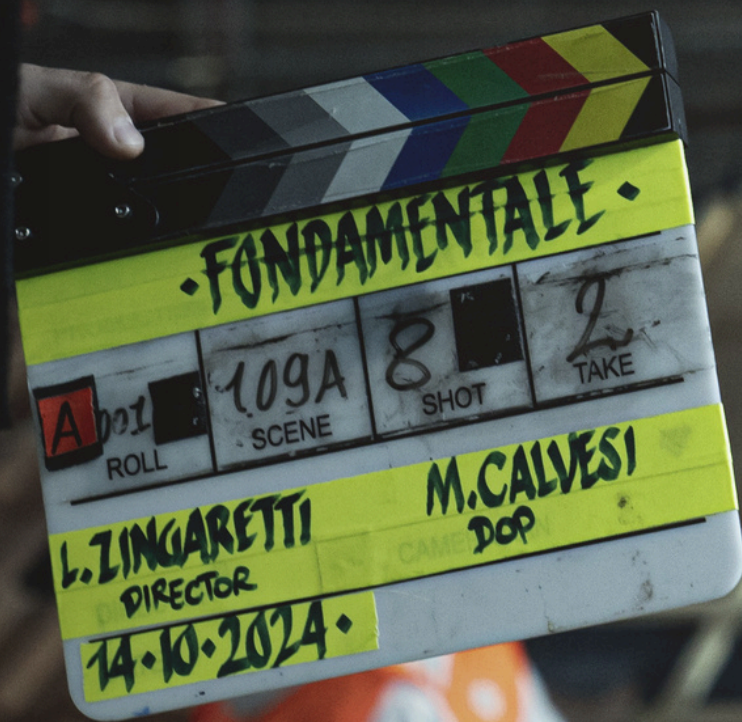


Fondamentale Campaign

The construction sector



ANCE

ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI

A large-scale construction project, likely a tunnel or underground infrastructure, featuring a complex network of steel beams and scaffolding. Workers in orange safety vests and blue hard hats are visible in the lower right, and a small vehicle with headlights is in the center. The scene is dimly lit with some artificial light sources.

The construction sector is one of the pillars of the national economy, with a production value of **624 billion** and **over 3 million workers**

Its importance is not only economic but also social, as it is at the heart of everyone's daily life, and need to be enhanced

ANCE

ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI

FONDA MENTA LEI

La Filiera delle Costruzioni

12 organizations, including trade unions and employer associations from the construction sector, as well as artisans and businesses

This project was made possible thanks to the presence of bilateral entities in our country

ANCE

ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI



Campagna finanziata dagli enti bilaterali dell'edilizia

FORMEDIL
ENTE UNICO FORMAZIONE E SICUREZZA

CNCE
COMITATO NAZIONALE
NORMATIVA PER IL CANTIERE

sanJedil
FONDO SANITARIO
LAVORATORI EDILI

Innovation

Sustainability

Safety

Training

ANCE

ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI



Noi che veniamo da lontano
directed and performed by Luca Zingaretti

ANCE | ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI

**promotional
video that tells
the story of our
profession**



The commercial aired from January 12 to February 1
on all major national broadcasters



digital platforms

NETFLIX

prime video



ANCE

ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI

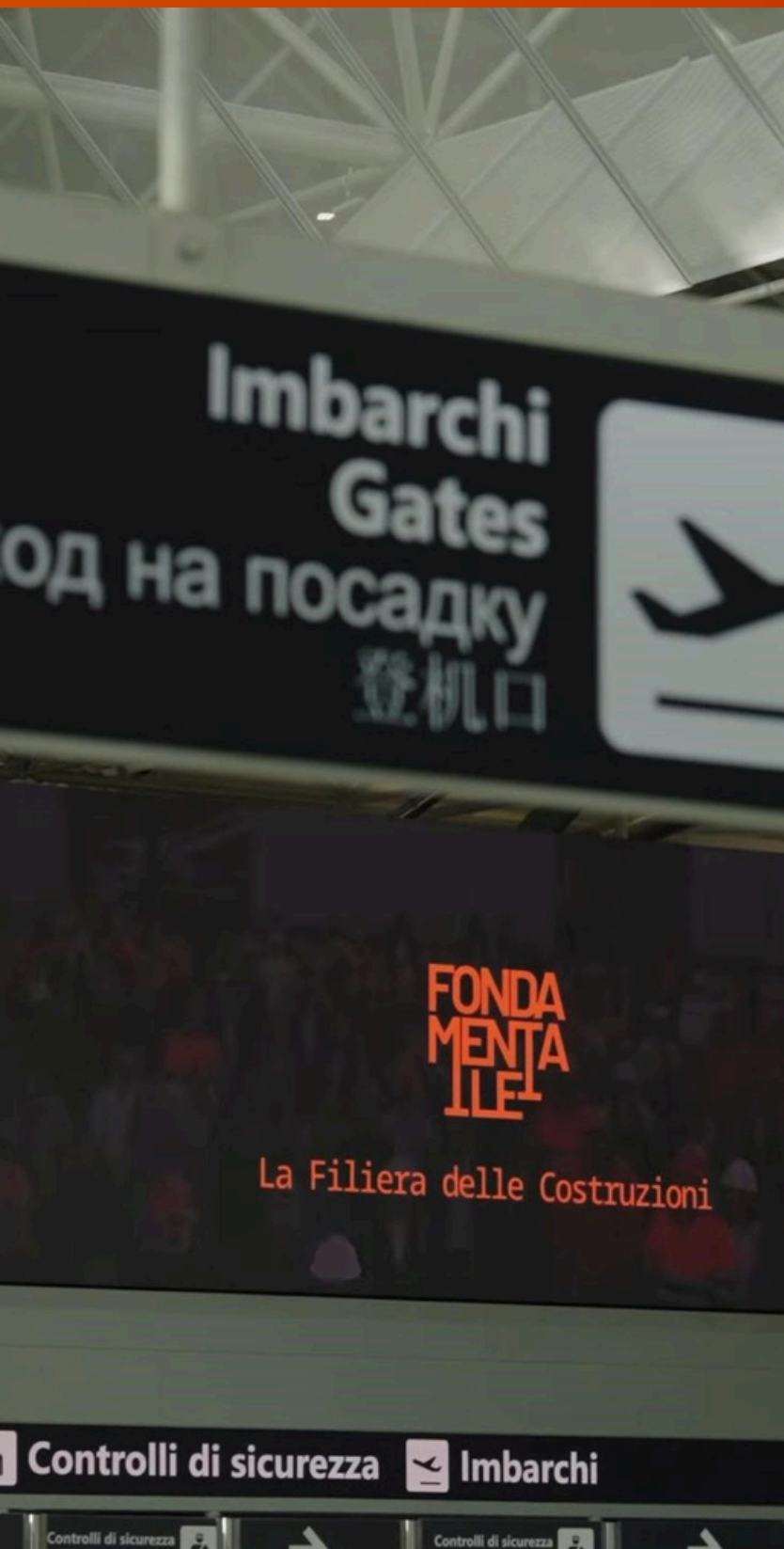
radio and social



ANCE

ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI

Large billboards



**On TV, the commercial reached over
15 million people**

**while its social media distribution
generated a reach of more than 7.6 million users**

**On Spotify, the campaign engaged over
1 million listeners**



ANCE | ASSOCIAZIONE NAZIONALE
COSTRUTTORI EDILI

Italy is the country with the highest number of UNESCO World Heritage Sites in the world. These wonders attract travelers from all over, sparking passion and creating wealth. But that's not the only reason we love our monuments. We Italians are proud of them because they represent our history, because they make us feel admired, and because they make us feel part of something greater — part of a great country.

We are the heirs of those who imagined, designed, and built them. From tools to the most advanced technologies, we are still the best — a symbol of excellence in our field.

*We are the foundation.
We come from afar.*