

CIO SEMINAR

LOSANNE, 15-16 JULY 2015

Good morning everyone!

I would like to thank you for inviting me to this meeting that allows me to share with you some thoughts about the City of Rome.

Rome is the only city on the planet that can bring together so beautifully history and modernity, culture and innovation.

With this premise in mind, let's go back to the 1960 Olympics and to what we have learnt from that experience.

It is interesting to notice that whenever we think of the so-called fabulous Sixties, words and images derived from those Games and from those champions are used.

Rome 1960 Olympics remain a symbol of economic prosperity, of growth, of positive enthusiasm and of the productive environment that Italy and Europe created right after the tragedy of World War 2.

Those Olympic Games are still remembered today, because they were the occasion to give Rome a network of sports facilities, the area called "Foro Italico", that is still being used by Italian athletes.

The year 1960 has been a watershed.

In Italy and in Europe, we distinguish what happened before from what happened after 1960.

For this reason we believe that the city of Rome has exactly what it takes to be the top applicant for 2024.

64 years separate the 1960 Rome from the city that we want to present to the world in 2014.

Meanwhile, the world has changed drastically.

The 1960 Olympic Games are remembered as the first games broadcasted on TV. For the first time, millions of people all over the world could watch the Games and enjoy the performances, victories, and the pain of the athletes.

The 2024 Olympics will be the Games of the social media.

Thousands of images will bounce from TV screens to the Internet. Everyone will be able to tell his or her own story of the Games. Billions of individual Olympic Games will be told by single viewers.

In other words, we are once again at a crossroads.

This means that our proposal must be particularly modern and innovative.

It must include some fundamental keywords.

For sure, the word **CULTURE**, through its material and conceptual manifestations. That is to say: through the ancient ruins but also through the words of the future. Together, in an Olympic perspective, both sides of culture will boost a general growth.

Then **BEAUTY**, that “Great Beauty” told by our Oscar winning director Paolo Sorrentino. Because all that will be built for the 2024 Olympics will be done preserving and celebrating Rome’s history and beauty, and it will enrich and increase both.

This is a solemn promise that we make to all Roman citizens, who deserve a city that is even more beautiful and that is more efficient than the one they already have.

Romans deserve renovated sport facilities, sometimes new ones, where Olympic athletes can train, but that can later be used by all the boys and girls who love sports in Rome.

We will not build what we call “cathedrals in the desert”, meaning high-tech or high capacity facilities which have no means of being utilized because of the lack of surrounding infrastructures.

We won't allow waste of money or of work.

We will use our past to build our future, instead.

Let me give you an example: in July 2013 I decided to close Via dei Fori Imperiali to private vehicles traffic. We are talking of a 4-lane street that is the main access road to the Colosseum and that up until that time was ridden every day by 38,000 cars. Last week we have taken a further step: we have banned the many street vendors that for decades would illegally park their carts right next to our monuments.

Today, on Via dei Fori Imperiali you can see Romans and tourists jog at sunset, while contemplating the Colosseum finally clear of fake gladiators and souvenirs.

This means giving value to history and setting free the many potentials of the city. Preserving our historic center from car pollution is first of all a strong environmental choice, but it also reflects a new way of imagining the city.

Another key word is **SUSTAINABILITY**.

It goes well with the Olympics and with the new works related to the Games, but also with our daily activities of waste management and of maintenance of streets and green areas.

Preserving the environment and promoting quality of life is essential in all that we do daily, not just for the 2024 Olympics.

This entails personal and community commitment.

I am thinking of differentiated waste collection. We have gone from 25% of 2012 to 43% today. Our goal is to get to *zero waste* by 2030, when all European incinerators will have to be turned off. We want a cleaner city, ecologically up-to-date, able to compete with the best world capitals also when it comes to waste management.

We also want a city that is **ACCESSIBLE** to everyone, with no architectural or technological barriers. From this point of view, Paralympic Games will represent an extraordinary opportunity.

Rome will be a city that, thanks to the Olympics, will leave a great legacy to the entire world.

LEGACY, indeed, is another keyword. What will be studied, planned and implemented to celebrate the Olympics will not only serve the event. It will be part of a project of city development that already exists in my head and that the citizens of Rome already know.

We look further, starting from 2016, when Rome will host the Mercy Jubilee proclaimed by Pope Francis, moving forward to 2025, the year of the next (regular) Jubilee. With this development in mind, the projects related to the Olympics are an added value to help re-qualify the city.

Another keyword is in fact **RE-DEVELOP**.

We are not going to overbuild.

Today, in Rome, and certainly in view of the next Olympics, we develop, modernize and re-qualify what already exists.

We know very well that the Olympics are the biggest sports event on the planet. Rome is competing to host it because it has always proved to be able to manage and organize similar big initiatives.

I am thinking of the most recent one, in April 2014: the canonization of the two Popes, John XXIII and John Paul II. A world event that has attracted over 5 million pilgrims and tourists to Rome in less than one week.

Everything worked perfectly. Even Pope Francis congratulated the city on this!

We will do the same with the Mercy Jubilee that will open next December and that is supposed to attract about 25 million pilgrims in one year.

On this, Rome will work together with the central Government, the Vatican, the Region of Lazio and all the other institutions involved.

Rome is ready for these challenges and wants to apply for 2024 in order to build the city of the future, the Rome of 2025.

Another crucial word inspiring our actions and our city management is **TRANSPARENCY**.

All our choices – the financial management, our partnerships, our sponsorships and all projects for the city will be managed with public evidence, disclosing the information as much as possible.

Legality and transparency are essential to us, today and for 2024.

We take responsibility for an ethical management of all phases of the application process, with particular attention to projects and their timing.

In other words, we want to work well, with sobriety and without wasting money or resources.

This is a challenge that we intend to take with a true Olympic and Paralympic spirit, with **FAIR PLAY**, respecting the rules and our peers, within a fair competition.

Sport rules meet life values for an edition of Olympics Games that embody the values of a city promoting citizenship and team work.

There are so many things that we need to do for 2024, to make Rome the safe, efficient and beautiful dream come true of all the people who will come to the Olympics.