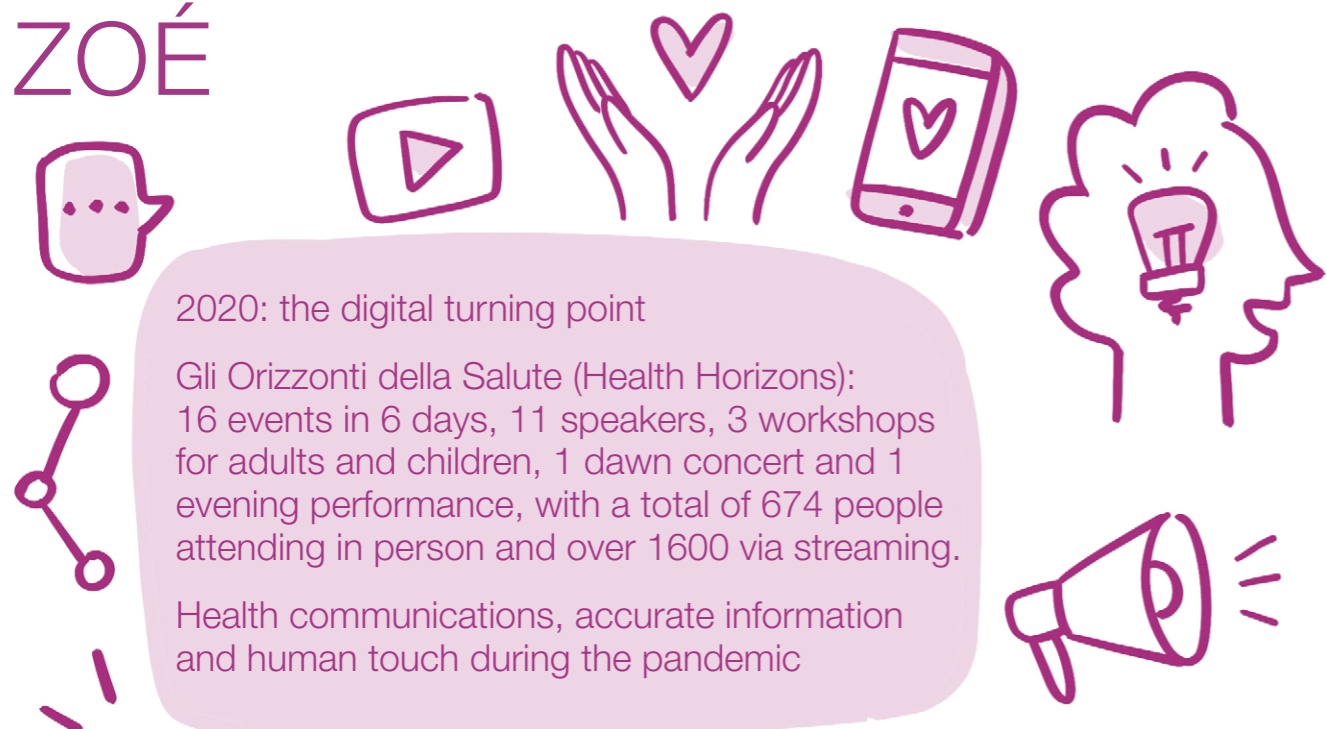




# FONDAZIONE ZOÉ



2020: the digital turning point

Gli Orizzonti della Salute (Health Horizons): 16 events in 6 days, 11 speakers, 3 workshops for adults and children, 1 dawn concert and 1 evening performance, with a total of 674 people attending in person and over 1600 via streaming.

Health communications, accurate information and human touch during the pandemic

HEALTH HORIZONS

16 EVENTS  
6 DAYS

11 SPEAKERS

1600 ONLINE

674 IN PERSON



PARTICIPANTS

## FONDAZIONE ZOÉ – ZAMBON OPEN EDUCATION

Ten years on from its inception, Fondazione Zoé has lost none of its passion. The pandemic has not put a stop to its numerous initiatives. On the contrary, they have gained a new and enriched digital life, allowing them to push beyond geographic boundaries and reach a new audience.

The autumn event “**Gli Orizzonti della Salute tra emozioni e relazioni del vivere contemporaneo**” (Health Horizons. Emotions and relationships in contemporary living) took place in person, at the Palladian Basilica in Vicenza, but also had a high attendance via streaming and was able, thanks to digital technology, to host important international guests. It focused on emotions from a neurological perspective as well as from other standpoints, on interpersonal and therapeutic relationships, and on how digital acceleration is modifying behaviour and decisions.

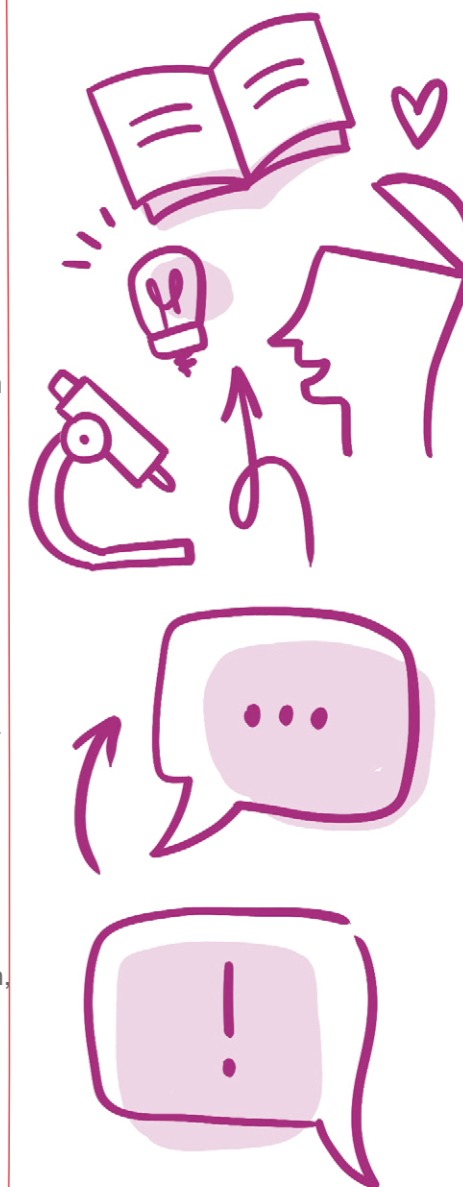
What’s more, each week for many months, new **webinars** kept the Foundation’s audience and readers of the newspaper *Il Giornale di Vicenza* company, telling of a concept of health focused on better understanding daily life in order to construct behaviours and lifestyles that are increasingly aware and informed.

During the first lockdown we all needed to keep our brains active. The weekly brain training session “**Allena la mente**” (Train your mind), with psychologist Elena Sanson, had a large following, so that the Foundation decided to extend it from four to ten weeks.

Stories of the pandemic were told in the publication “**Prendersi cura degli anziani nell’epoca del Covid-19**” (Taking care of the elderly in the time of Covid-19), written by Fondazione Zoé to bear witness to the commitment and dedication of all of the Fondazione Marzotto staff when it came to managing the pandemic in senior living facilities in Veneto and Lombardy during the first wave.

The foundation also continued to work on its new projects. The **Human Touch Academy**, a system of CME courses for healthcare professionals, was redesigned for an online environment; the second of these, **Home Care Design for Parkinson’s Disease**, involved professors from the University of Florence interviewing doctors, patients and caregivers to draw up guidelines to use in order to design a fully functional and safer home environment, to improve the quality of life of people with Parkinson’s Disease, as well as of people with other motor disorders and the elderly.

The second edition of “**Il Respiro di Oxy.gen**” (Oxy.gen’s Breath), a series of events dedicated to health, science and the environment, developed in partnership with the Municipality of Bresso and Parco Nord Milano, took place in the Zambon’s Bresso HQ, with in-person and online attendance.



“We contribute to knowledge development, to the exchange of information, and to improvements in communication in the field of health.”