

## ADOPT A SCHOOL ed. 3

**33 firms and 38 schools are involved in the Altagamma project to train manufacturing talents.**

**The agreement with the Ministry of Education and Merit was signed today.**

Milan, January 23, 2024 - This year sees the third edition of the *Adopt a School* project, the Altagamma initiative that sets out to upgrade the training and manufacturing skills needed by the Italian luxury industry, building a mutually advantageous relationship between vocational schools and high-end Italian firms, in order to help meet the needs of the companies that recruit and train manufacturing talents.

The initiative is **in collaboration with the Ministry of Education and Merit**, and the agreement was renewed today in Rome by the Minister Giuseppe Valditara and Altagamma Chairman Matteo Lunelli, with the aim of "promoting educational cooperation between schools and high-end manufacturing". The project has also obtained the **patronage of the European Commission**, and - for the school year 2023/24 - it is part of the activities of the **European Year of Skills**, promoted by the Commission.

*"Since I was appointed, my objective has been to ensure schools provide students with highly quality, specialized education to facilitate their entry into the workforce. The 'Adopt a School' project is fully in line with that, and represents a valuable resource in the context of the forthcoming reform of vocational schools: from September these schools will be experimenting with a 4 + 2 syllabus, increasing practical activities, adopting a stronger international outlook and devoting more time to work placements,"* said the **Minister for Education and Merit, Giuseppe Valditara**.

According to **Matteo Lunelli, Chairman of Altagamma**: *"Manufacturing know-how is at the heart of Italian-made excellence and represents a resource that needs to be safeguarded, promoted and handed down to future generations. This is a strategic challenge for the entire high-end sector, which is a driving force of the Italian economy, in a **global market which grew by 8/10% in 2023**. To capitalize on this opportunity there is a need for new talents, and for years we have been dealing with a shortage of personnel: **in the coming period companies are estimated to need 346,000 technical and vocational workers, and only 50% of that number will be available**. With the Adopt a School project, we want to send a strong message to families, encouraging them to take these careers into consideration. At the same time, we want to bring schools and businesses closer together, creating a stronger link with the schools involved, and supporting them by drawing on our Members' areas of expertise"*.

Nine Altagamma brands have joined the program for the first time this year: **B&B ITALIA, GESSI, HOTEL PRINCIPE DI SAVOIA, LEFAY RESORT & SPA LAGO DI GARDA, PORRO, PRADA, SANTONI, STONE ISLAND** and **VALENTINO**. Also involved are **GRUPPO FLORENCE** and **LINEAPELLE**, testifying to the significance and validity of a project that sets out to be a virtuous model that could be extended on a European level: a platform open not only to Altagamma member companies.

In addition, Brioni, Fendi, Gucci, Stellantis and Zegna have chosen to partner up with more than one school, meaning that a total of **38 schools in 11 regions of Italy have been "adopted"**. In the three years the project has been running, all in all it has involved **120 classes, reaching over 2,500 students**.

A total of **33 companies** are therefore involved in the project, with new firms joining those that took part in one or both of the previous editions and are continuing their commitment for the 2023/2024 school year: **Aurora, Benetti, Bottega Veneta, Brioni, Bulgari, Davines, Fendi, Ferragamo, Ferrari Trento, Feudi di San Gregorio, The Gritti Palace, Gucci, Herno, Isaia, Loro Piana, Masseria San Domenico, Moncler, Poltrona Frau, Pomellato, Stellantis, Technogym** and **Zegna**.

The *Adopt a School* initiative sets out to develop customized, collaborative training programs that bring schools and companies together, with the aim of narrowing the gap between the supply of and demand for vocational skills. The idea is to structure activities together, in order to bring the school curriculum more in line with the needs of high-end companies. The activities within the *Adopt a School* framework extend from the macro-planning of the school year (defining contents and training methods) to micro-planning (tutorship, preparation of teaching materials, company visits, classroom lessons by technicians and experts from companies, laboratory sessions, internships, field projects, supplying materials for the production of goods, and teacher training).

Each school-company partnership is then formalized with a specific framework agreement which defines: the number and characteristics of the classes involved, contact persons for coordination and tutorship, the specific contents and activities, and the undertakings of the school, the company and the students.

The *Adopt a School* project is supervised by the Chairman and CEO of Fendi, **Serge Brunschwig**, Board Member of Altagamma for the Development of Human Capital and Talents, and the Foundation's General Manager, **Stefania Lazzaroni**.

### The demand for technical and vocational skills in the Italian high-end sector

According to the Altagamma-Unioncamere study published in the book **I Talenti del Fare 2, between now and 2026** companies are estimated to be in need of **346,000 technical and vocational resources**, compared to 236,000 in 2019. This signals both a criticality and the significant growth of the global high-end market, which rose by 8-10% in 2023. There is therefore a growing need for manufacturing personnel, and to date only 50% of the demand can be fulfilled. This breaks down as follows: 108,000 skilled workers will be required in the Automotive industry, 94,000 in Fashion, 62,000 in Food, 46,000 in Design and Furniture, and 36,000 in Hospitality.

### The Altagamma brands and schools involved in the **2023/2024 ADOPT A SCHOOL** project

<b>Aurora</b>	<i>Istituto Superiore Amedeo Avogadro, Turin</i>	PIEDMONT
<b>B&amp;B Italia</b>	<i>CFP Giuseppe Terragni, Meda (MB)</i>	LOMBARDY
<b>Benetti</b>	<i>Istituto Tecnico Nautico Ferraris-Pancaldo, Savona</i>	LIGURIA
<b>Bottega Veneta</b>	<i>Istituto Bartolomeo Montagna, Vicenza</i>	VENETO
<b>Brioni</b>	<i>IIS Vincenzo Moretti, Rosetto degli Abruzzi (TE)</i>	ABRUZZO
	<i>IIS Luca da Penne Mario dei Fiori, Penne (PE)</i>	ABRUZZO
<b>Bulgari</b>	<i>Istituto Tecnico Ascanio Sobrero, Casale Monferrato (AL)</i>	PIEDMONT
<b>Davines</b>	<i>Accademia I Santini, Empoli (FI)</i>	TUSCANY
<b>Fendi</b>	<i>IPSIA Ostilio Ricci, Fermo</i>	MARCHE
	<i>ISISTL Russell Newton, Scandicci (FI)</i>	TUSCANY
	<i>Istituto Omnicomprensivo Primo Levi, Sant'Egidio alla Vibrata (TE)</i>	ABRUZZO
<b>Ferragamo</b>	<i>IIS Benvenuto Cellini, Florence</i>	TUSCANY
<b>Ferrari Trento</b>	<i>Istituto di Formazione Professionale Alberghiero, Levico Terme (TN)</i>	TRENTINO ALTO ADIGE
<b>Feudi di San Gregorio</b>	<i>IIS Francesco De Sanctis, Avellino</i>	CAMPANIA
<b>Gessi</b>	<i>ITT Salvatore Lirelli, Borgosesia (VC)</i>	PIEDMONT
<b>Gucci</b>	<i>IIS Benvenuto Cellini, Florence</i>	TUSCANY
	<i>Istituto Vanvitelli Stracca Angelini, Ancona</i>	MARCHE
<b>Herno</b>	<i>ACOF Istituti Olga Fiorini, Busto Arsizio (VA)</i>	LOMBARDY

<b>Hotel Principe di Savoia</b>	<i>IPSEOA Carlo Porta, Milan</i>	LOMBARDY
<b>Isaia</b>	<i>Istituto Isabella d'Este Caracciolo, Naples</i>	CAMPANIA
<b>Lefay Resort &amp; SPA Lago di Garda</b>	<i>IFPA, Rovereto (TN)</i>	TRENTINO ALTO ADIGE
<b>Lineapelle</b>	<i>Istituto Calasanzio Liceo Scientifico Scienze Applicate e Tradizionali, Empoli (FI)</i>	TUSCANY
<b>Loro Piana</b>	<i>IPIA Giuseppe Magni, Borgosesia (VC)</i>	PIEDMONT
<b>Masseria San Domenico</b>	<i>IISS G. Salvemini, Fasano (BR)</i>	PUGLIA
<b>Moncler</b>	<i>IIS Caterina da Siena, Milano</i>	LOMBARDY
<b>Poltrona Frau</b>	<i>IPSIA Renzo Frau, Sarnano (MC)</i>	MARCHE
<b>Pomellato</b>	<i>Galdus, Milan</i>	LOMBARDY
<b>Porro</b>	<i>ENAIP, Cantù (CO)</i>	LOMBARDY
<b>Prada</b>	<i>ISIS Valdarno, San Giovanni Valdarno (AR)</i>	TUSCANY
<b>Santoni</b>	<i>IPSIA Filippo Corridoni, Corridonia (MC)</i>	MARCHE
<b>Stellantis</b>	<i>Istituto Internazionale Edoardo Agnelli, Turin</i>	PIEDMONT
	<i>Istituto Superiore F. Morano, Caivano (NA)</i>	CAMPANIA
<b>Stone Island</b>	<i>Istituto Cattaneo Deledda, Modena</i>	EMILIA ROMAGNA
<b>Technogym</b>	<i>Istituto Superiore Pascal Comandini, Cesena (FC)</i>	EMILIA ROMAGNA
<b>The Gritti Palace, a Luxury Hotel, Venice</b>	<i>Istituto Professionale Andrea Barbarigo, Venice</i>	VENETO
<b>Valentino</b>	<i>ASLAM-ISPEL, Milan</i>	LOMBARDY
<b>Zegna</b>	<i>IPSIA Bellini, Novara</i>	PIEDMONT
	<i>IPSIA Primo Levi, Parma</i>	EMILIA ROMAGNA

#### FONDAZIONE ALTAGAMMA – [www.altagamma.it](http://www.altagamma.it)

Founded in 1992, Altagamma gathers Italy's top Cultural and Creative Companies, which promote the country's excellence, distinctive identity and lifestyle worldwide. With a uniquely transversal approach, Altagamma represents 115 brands from seven different industries: fashion, design, jewelry, food, hospitality, automotive and yacht-building. Altagamma's mission is to boost the growth and competitiveness of Italy's cultural and creative companies, thus making an effective contribution to the Italian economy. The Italian high-end sector has a turnover of around € 144 billion, and accounts for 7.4% of the country's GDP. Around 50% of its revenue comes from exports. Directly and indirectly, the sector employs 1,922,000 people.

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