

MAIN CONCEPT FROM SECOND WORKSHOP

Introduction

Overview of the Olympic Games as a catalyst for social and environmental change.

Key Initiative

1. Impact 2026 Program.

Objective: *Support social, micro, small, and medium businesses in Italy.*

Goals:

- *Promote sustainable economic development.*
- *Empower disadvantaged communities.*
- *Foster ethical practices and local economic growth.*
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2. Sustainability Efforts.

Tokyo 2020 example:

Achievements in carbon neutrality through:

- *Renewable energy usage.*
- *Waste management initiatives.*
- *Medals made from recycled materials.*

3. Gender Equality

Initiatives aimed at achieving gender parity in athlete representation.

Introduction of mixed-gender events to challenge traditional norms.

4. Digital Transformation

Use of streaming and mobile platforms to enhance audience engagement.

Implementation of VR and AR for immersive experiences.

5. Legacy and Urban Regeneration

Historical examples (Barcelona 1992, London 2012) showcasing urban improvements and long-term benefits for host cities.

6. Athlete Wellbeing and Mental Health

Increasing focus on athlete mental health as part of overall welfare initiatives.

Conclusion

The Olympics as a platform for promoting sustainability, equality, and community development, ensuring a lasting legacy beyond the Games.