



SportABILI ALBA APS ASD, (Italy)

1.1. TITLE OF THE CASE STUDY:

SportABILI, SportABILI Alba APS ASD

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

SportABILI Alba APS ASD is a non-profit social promotion and sport association that promotes inclusive sports and accessible tourism for people with disabilities.

1.3. CLASSIFICATION:

PHASES	x	IDEATION
	x	DESIGN
		MARKETING
		AFTER SALES SUPPORT
	x	COLLABORATION & NETWORKING
TYPE OF ORGANISATION		BUSINESS
		NGO
	x	OTHER
TYPE OF SPECIAL NEEDS	x	SENSORIAL DISABILITIES AND/OR BARRIERS



	x	INTELLECTUAL DISABILITIES/barriers
	x	PHYSICAL DISABILITIES/barriers
		OTHER BARRIERS
TYPE OF SPORTS/LEISURE	X	SUMMER SPORTS/LEISURE
	X	WINTER SPORTS/LEISURE
	X	ALL YEAR AROUND SPORTS/LEISURE
	X	MOUNTAIN
	X	BEACH/WATER-RELATED ACTIVITIES
		OTHER
TYPE OF SERVICE, PRODUCT, ACTIVITY		SPORTS
		ACTIVE LEISURE
	x	BOTH
TYPE OF ACTIVITY		INDIVIDUAL
		GROUP
	x	BOTH



1.4. CASE STUDY DESCRIPTION:

SportABILI Alba APS ASD is a non-profit social promotion and leisure sports association that promotes inclusive sports and accessible tourism for people with disabilities. It was founded in 2004 on the initiative of Cristiana Gilardi and Alberto Carbone who, after discovering SportABILI in Predazzo (TN), chose to give life in Alba to a reality with the same goals and principles as the Trentino association. from a non-profit organization. To date, 400 athletes from different disciplines, 10 specialized instructors and 90 volunteers are enrolled, for more than 3,000 hours of sports practiced during the year.

As of 2022, SportABILI Alba changed its bylaws and became an Association of Social Promotion (ASP) and Amateur Sports Association (ASD)

The association's goal is to offer people with all types of disabilities (motor, sensory, intellectual) the opportunity to practice sports and experience accessible tourism, thanks to the efforts of professional instructors and capable volunteers, and by providing the necessary aids in properly equipped facilities.

SportABILI Alba is active in the area with 13 sports: swimming, skiing, horseback riding, cycling, basketball and junior basketball, soccer, dance, tennis, rafting, sailing, fishing, archery, hiking and trekking. The association is also a reference point for tourists with disabilities visiting the area.

The association is growing more and more and in 2020 acquired ownership and management of the riding school in Roddi, the "Maneggio Equi." There are courses:

- for people without disabilities who wish to try their hand at races and competitions
- for people with disabilities who can equally participate in races, but in an accessible environment and with trained staff.

It also launched 2 important conventions that enable new collaborations and networking:

1. became an internship site for the University of Turin School of Natural Sciences course, and the internship also applies to the department in Asti (a neighboring city to Turin)
2. It has become a reception center for Public Utility Workers or Probationers in agreement with the Court of Asti and the UEPE Office (External Criminal Execution Office)



Activities are also possible thanks to the collaboration of entities (such as the CRT Foundation) that support and sustain targeted projects, following specific calls for funding.

Another initiative of the association is its collaboration with local businesses that support it and share its mission. These "Aziende Amiche" financially and concretely support the organization of activities that are offered to athletes and convey the association's message: the full realization of equity in the rights and freedoms of all people, regardless of characteristics.

Ways to support the association include:

- Main Sponsor: submission of a financial contribution
- Sponsor Technician: free provision of goods or services
- Support specific events or projects
- the Christmas initiative of "Good and Solidarity Panettone" or other fundraising campaigns promoted by the association
- Promote volunteer activities among its employees or targeted fundraisers.

Finally, collaboration has been initiated with the Alba Tourism Board and the Truffle Fair Board to make tourism in the Alba, Bra, Langhe and Roero area accessible. In the past we have been involved in assessing the accessibility of all public events related to the Truffle Fair and mapping the main accessible accommodations in the city of Alba. In 2018, they collaborated with the Association for the Heritage of the Langhe Roero and Monferrato Vineyard Landscapes on the project "Land(e)scape the disabilities - A landscape for all," conducting an accessibility census of Unesco sites of main tourist interest. I risultati sono consultabili online a questo link: <https://cutt.ly/Pk26l3m>

1.5. RESOURCES:

Website: <https://sportabilialba.org/>

Facebook: <https://www.facebook.com/sportabilialba.apsasd>



