



## **ASD MOLLARE MAI, Ergon (Italy)**

### **1.1. TITLE OF THE CASE STUDY:**

ASD MOLLARE MAI, Ergon (Italy)

### **1.2. ONE LINER ON WHAT THE CASE STUDY IS ABOUT:**

A.S.D. Mollare Mai is a sports association established in 2017 and is distinguished for being the only example in Italy on the education of the proper use of wheelchairs.

### **1.3. CLASSIFICATION:**

<b>PHASES</b>	x	IDEATION
	x	DESIGN
	x	MARKETING
		AFTER SALES SUPPORT
	x	COLLABORATION & NETWORKING
<b>TYPE OF ORGANISATION</b>		BUSINESS
		NGO
	x	OTHER
<b>TYPE OF SPECIAL NEEDS</b>		SENSORIAL DISABILITIES AND/OR BARRIERS
		INTELLECTUAL DISABILITIES/barriers
	x	PHYSICAL DISABILITIES/barriers
		OTHER BARRIERS
<b>TYPE OF SPORTS/LEISURE</b>	x	SUMMER SPORTS/LEISURE
	x	WINTER SPORTS/LEISURE
	x	ALL YEAR AROUND SPORTS/LEISURE
		MOUNTAIN
		BEACH/WATER-RELATED ACTIVITIES
		OTHER



<b>TYPE OF SERVICE, PRODUCT, ACTIVITY</b>		SPORTS
		ACTIVE LEISURE
	x	BOTH
<b>TYPE OF ACTIVITY</b>		INDIVIDUAL
		GROUP
	x	BOTH



#### 1.4. CASE STUDY DESCRIPTION:

The A.S.D. Mollare Mai, the only example in Italy on the education of the proper use of wheelchairs.

It was founded with the primary purpose of offering the disabled the opportunity to give themselves a goal in life, with the knowledge that: "EVERYONE CAN AND EVERYONE CAN"

It is a Sports Association that wants to be a listening center for sports in disabilities:

- to support athletes by providing them with experience, support and support, but above all to seek together with them a common vision to set goals in their chosen discipline;
- to also create a group of people with specialized skills in the area of: (coaching, trainers, psychologists, neurologists and others...) with experience and expertise in the field of disabilities that can teach them and solve physical and psycho.

The association "Mollare mai", established in 2017, is one of the first in Italy regarding the education of the good use of the wheelchair, is concerned with helping people with disabilities "paraplegics, quadriplegics, blind and victims of traffic accidents" in the education of the good use of the wheelchair, and motor activity to ensure that they can be autonomous in dealing with the architectural barriers of the surrounding society.

They are included in the context of motor and sports practice through the main sports of the Association: handbike, tricycle, tandem, easybike, running and gym.

Created by President Adriano Bolognese, together with his wife Eleonora Bolognese, the association arises from the initiative due to an accident of path in Adriano's life, where due to his quite heavy work caused him multiple back problems, and due to two surgeries not finished in the right way, forced him to stay in a wheelchair with a spinal injury.

Adriano has always been a lover of sports. Before his accident he had been an "Italian mountain bike champion.



After the accident, the first years were not at all easy for him, psychological and physical falls followed each other, also due to a social context poor in psychosportive initiatives.

But thanks to his stubbornness he managed, together with his wife, to get out of this tunnel of his, dedicating himself to sports both for him and for others; thus opening the association "Mollare Mai" dedicating himself exclusively in the social especially to disadvantaged people of which he was awarded at the national level both by the US ACLI and by the National CONI, winning the BEARZOT PRIZE "for having distinguished himself from other associations in the social.

The "Mollare Mai" Association is undoubtedly the most effective means of supporting various disadvantaged people and making them achieve their social and personal goals.

Thus the idea was developed to create a collection center that could give these people first of all a social and sharing contribution in sports, not feeling excluded from society due to lack of services centers and sports equipment.

The members of the association fight so that people with disabilities and also blind people can achieve certain results in their all-around life, guiding them in the initial stage with the support of their team.

Once they have achieved their results, they can set an example for newcomers.

The goal of the association is to bring out the true "I" in each of us, discover our abilities and overcome our limitations through a great ally: sports.

By practicing sports, athletes gain self-confidence and open themselves up to others and to life. They feel empowered, physically and psychologically.

They are ready to put themselves on the line and accept new challenges to test their abilities. They can also serve in a public role as speakers or spokespersons to teach that sports can help so much.



## 1.5. RESOURCES:





