



CORTINA AND ALMAVIVA STILL TOGETHER WORKING TO BROADEN THE DIGITAL SYSTEM OF SAFE AND SMART MOBILITY

The goal is to develop smart mobility throughout the territory, thanks to innovative solutions dedicated to major events and to the mountains from the perspective of safety and sustainability, starting with the Snowboard World Cup, which kicks off on Saturday.

Cortina d'Ampezzo (BL), December 15, 2022 - Mobility during major sporting events is one of the biggest challenges for organizers. This the basis for the digital innovation partnership between the **Cortina Foundation** and **Almaviva**, aimed at developing an integrated mobility system that makes it possible to experience the mountains safely and sustainably.

A smart mobility system that supports the incredibly full schedule of high caliber, media-driven international sporting events that the Cortina Foundation is preparing to manage: from alpine skiing and snowboarding to ski mountaineering and Paralympic Games, starting with the [Snowboard World Cup](#) scheduled to take place on Saturday on Mount Faloria, all the way to the highly anticipated [Cortina Ski World Cup](#) (January 20-22, 2023).

The Cortina Foundation and Almaviva have set themselves a further challenge: to leave behind, in the region, a legacy of innovation and efficiency that doesn't end with the event itself, thus promoting the **synergy between all actors involved**.

*"This partnership is of primary importance to the Cortina Foundation. For us, Almaviva is the ideal partner with which to plan Cortina's future, in light of the challenges that await the entire Veneto region in the coming years," said **Stefano Longo**, president of Fondazione Cortina. "The Cortina Foundation and Almaviva have worked together before, but this new partnership will take our collaboration to the next level, with the objective of planning and organizing local mobility, combining efficiency, speed, and sustainability, and seeking to find innovative solutions to develop the tourism industry on the 'queen' of the Dolomites, always with a focus on this extraordinary region."*

*"In recent years, after our experiences with Cortina 2021, the Giro d'Italia, and the Internazionali di Tennis in Rome, we've put together solutions for the management of smart mobility, adapting them to the context and specific needs of major events," said **Smeraldo Fiorentini**, general manager of Transportation & Logistics for Almaviva. "In renewing our partnership with Cortina, we confirm our*



intention to support mobility during the important sporting events organized by the Cortina Foundation, making our contribution to digital innovation through solutions that bring perceived value to local authorities, businesses, and especially all residents.”

*“Smart mobility is a tool that all cities need to equip themselves with, and investing in it is a strategic and forward-looking choice,” commented **Gianluca Lorenzi**, mayor of Cortina d'Ampezzo. “Cities can play a leading role in sustainable development by contributing to the creation of virtuous models. The Cortina Foundation's partnership with Almaviva will be very useful for improving, speeding up, and increasing the sustainability and safety of mobility in this wonderful city, which is getting ready to face new opportunities for the development of the whole area on occasion of the major upcoming sports events.”*

Thanks to its expertise and experience in the field of transportation, Almaviva has created the MOOVA Platform. Technologically advanced, adaptable, modular, and flexible, MOOVA offers a broad spectrum of services within an integrated suite, aimed at different players in the mobility sectors (road and rail infrastructure managers, transport operators, authorities, administrations, and law enforcement agencies that have an impact on different transportation ecosystems). MOOVA enables smart mobility management through the use of certified, integrated, organized, and visualized data according to different logical layers and authorization profiles, in an as-a-service mode.

Contacts:

Lucia Del Favero

Digital&Communication Consultant
Cortina Foundation
cell. +39 393 8119892

lucia.delfavero@fondazionecortina.com

Community

Corporate Press Office
Cortina Foundation
cell. +39 3358377801

giovanna.biscaro@community.it

Ilaria De Bernardis

Almaviva Press Office Manager
cell. +39 342 9849109

i.debernardis@almaviva.it

Mariagrazia Scaringella

Almaviva Press Office
cell. +39 340 8455510

m.scaringella@almaviva.it