

**Address by the Ambassador Gianluigi Benedetti  
on the occasion of the celebratory event for the new partnership between  
the Peres Center for Peace and Innovation and Diadora  
Moshav Yarkona - June 3, 2019**

Dr. Yoni Peres,  
Dr. Enrico Moretti Pologato, CEO of Diadora  
Dear Mr. Molayov,  
Distinguished guests,

I am honored to be here with you, in this joyful event, celebrated at this beautiful welcoming home. Sport is a powerful tool to initiate and strengthen personal networks and social ties. Through sport, we can promote ideas and concrete programs, of peace, fraternity, solidarity, cooperation, justice and tolerance.

Sport is a universal language, which involves so many positive values – self-discipline, competitiveness, the striving for excellence, teamwork, and fairness. In the case of the inspiring example of today, the girls’ football team, sport is also a tool to correct gender inequalities, in addition to the remarkable, exciting, achievement of bringing together Palestinian and Israeli youth, a very welcome bridge to the road for peace.

The relations between the Peres Center for Peace and the Embassy of Italy are close and fruitful. An Association of Friends of the Peres Center is based in Torino and we have been involved in several projects, including the famous “Saving the Children”, just to mention one. But we should and would do more as today’s event proves.

Diadora is an Italian excellence in the Sportswear and Shoes field and their availability to support the Peres Center for Peace and Innovation is an inspiring example, which will help and reinforce the “Twinned Peace Sport Program”, a unique, in-depth peace education through sport program that so far has involved more than 20 thousand Israeli and Palestinian boys and girls.

The Pologato family has been for years very close to the Peres family, and today’s support is not only a demonstration to this closeness, but also yet another example of how the younger generation - and I refer to you, Dr. Peres and Dr. Pologato - may hold up high in his hand the torch handed out to them by their fathers, enlightening with it the way for many younger generations to come.

Thank you for your attention.