coordinated by SIMICO and/or implemented by the Milano Cortina 2026 Foundation, Provincial or Municipal Authorities.

- Below the thresholds of Community Relevance procedures employ “*invitations to bid*” – the key is to get invited – or direct contracts below a certain level and/or type of sector
- It is necessary register a company within relevant national or regional platforms “**Portale gare d’appalto**” (i.e. Ministry of Infrastructure and Transport, or regional platforms)--
- Strong emphasis on “Made-in-Italy” even though open to EU firms
- Procurement procedures can be very slow and complex

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Prinses Beatrixlaan 2

PO Box 93144 | 2509 AC The Hague

T +31 (0) 88 042 42 42

Contact

[www.rvo.nl](http://www.rvo.nl)

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