



people & places

ITALY

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Social Tour at Guidonia: a truly inclusive community

THE BUZZI UNICEM PLANT IN GUIDONIA OPENED ITS DOORS ONCE AGAIN ON SATURDAY, JUNE 14, TO HOST THE SECOND HIGHLY ANTICIPATED EDITION OF THE SOCIAL TOUR WHICH, SINCE ITS DEBUT IN 2024, HAS WON THE HEARTS OF THOSE WHO PARTICIPATED AND QUICKLY BECAME AN UNMISSABLE EVENT FOR THE AREA.

OPENING PHOTO

THE "OLTRETANGO (*BEYOND TANGO*)" ASSOCIATION THRILLED THE AUDIENCE WITH AN EXTRAORDINARY WHEELCHAIR TANGO PERFORMANCE, SHOWING HOW DANCE CAN BREAK DOWN EVERY BARRIER AND BECOME A POWERFUL TOOL FOR EXPRESSION, ENCOUNTER AND SHARED BEAUTY.

1. AMONG THE ORGANIZATIONS PRESENT WAS THE ASSOCIATION "INFINITO AMORE DA EMANUELE CICOZZI" ("ENDLESS LOVE BY EMANUELE CICOZZI") ASSOCIATION, A NON-PROFIT ORGANIZATION COMMITTED TO SUPPORTING YOUNG PATIENTS IN THE ONCOHEMATOLOGY DEPARTMENT OF THE BAMBINO GESÙ CHILDREN'S HOSPITAL IN ROME.
2. GRAND FINALE ON STAGE WITH ALL THE ARTISTS WHO PERFORMED DURING DAY. IN THE CENTER, THE ORGANIZER MATTIA DEL FORNO TOGETHER WITH HIS BAND "LA SCELTA (*THE CHOICE*)", FLANKED BY ACTOR AND SINGER MARIO ERMITO AND CHARISMATIC PRESENTER LELE SARALLO.



Conceived from the idea of merging art with social engagement, the Social Tour aims to promote the inclusion and intersection of different worlds, overcoming the barriers of prejudice through the universal languages of music, dance and entertainment. Once again this year, our cement plant was transformed for a day into a veritable arena of life,

ready to welcome artists, voluntary associations, families, children and adults in one big collective party. Ever since it was proposed to us in 2024, we have strongly felt the need to be part of this initiative. And so it came to be: numerous colleagues from the plant became active participants, enthusiastically throwing themselves into the organization and

success of the event. The response was such that, right from the start, it was obvious that the Social Tour had to become a permanent fixture on the calendar, an opportunity that had to be repeated and enhanced, and that would make our company feel like a living part of the community by promoting positive values within and outside of our production boundaries.



The 2025 edition witnessed the participation of numerous artists, singers, actors, performers and athletes who performed non-stop from the afternoon until late at night. The key message at the heart of the event was loud and clear: embrace our differences, enhance the uniqueness of each one of us, build a more aware, welcoming and inclusive community together.

Numerous local associations involved in combating social hardship and promoting inclusion were able to present their projects and raise public awareness on the importance of active and supportive participation.

The atmosphere that was created was truly unique! While the adults let themselves be carried away by the music and performances, the children played in a wholly dedicated area that included creative workshops, games and shows. A party for everyone, built on the positive energy of sharing. The Social Tour is not just an event, it is an opportunity to rethink spaces and relationships and to transform a workplace into a meeting point. As Mattia Del Forno, one of the organizers, said: "We invite players, rather than spectators. Because change comes from people who participate,



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who create, and who have the courage to reinvent bonds with a new look."

The success of the second edition confirms that we are on the right track: the Social Tour has successfully combined art and social engagement by creating a bridge between our industrial world and the community. A small gesture that leaves a deep mark and already casts us enthusiastically towards the next edition.

- 3. ALFIO, THE OFFICIAL MASCOT OF THE SOCIAL TOUR, PLAYED WITH THE YOUNGSTERS IN THE CHILDREN'S AREA. MAKING THE ATMOSPHERE EVEN MORE CHEERFUL WAS THE ROUSING MUSIC OF THE STREET BAND "ARTEATTIVA" ("ACTIVE ART"): COLORS, SOUNDS AND SMILES ON A DAY DEDICATED TO SHARED JOY.
- 4. THE "PIETRO MASCAGNI" MUSICAL BAND OF VILLANOVA DI GUIDONIA OFFICIALLY OPENED THE SOCIAL TOUR 2025, GIVING THE PUBLIC A FESTIVE AND ENGAGING WELCOME.



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