

**MAPPATHON
BROCHURE**



WeGlad
Welcome Gladiator

*Social impact technology to make Smart
Cities, truly Smart, because inclusive.*



ABOUT US



We are a company that develops innovative social solutions. We created WeGlad, an app that allows people to map the accessibility of streets and venues in just a few clicks, supporting those who face mobility difficulties, have disabilities or are neurodivergent.

Our commitment goes on through, and beyond, technology: we work to raise awareness about diversity and inclusion, with a focus on barriers – physical, cultural, and digital – that hinder the full participation of all people.

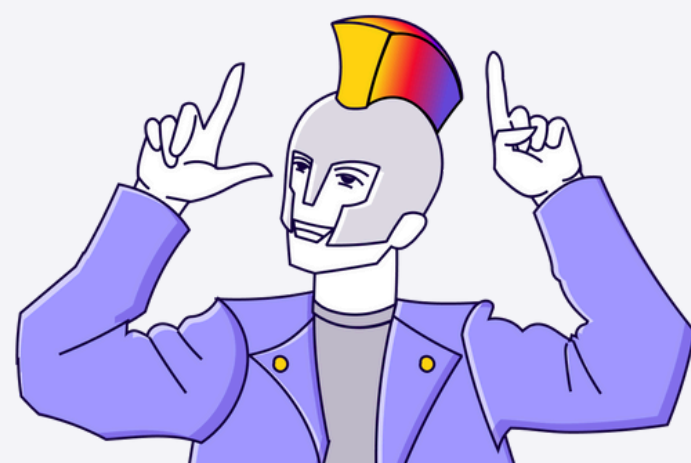
1 Purpose



Reshaping humanity through inclusion.

3 Our contribution

Help companies, associations, and institutions engage **all useful people and resources** to improve access to accessibility information around the world.



2 Our aim

A world where companies grow with inclusion in mind from the start, and where **doing good and achieving financial results go hand in hand.**

4 Meaning

WeGlad means **Welcome Gladiator**, and it refers to all people with difficulties and disabilities, who fight every day in the **Arena of Life** against difficulties they did not choose. We are with them, and we are happy to be (**We're Glad**).

THE PROBLEM: mobility and autonomy

- + **01** Architectural Barriers on the street.
- + **02** Non-accessible places.
- + **03** Non-accessible transportation.
- + **04** Absence of objective digital information.

= ~~Mobility Freedom Autonomy~~
Everything that makes a human being, **Human**.

this globally impacts



**1,5+
BILLION**

people with mobility impairments and more

THE SOLUTION: mapping accessibility through apps



MAPPING.

All people, everywhere, can contribute by expanding with objective data: interiors of premises and geolocated information on road conditions and context, in a few simple clicks.



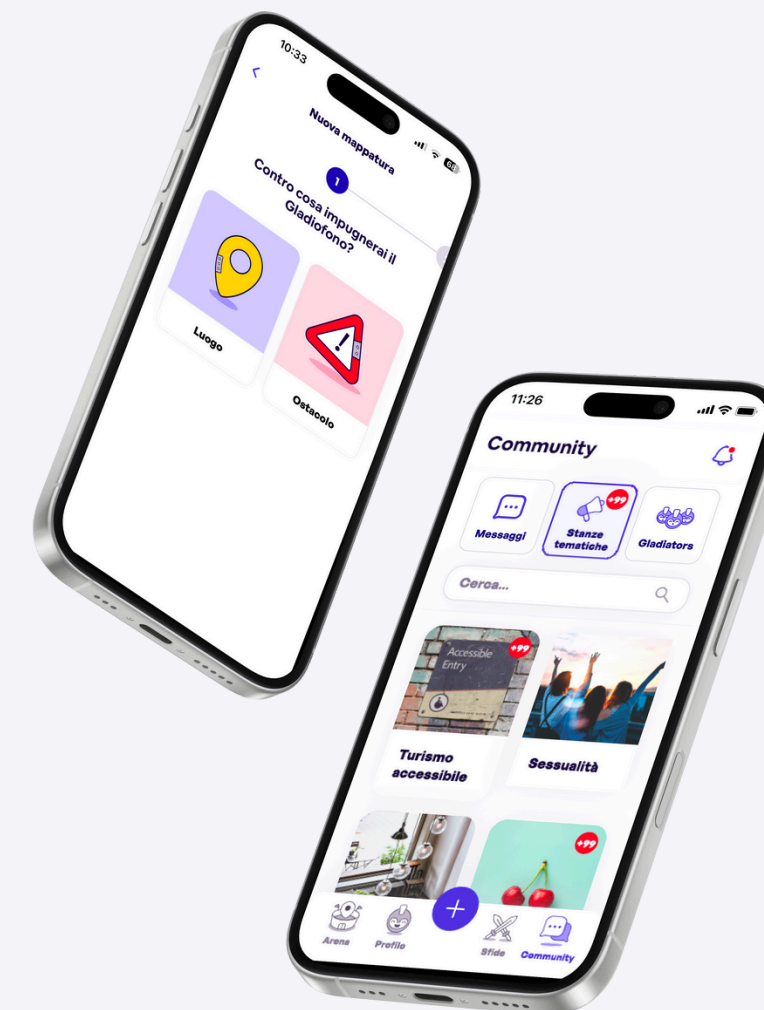
SOCIALIZATION.

Users can interact with each other or in groups, review and share places, ask for specific help or information, and view activities and opportunities provided by partners.



NAVIGATION.

Comprehensive mapping of an area gives the ability to build a navigator that guides users from point A to point B via the most accessible and customized route.



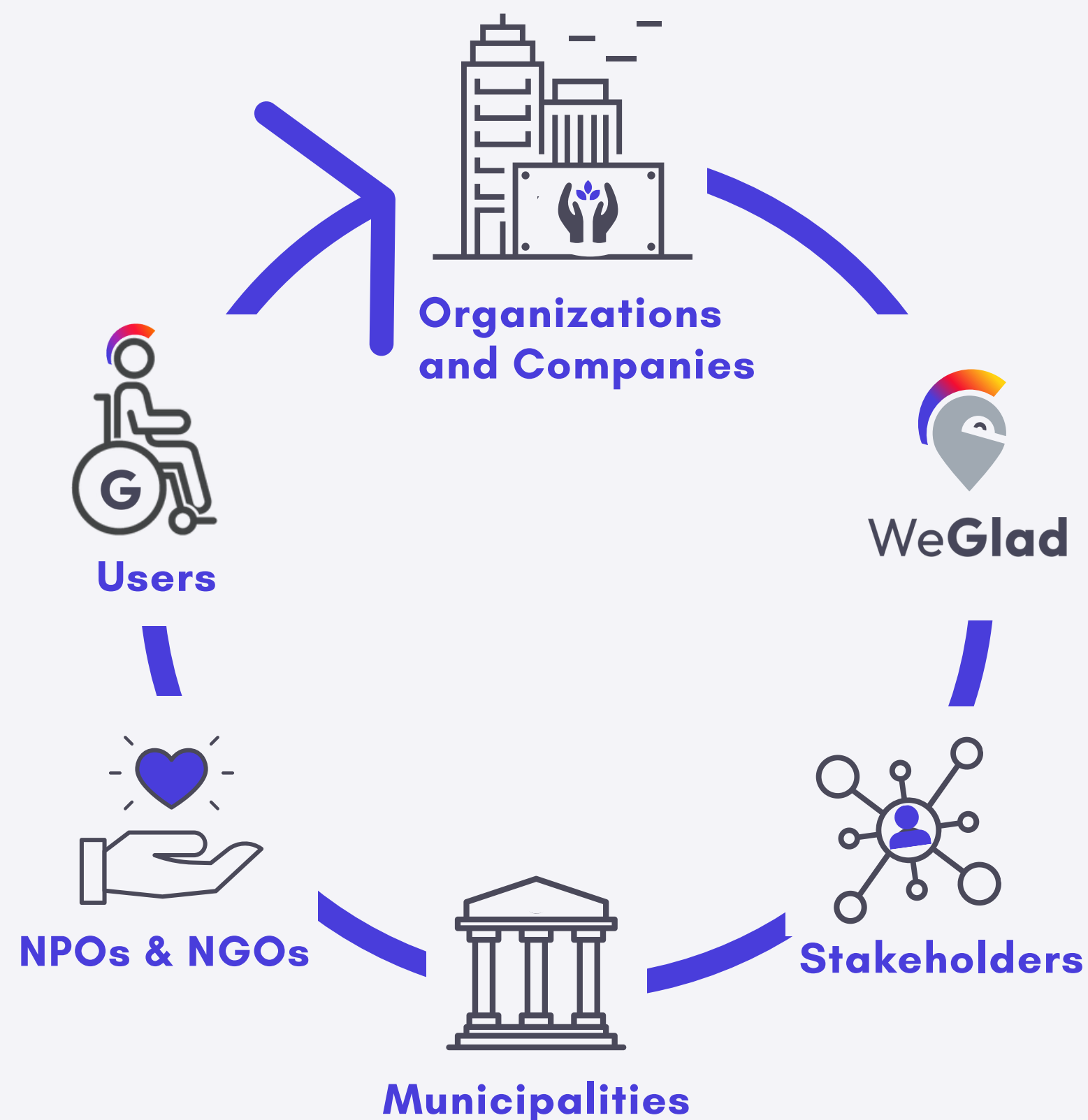


"THE MAPPATHON", MASS INVOLVEMENT

WeGlad has come up with a **"Mappathon"**: an impactful challenge where anyone can help **map the accessibility** of streets and places with just a few clicks via App. Each mapping allows you to earn points, climb the leaderboard and compete for a prize, all while learning the principles of inclusion in a fun and engaging way.

The data collected will be enhanced with the **Partner brand**, with whom we will collaborate to develop educational materials and raise awareness of accessibility. In addition, the mappings will be shared with **municipalities, non profit organizations** and **People**.

Because in this challenge, everyone wins!



VALUE POINTS:

- Promotes a culture of Diversity and Inclusion.
- Based on real-time data for measurable and concrete impact.
- Innovative engagement mechanism.
- Broad, multi-stakeholder social impact, with benefits for companies, institutions and communities.
- It does not take time away from daily work activities, integrating easily.
- It involves strategic territorial entities, such as municipalities, universities, schools and the Third Sector.
- Opens to new Brand Ambassadors from outside the company.
- Strong media and communication resonance through real and tangible impact.
- Privacy guaranteed, with the ability to anonymize both the mapping data and the person doing the mapping.
- Fully customizable to fit specific needs.



"Creating stakeholder alignment is not an obstacle to doing our job. It is our job."

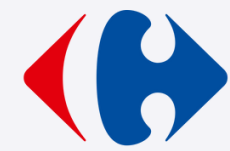
D. Kessler



MAPPATHON EXAMPLE: "REMUOVIAMOLE CHALLENGE" CASE STUDY

We did a Mappathon with **6 corporate-competitors** all at once, real coopetition. Never happened in Europe in this vertical.

our partners in crime:



Carrefour

bennet

INDITEX

KASANOVA®

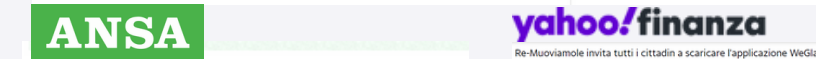


Adriano de Zordi
CEO @ Bennet
Group

national organic PR:



CORRIERE DELLA SERA
MILANO
Barriere architettoniche a Milano, inizia la mappatura con WeGlad: è il progetto «Re-muoviamole»
di Luca Caglio
Buche, marciapiedi senza scivoli, palazzi dove manca l'ascensore, stazioni del metrò prive di montascale. Federdistribuzione lancia il piano «Re-muoviamole» con il Comune e la startup WeGlad. Nel tavolo di lavoro, tra gli altri, i marchi Bennet, Carrefour, EsseLunga, Inditex, Kasanova e Pam Panorama



ANSA
(ANSA) - MILANO, 07 APR - Buche, marciapiedi senza scivoli, edifici senza ascensori sono alcuni degli ostacoli contro cui le persone con difficoltà motorie si trovano a combattere ogni giorno.

Per rendere più inclusiva la mobilità nei centri urbani, Federdistribuzione, con la collaborazione di WeGlad, start-up a vocazione sociale e società benefit, dà il via a "Re-muoviamole", iniziativa che promuove la mappatura e la segnalazione delle barriere architettoniche.



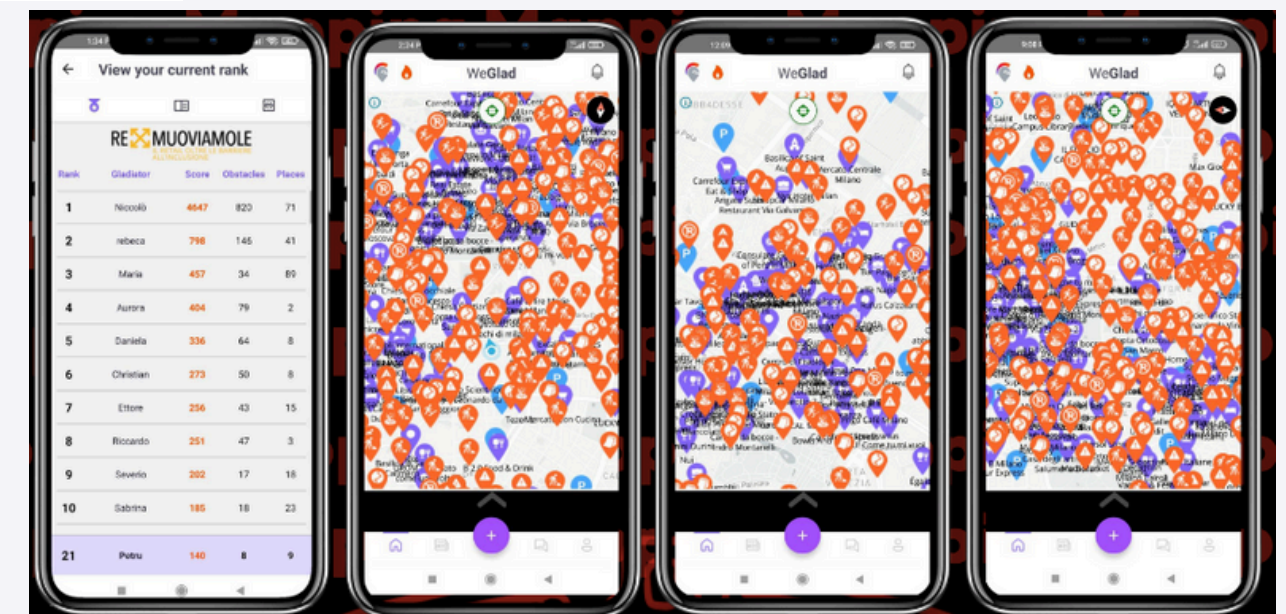
DATAMAGAZINE.it
"Quello dell'accessibilità è un problema che va risolto urgentemente, infatti, WeGlad è nata per fornire, mediante la tecnologia, la soluzione più efficace. Il mappathon è l'esempio perfetto di come farlo, prima rendendolo noto e poi fornendo lo strumento per identificarlo al meglio. Infine, coinvolgendo i giusti stakeholder, come aziende, municipalità e territorio, risolvendolo definitivamente", ha affermato Petru Capatina, Ceo e fondatore di WeGlad.



Disabilità, ecco l'app che permette di mappare le barriere architettoniche a Milano

Presso i cittadini potranno scaricare l'app e segnalare le barriere architettoniche in natura o di alcune aree della città, partecipando ad una vera e propria gara di mappatura di tutti gli ostacoli sul territorio.

Chairman of the national retail federation
bringing the case to major podcast:



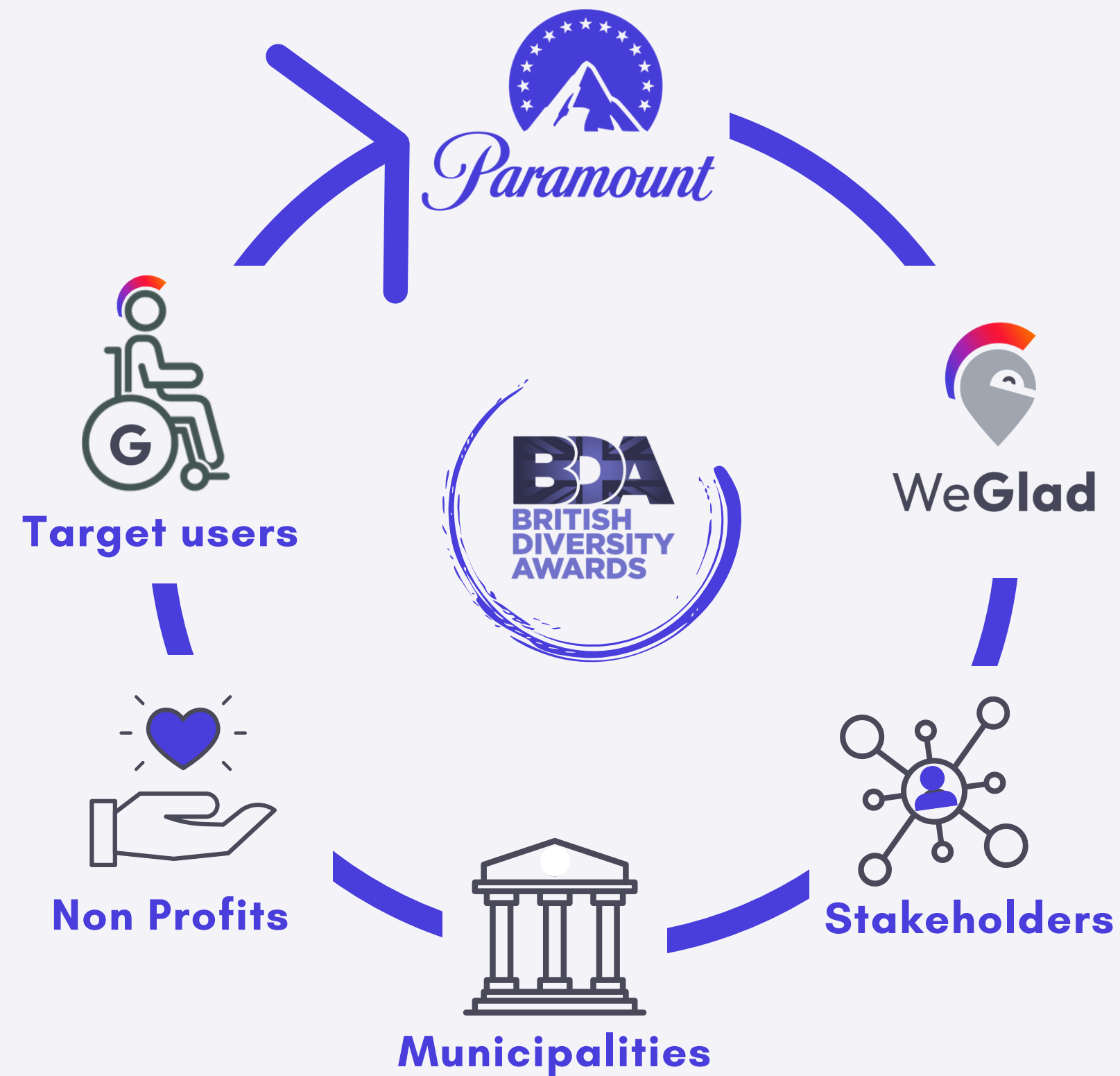
over **5'500** mappings in less than **2 months!**

The first time since 1986 (introduction of Architectural Barrier Removal Plans) that so much data has been collected so quickly after more than 30 years. The case has also been brought to the EU Commission as example of impactful stakeholder engagement that generates useful data and community value.



This 6 Corporate Mappathon is now evolving into new geo-distributed corporate challenges in partnership with local Public Administrations.

INTERNATIONAL CASE STUDY WITH PARAMOUNT



Executed in 3 countries with different partners:



[Watch the use case video HERE](#)



This Mappathon was Awarded as the
"Global Diversity Initiative of the Year - 2025"
by London Stock Exchange Group & British Diversity Award

MAJOR ACKNOWLEDGEMENTS

Accelerated by Tier 1 Global Innovation Clusters



Accelerated by the second Global Accelerator, on the Smart City vertical.



Accelerated to Canada by Silicon Valley's best B2B Accelerator, empowered by Gov.



Accelerated in Vienna on the Vertical of Stakeholder Engagement and Impact Tech in the Mobility World.

Institutional Awards



in 2021 WeGlad won the National Civil Economy Award, just five months after its establishment.



Winners of ESG 2022 United Nations representing Italy in the EU final of the world's largest competition on social entrepreneurship.

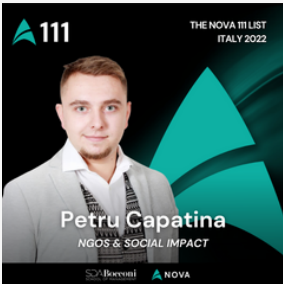


Best Mobility Innovation 2023, awarded together with 4 Corporate (other verticals), WeGlad the only start-up.

Founders Impact Acknowledgements



Top 10 Forbes 2021 in Social impact



Top 10 professionals 2022 in Social Impact, according to the Nova 111 and Bocconi list.



Mylennium Award - person of the year 2023 for merit and impact, 'Ad Honorem'.

Read about us on:



MAPPING IS FAST AND EASY



See the explanation at this link: https://youtu.be/zvVHRvGOwM8?si=nUYh0kbkn_FcAtbw

CONTACTS

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Join the Arena. It is time for Inclusion to win.

