11 NOVEMBER 2022

MILAN BERGAMO AIRPORT CELEBRATES KINDNESS DAY

On Sunday 13 November 2022, Milan Bergamo Airport is celebrating World Kindness Day. This is an initiative that aims to draw attention to the values of respect and politeness, which are all the more important when expressed in the context of constant attention to people, such as in the airport setting.

From 10am until 2pm, three stations will be set up in the passenger terminal, one in the airside arrivals area, one in the Schengen flight departures area and another in the area reserved for non-Schengen flights. These stations will be manned by staff in the ground handling services of SACBO Group and they will give passengers gerberas, which are a symbol of this day, as well as chocolates.

World Kindness Day was created in Japan thanks to the Japan Small Kindness Movement, founded in 1988 in Tokyo, where two years earlier a first group of organisations had been formed, gathered in the World Kindness Movement, which then spread to the rest of the world.

On this day we are called on to promote kindness and respect towards others, the courtesy of small gestures, patience, care, and listening to the needs of other people without forgetting our own. Kindness comes in the form of polite behaviour and good manners, but it can also be altruism, generosity and availability towards others. This call to kindness is, most importantly, an invitation to practice it every day through good manners.