

USC Price Milan International Lab

**Public Value Generation with Mega Events:  
The Case of Olympic and Paralympic  
Winter Games**

**22 May – 1 June 2023**

**Monday, May 22nd, 2023**

9.30 – 12.45	<ul style="list-style-type: none"> <li>The Milano – Cortina 2026 Olympic and Paralympic Winter Games Infrastructure Challenge</li> <li>The Sustainability Framework of Milano – Cortina 2026 Olympic and Paralympic Winter Games</li> </ul> <p><b>Veronica Vecchi</b>, SDA Bocconi</p>
12.45 – 14.00	Welcome Lunch
14.00 – 17.15	<ul style="list-style-type: none"> <li>Visit to Coima SGR</li> </ul> <p><i>The project Porta Romana Railway Yard: the realization of the Olympic Village and future developments</i></p> <ul style="list-style-type: none"> <li>Return To SDA Bocconi and Students' Project Work</li> </ul> <p><b>Lorenzo Motta</b>, SDA Bocconi</p>
<b>Teaching material</b>	Slides
<b>Suggested readings</b>	

**Tuesday, May 23rd, 2023**

9.30 – 12.45	<ul style="list-style-type: none"> <li>Risk management for mega events</li> </ul> <p><b>Elisabetta Trincherio</b>, SDA Bocconi</p>
12.45 – 14.00	Lunch break
14.00 – 17.15	<ul style="list-style-type: none"> <li>PPPs and the Infrastructure Challenge: How to Generate Public Value</li> </ul> <p><b>Veronica Vecchi</b>, SDA Bocconi</p>
<b>Teaching material</b>	Slides
<b>Suggested readings</b>	

**Wednesday, May 24th, 2023**

9.00 – 10.00	Meeting at Milano Centrale Station and travel by public transportation
10.00 – 13.00	<ul style="list-style-type: none"> <li>Visit to Milan Innovation District (MIND): <i>The realization of MIND and the Legacy of EXPO 2015</i></li> </ul> <b>Lorenzo Motta</b> , SDA Bocconi
13.00 – 15.00	Lunch break and travel by public transportation
15.00 – 17.15	<ul style="list-style-type: none"> <li>Visit to Milano Cortina 2026 Foundation: <i>Planning and Communication for the 2026 Olympic and Paralympic Winter Games</i></li> </ul> <b>Lorenzo Motta</b> , SDA Bocconi

**Thursday, May 25th, 2022**

9.30 – 12.45	<ul style="list-style-type: none"> <li>The Sustainability Framework for Sport Events</li> </ul> <b>Elisabetta Trincherio</b> , SDA Bocconi
12.45 – 14.00	Lunch break
14.00 – 17.15	<ul style="list-style-type: none"> <li>Public Investments in Italy: a Snapshot</li> <li>Managerial Competences to Navigate the Infrastructure Challenge</li> </ul> Case Discussion: The Reconstruction of the Genoa Bridge  <b>Lorenzo Motta</b> , SDA Bocconi

<b>Teaching material</b>	Slides Case study: "The reconstruction of the Genoa Bridge"
<b>Suggested readings</b>	Trincherio, E. & Bolchini, A. (2020). <i>Sport Events Sustainability</i> . Teaching Note, SDA Bocconi School of Management  Trincherio, E. & Bolchini, A. (2020). <i>Sport Sustainability: Building Blocks</i> . Teaching Note, SDA Bocconi School of Management

**Friday, May 26th, 2023**

9.30 – 11.00	<ul style="list-style-type: none"> <li>Working with the Government to Scale Up Sustainability: The Case of Urban Transformation and eMobility</li> </ul> <p><b>Guest Lecture: Stefano Terranova - CEO, Atlante</b></p> <p><b>Lorenzo Motta</b>, SDA Bocconi</p>
11.00 – 11.15	Coffee break
10.45 – 17.15	<ul style="list-style-type: none"> <li>Student's Project Work</li> </ul>
<b>Teaching material</b>	Slides

**Monday, May 29th, 2023**

9.30 – 17.15	<ul style="list-style-type: none"> <li>Student's Project Work</li> </ul>
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**Tuesday, May 30th, 2023**

9.30 – 10.30	<ul style="list-style-type: none"> <li>Managing Stakeholder Engagement and the Communication of the Reconstruction of the Genoa Bridge</li> </ul> <p><b>Guest Speaker: Michele Cali, Webuild</b></p> <p><b>Lorenzo Motta</b>, SDA Bocconi</p>
10.30 – 17.15	<ul style="list-style-type: none"> <li>Student's Project Work</li> </ul>

**Wednesday, May 31st, 2023**

9.30 – 12.45	<ul style="list-style-type: none"><li>• Student's Project Work</li></ul>
12.45 – 14.00	Lunch break
14.00 – 17.15	<ul style="list-style-type: none"><li>• Internal Presentation to Professor Graddy &amp; Professor Vecchi</li></ul> <p><b>Veronica Vecchi</b>, SDA Bocconi</p> <p><b>Elizabeth Graddy</b>, USC Price School of Public Policy</p>

**Thursday, June 1st, 2023**

10.30 – 12.45	<ul style="list-style-type: none"><li>• Final presentation to stakeholders in Milan<ul style="list-style-type: none"><li>○ Domenico De Maio, Fondazione Milano Cortina 2026</li><li>○ Alice Sponton, Società Infrastrutture Milano Cortina 2026 S.p.A.</li></ul></li></ul>
12.45 – 14.00	Farewell lunch

## Project work

The assignment involves a detailed analysis of the Winter Olympics case, specifically examining how to achieve sustainability and create public value through Public-Private collaborations for the planning and execution of mega events and infrastructure development.

Each group will assume the role of an independent advisor to both the Milano Cortina 2026 Foundation and the Milano Cortina 2026 Infrastructure Company.

Each group is tasked with conducting a case analysis and preparing a case brief. This should draw from lecture materials, presentations, site visits, and evidence from both current and past editions of the Winter Olympics and other mega events. The following structure is suggested for your analysis:

- Outline the background and objectives
- Using Moore's strategic triangle:
  - Examine the potential of the games' sustainability and risk management strategies to produce Public Value
  - Assess social and political legitimacy, as well as strategic choices related to stakeholder engagement and collaboration that can enhance the effectiveness of collaborative governance
  - Evaluate operational and financial sustainability and competencies
- Conclude with lesson learnt and recommendations to your clients

**The case study should be prepared as a PowerPoint presentation, containing no more than 10 to 12 slides.**

## Project Work Discussion Guidelines:

- Initial discussion and validation of the project work will be carried out by Professor Vecchi and Professor Graddy on Wednesday, May 31st.
- The case will be subsequently presented to external stakeholders the next day.
- Assessment of each group will be based on the quality of the case analysis, the case brief, and the effectiveness of the discussion.