

# REALE HUB CV-19

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REALE HUB CV-19





# Luca FILIPPONE

**General Manager  
Reale Mutua**

The outbreak of the pandemic required everyone's commitment, in the public and private spheres, in order to combat what was an unknown virus. In 2020, we got going donating equipment and protection devices to healthcare facilities, supporting businesses forced to stay shut, and assisting the sick.

In 2021, the context changed: a vaccine was developed and needs changed, because suitable spaces were needed for vaccinating thousands of citizens in the shortest time possible.

Our company's recreational club seemed the perfect environment to us to dedicate to a project of this kind. We immediately got going, providing the region with our spaces and creating a united and passionate team of doctors, nurses, and volunteers.

Looking back, I can say with conviction that the Hub was an ethical example of a public-private partnership able to generate a very strong social impact, in the full mutual spirit. Our people, their professionalism, humanity, and enthusiasm were the secret of this project, the energy that made this immense machine work.





# Virginia **ANTONINI**

## **Head of Sustainability, Press Office & Corporate Communication Reale Group**

The Reale Hub CV-19 vaccination centre was an example of team work between Reale Group and its companies, Blue Assistance in particular, the National Covid-19 Commission in the person of General Figliuolo, the Piedmont Region, the City of Turin local health authority, the CDC (Cernaia Diagnostics Centre), and the Lorenzo Greco non-profit.

Reale Hub saw more than 100 doctors and 60 nurses working within it, but also 280 volunteers, including employees of Reale Group and members of the Civil Protection, and other voluntary associations operating in Piedmont.

Briefly, activating such a complex and organised machine in a short time was a very tiring experience, but definitely exciting. Perhaps everyone having a shared objective, defeating Covid-19 by vaccinating the greatest possible number of people, allowed us to work in synergy, with a lot of passion and extreme efficiency. Organising the shifts of volunteers from 10 of the main regional associations each day was not simple, but everyone made themselves available and, in the end, we did not just achieve the goal that we had set ourselves of 100,000 vaccinated, but we even exceeded it.

Today more than ever, I can say that "Together more" is not just a motto, but a way of meeting the challenges that our times present us with.





# REALE HUB CV-19

On 21 April 2021, the Reale Hub CV-19 was launched, the vaccine hotspot where 7 days a week, from 8:00 a.m. to 8:00 p.m., doctors, nurses, and volunteers dedicated their time and effort to vaccinating Turin citizens, and others, making their contribution to the vaccine campaign.

The Reale Hub CV-19 was erected on three playing fields of the Reale Group company recreational centre: a tennis, padel, and basketball court.

In two weeks, more than 2,400 metres were converted into a cutting-edge vaccine hub.

With General Figliuolo, the Extraordinary Commissioner for the Covid-19 emergency, in attendance we set ourselves a goal: reaching 100,000 vaccinations in three months. This goal was reached on 16 July 2021, earlier than estimated, because, as in sport, team work made the difference across those 2,400 metres.

Putting on their biggest smile along with their uniform, every day, the doctors and nurses of the CDC, employees of Reale Group, and members of 10 associations dedicated their time and energy to citizens, their enthusiasm, and their fears, making the Covid-19 vaccine not just a simple appointment, but a genuine experience.





## The Hub: from rec centre to vaccine centre

If, during the first year of the Covid-19 pandemic, Reale Group's commitment was expressed in projects aimed at assisting the sick and supporting small and medium businesses, during the second year, the linchpin was prevention.

The study and development of a serum in fact required spaces for vaccinating as many people as possible in the shortest time possible.

Reale Group thus provided, for free, its company recreational centre on Corso Agnelli 129 in Turin, which opened in 2019, for the creation of a vaccine hotspot. The centre comprises an area of 18,000 m<sup>2</sup> dedicated to employees, with a fitness zone, tanning salon, and sports fields for tennis, beach volley, volley ball, padel, and soccer. There's also a restaurant, bar, and several multi-purpose rooms, all of it surrounded by ample green space.

In accordance with the City of Turin local health authority, a large gazebo was set up on three playing fields, divided into 12 vaccine cubicles and large waiting rooms that were organised with guided paths for entering and exiting. Inside, 160 doctors and nurses of the CDC lent their services, funded by Italiana Assicurazioni and accompanied by an on-site anaesthetist.

## SDG 17: Partnership and People

On 21 April 2021, with the ribbon-cutting with General Figliuolo in attendance, the doors of the Hub opened for the first time and the first of a long series of vaccine doses was administered.

It was an organised, ordered, and efficient hotspot, but, above all, a lively facility, thanks to the pulsing energy of the people who worked there.

99 Reale Group employees donated 9,852 hours to corporate volunteering within Reale Hub: their task was to welcome and accompany Piedmont citizens during the whole vaccination, organising the process, and taking charge of logistics.

The volunteers were a friendly face, a shoulder to lean on, a support for each individual vaccinated person.

99 employees and 9,852 volunteer hours - 7 days a week, 24 hours a day - supported by 181 volunteer members of 10 associations long active in the region: Banco Farmaceutico, Croce Giallo-Azzurra, Solidarietà Insieme 2010, Associazione Volontariato Cottolenghino, Forma non-profit, Il Volo 2006, Croce Verde, Associazione Mosaico, Alpini, and Protezione Civile Corpo A.I.B.

280 volunteers in total, assisting 100 doctors and 60 nurses of the CDC that, in 130 days' work, vaccinated 144,518 people, from 12-year-olds to those over 80.

It was, then, teamwork that made the difference, the partnership between various organisations and people, with a shared goal and the enthusiasm to do everything to achieve it.









**144.518**  
people vaccinated

From 21 April to 29 August 2021, women and men of all ages trod across the playing fields of the Reale Group company's recreational club to score one of the decisive points in the battle against Covid: vaccination.

Right from planning the Hub, the goal was to vaccinate at least 100,000 people, so that the contribution to the national campaign was a concrete one. This goal was achieved on 16 July 2021, earlier than estimated.

On 29 August 2021, the 144,518th vaccination was administered, the last at Reale Hub.









“ Seeing the **number of people vaccinated** rise day by day made me understand that **we’d done it** ”





## Priority given to the elderly and vulnerable patients

Among the first to be vaccinated at Reale Hub, in addition to the oldest citizens and people whose profession subjected them to a higher risk of infection, there were also vulnerable patients, i.e. all those people who, due to disease or disability, risk developing serious or lethal forms of COVID-19 due to their scarce immune response.

This category included people affected by respiratory, cardiocirculatory, liver, cerebrovascular, and neurological diseases, from diabetes to severe endocrinopathy, from cystic fibrosis, kidney disease and failure, autoimmune diseases and immunodeficiencies, sickle cell anaemia and thalassemia, to cancer, Down's syndrome, morbid obesity, HIV, and those who had or were waiting for an organ or stem cell transplant.

In all these cases, irrespective of the person's age, timely vaccination was a priority.

# 73

## Afghan refugees

On 15 August 2021, the Taliban surrounded and invaded the city of Kabul in Afghanistan, announcing the restoration of the Islamic Emirate of Afghanistan.

Thousands of civilians inundated the airport of the Afghan capital, in an attempt to flee the control of the extremist group that, for 20 years, had threatened the country's stability. It was a genuine exodus, the images of which were dramatically displayed on the front pages of newspapers and at the start of the TV news.

Of those who were offered political exile in Italy, Piedmont welcomed approximately 70 and immediately organised their vaccination, making use of the support and willingness of the doctors and volunteers working at the Reale Hub, which, for the occasion, operated directly at the reception centres.











**280**  
volunteers  
**1.500**  
working hours  
for 130 days

“Don't forget that giving joy also gives joy”, said Friedrich Nietzsche; the tired but smiling eyes of the Reale Hub volunteers confirmed this every day.

Reale Group employees and members of 10 associations active in the region, 280 people divided into 14 teams that, every day, from 8:00 a.m. to 8:00 p.m. provided their time and energy to assist and coordinate the appointments of thousands of Piedmont citizens waiting for their vaccine.









“ Being **together**, each with their own **experience**, and **talking to each other**, made it possible to offer not just a useful **service**, but a **memorable** one for **each** of us volunteers „









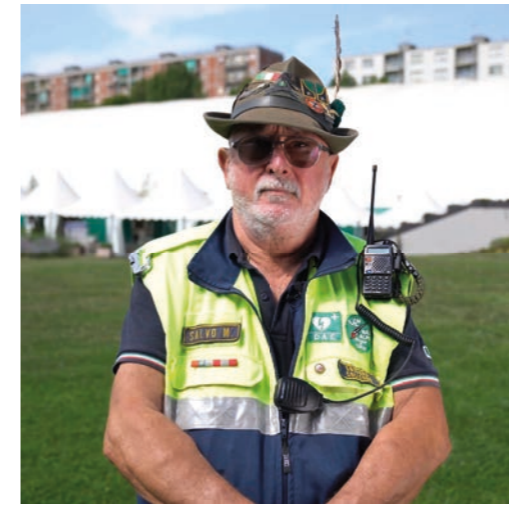
# 181 volunteers from 10 associations

Alpini, Croce Verde, Solidarietà Insieme 2010, Croce Giallo-Azzurra, Banco Farmaceutico, Associazione di Volontariato Cottolenghino, Associazione Il Volo 2006, Forma non-profit, Associazione Mosaico, Protezione Civile Corpo AIB: these are the 10 associations that gravitated around Reale Hub, providing the necessary assistance to volunteer employees to welcome people and organise vaccinations.

Each association provided their own set of skills and experiences without reserve, assisting operators of the Hub and people who, every day, passed by one of the 12 cubicles to receive their vaccine.











“ The secret was **constructing a united group** in a common and **enthusiastic effort** ”









**99**  
volunteer  
employees  
**9.852**  
hours donated

99 employees of the Group Companies immediately joined the Hub project, placing their time and energy at the disposal of others, of their community.

Brilliantly combining work and a spirit of solidarity, they dedicated 9,852 hours to corporate volunteering, taking care of welcoming and managing the flows of visitors, assisting the health operators every day, and coordinating with the volunteers of the 10 associations involved.









“ Right from the start of the **pandemic**, I understood that we needed **to do something** „









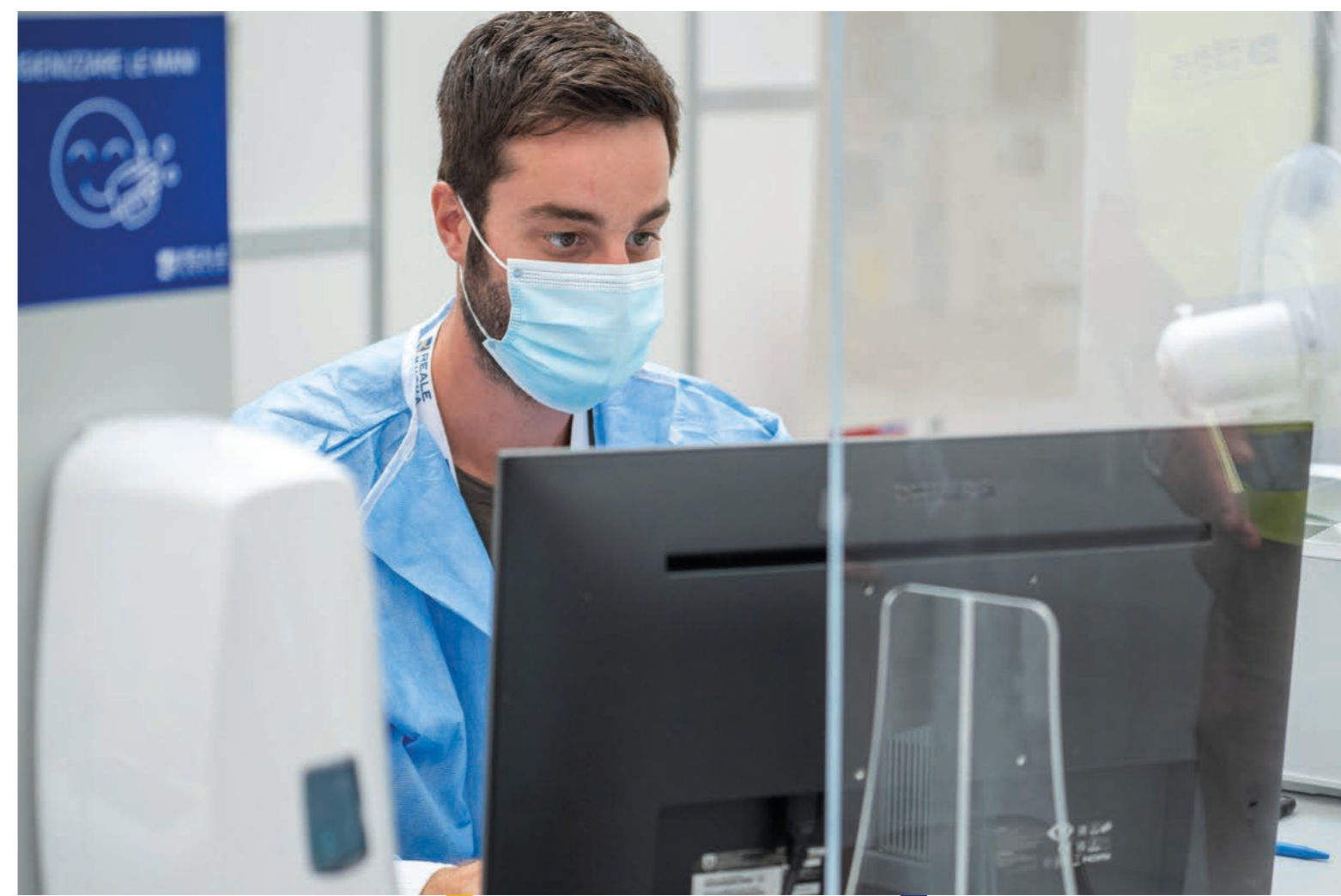
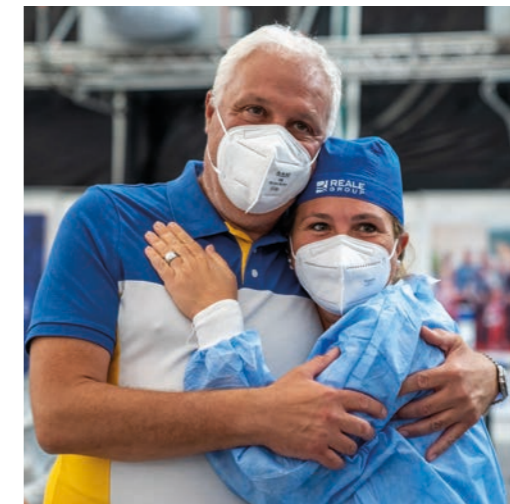
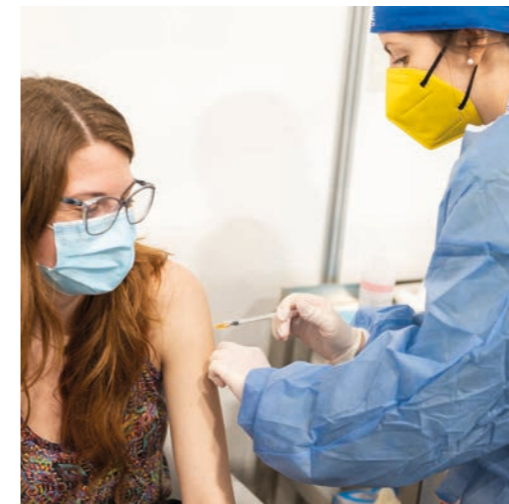
**100**  
doctors  
**60**  
nurses

“Great kindness and a very delicate hand on the doctor’s part” - one of the Reale Hub web reviews.

Just a few words, but enough to convey the quality of the contribution of the CDC doctors and nurses who worked at the Hub from April to August.

With an average of 960 vaccines per day, the service offered by health staff wasn’t just limited to administration, but also included consultancy and listening to those receiving the vaccine, as well as any post-inoculation support, with the presence of an on-site anaesthetist ready to intervene.









“ **Efforts in the field exceeded expectations** and the results **show it** ”





# Facilities

## Safety and monitoring

A facility like a vaccine hub needs people committed to ensuring maximum safety to those working there and those visiting for the administration of the vaccine.

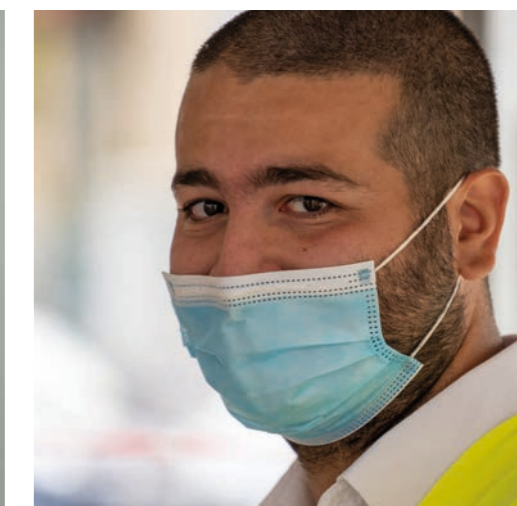
For this reason, inside the Reale Hub, there were supervisors who ensured the vaccine procedure was safe and monitored.

In addition, the Hub was covered, 24 hours a day, 7 days a week, by a security service across the whole perimeter.

## Sanitisation

1,095 vaccines a day entailed at least 1,095 users at the Hub, without taking into account all the staff and volunteers. An influx of this kind certainly required careful sanitisation of all spaces, objects, and furnishings in the Hub: vaccine cubicles, chairs on which to wait their turn, but also pens, rest rooms, handles, and everything that could be touched.

We must thank the staff that were in charge of quickly and meticulously cleaning the Hub for their continuous care.











### 3 Open Nights

The arrival of summer and the increase of doses available contributed to the widening of access to vaccinations, including to the younger age bands.

The Open Days project responded to this need, through days when a predetermined number of doses was provided to certain age bands, across the whole country, irrespective of the order dictated by the national schedule.

Reale Hub CV-19 participated in the project with its Open Nights, targeting citizens of the Piedmont Region. These comprised three evenings with DJ sets and volunteers entertaining thousands of young people from 18 to 28 years old who, from 9:30 p.m. to 3:30 a.m., had access to their vaccine dose earlier than scheduled.















“ This place instills  
calm and joy ”









# HUBbracciamoci

Before the lights went out definitively, a last night was dedicated to those who lit the Hub with their enthusiasm every day.

The "HUBbracciamoci" ["Let's hug each other"] event involved all the people engaged from April to August in the project: an evening in which to retrace the journey made, the emotions experienced, and to reward the contributions of every volunteer.

Under the motto of "We give light to our future", every volunteer was gifted a lamp and a celebratory plaque, in honour of the dedication they showed.











“ We were all equal: a little **scared** at the start, **happy** and **relieved** at the end „





# Thank-yous

A thank you

to the volunteers of:

Associazione Alpini  
Associazione Il Volo 2006  
Associazione Mosaico  
Associazione Solidarietà Insieme 2010  
Associazione Volontariato Cottolenghino  
Banco Farmaceutico  
Croce Giallo-Azzurra  
Croce Verde  
Forma Onlus  
Protezione Civile AIB

to the Reale Group employees who donated hours to corporate volunteering

to the doctors of the CDC

City of Turin local healthcare authority

Piedmont Region

National Covid-19 Commission in the person of General Figliuolo

Lorenzo Greco Onlus

Il Piemonte TI VACCINA

and to all those who, directly or indirectly, exerted passion and dedication for the success of Reale Hub CV-19.



