



PRESS RELEASE

## **Ben-Fare 2025 - Towards Itaca: a journey between fragility, dignity and rights**

Castelnuovo del Garda (VR), 29 and 30 October 2025 - Parc Hotel

**Ben-Fare**, the national conference dedicated to innovation in care services, promoted by **Qualità e Benessere (Q&B)** is back. The 15th edition, scheduled for **29 and 30 October 2025** at the Parc Hotel in Castelnuovo del Garda (VR), coincides with the 20th anniversary of the first application of the Qualità e Benessere Model.

This year's title, "**Towards Itaca - A journey between fragility, dignity and rights**" recalls the value of health as a human and professional path. The objective is to reflect on the role of those who care for the most vulnerable in an increasingly complex social context, where defending dignity and rights becomes a choice of responsibility.

Globally, we are going through a period of profound transformation: some democracies are weakening, fundamental rights are being challenged and barriers that marginalise the fragile, the weak and the diverse, are growing. Those who take care of others cannot follow this drift. On the contrary, we must choose to be on the side of those who have no voice, of those who depend on the assistance of others: family members, carers, workers, institutions.

"Those who care for the most fragile must choose to be on the side of those who have no voice - stresses Massimo Giordani, President of Qualità e Benessere - because care is also an act of citizenship and collective responsibility".

The two days of **plenary sessions, seminars and workshops** will provide moments of discussion with national and **European** experts, among the guests: **Sandra Gallina** (DG SANTE European Commission), **Edoardo Patriarca** (ANLA), **Teresa Petrangolini** (Università Cattolica - ALTEMS), **Franco Pesaresi** (Pact for a new welfare on non-self-sufficiency), **Anne-Marie Chavanon** (Council of Europe), **Mario Possenti** (Federazione Alzheimer Italia), **Nicola Vanacore** (ISS), **Marco Mascia** (University of Padua - UNESCO Chair).

The main themes of the programme include:

- Policies for the non-self-sufficiency and protection of vulnerable people rights;
- Quality of life and new guidelines for dementia;

- innovation, artificial intelligence and multiculturalism in care services.

During the meeting, there will be **practical workshops** and **brief seminars** on the above mentioned topics to allow participants in-depth moments.

The tools created within the **Erasmus+ Life Magister Project "Empowering elder care professionals and caregivers"** will also be presented, **highlighting** how these tools - developed by the project partners **Qualità e Benessere (Italy), Sint Vincentius (Belgium) and KPV (Poland)** - can reinforce the skills of care workers and can be integrated in the Q&B model, benefitting the practice community.

During the event, the results of the Q&B 2025 assessments will be presented, the Q&B Membership Certificates will be awarded and the winners of the second edition of the 'Allora Musica 2' Music Competition will be announced.

The event is supported by partner companies that offer products and services for care facilities and, together with the facilities, explore the best solutions to meet the users' needs. Meeting with our partners will be possible during the event.

For further information

- about the conference: <https://www.benfare.it/ben-fare-2025/>
- registrations: <https://www.benfare.it/registere-benfare-2025/>
- on the music competition for senior citizens: <https://www.benfare.it/musicale-25/>
- Quality and well-being: <https://qualita-benessere.it/>

Contact: [raffaele.avanzi@qualita-benessere.it](mailto:raffaele.avanzi@qualita-benessere.it)