



SUSTAINABILITY ACTION VOYAGE EXPERIENCE

A trip to
a sustainable future

PRESS RELEASE

FROM NORTH TO SOUTH: STARTING TODAY THE “MUSEUM ON WHEELS”, TO EDUCATE PEOPLE TO A CONSCIOUS USE OF RESOURCES

A TRUCK EQUIPPED AS AN INTERACTIVE LABORATORY, WITH CONTENTS FROM THE SAVINGS MUSEUM

INVOLVING 10 THOUSAND STUDENTS IN 22 CITIES

THE “SAVE TOUR” IS AN INITIATIVE PROMOTED BY SAVINGS MUSEUM, EIB INSTITUTE AND SCANIA

Milan, 5 October 2018 – Twenty-two stopovers from the North to the South of Italy and more than 10 thousand students involved, to educate people to a conscious use of resources - beginning with money - and to combat wastefulness. It's the purpose of **S.A.V.E. Sustainability, Action, Voyage, Experience**, a travelling project aimed at primary and secondary schools, developed by the Savings Museum, BEI Institute and Scania, with the collaboration of Intesa Sanpaolo. The tour will take place on board a Scania latest-generation vehicle, equipped as a miniature Savings Museum. Departed today from Piazza Castello in Milan, it will stop in Pesaro from 29 to 31 October, coinciding with the World Savings Day.

The SAVE Discovery Truck is a truck with a semi-trailer, set up as a proper interactive laboratory thanks to the experience of the Savings Museum of Turin. Everything on board is thought in order to impart the knowledge at the base of financial literacy and circular economy with a playful approach, aiming to promote the acquisition of virtuous behaviors by the citizens of tomorrow.



PATROCINIO
Comune di
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MUSEO DEL RISPARMIO



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The tour will cross Italy from north to south, stopping in 8 regions and **paying particular attention to the areas affected by the earthquake which took place in 2016**. The initiative will involve over 10 thousand primary and secondary schools students, that will climb onboard to deal with the issue of the scarcity of resources - beginning with money -, and to reflect on the importance of engaging in the fight against wastage. Managed by Savings Museum as a result of the cooperation with BEI Institute and Scania, three thematic routes will be proposed along with workshops dedicated to sustainability and circular economy.

The truck will travel weekly, staying three days on each stop (see the cities listed below). The final event will be held in Rome, in April 2019.

*“We want to foster student engagement in issues such as saving decisions and growth sustainability – **Gian Maria Gros-Pietro, Chairman Intesa Sanpaolo** says -. The act of saving underpins the freedom to reach personal goals while favoring the economic development of the society. Equally, the actions that characterizes a circular economic system, that is the awareness in the use of resources and in their reuse, favor growth and its sustainability in the future”*

Franco Fenoglio, Chairman Italscandia, also underlines: *“We are very proud to be among the promoters of this project, that is dedicated to the new generations, which soon are required to adopt behaviours and make decisions that are crucial for the future of Our Planet. We are aware of the fact that the transport sector has an enormous responsibility in driving the shift towards a more sustainable future and therefore we are always committed to promoting tangible education and awareness raising projects on the issues of sustainability”.*

*“I am delighted that in conjunction with the EIB Institute the EIB is one of the key participants in the project to create the first museum on wheels - says **Dario Scannapieco, Vice President of European Bank of Investment** - We are paying greater attention to the sustainability and social impact of the investment projects that we finance and we are supporting numerous initiatives to help spread the culture of impact investing and knowledge of financial matters. In this way too, we are helping to make a positive impact on the lives of Europe’s citizens.”*



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WHY TO START THE JOURNEY

The project stems from the awareness that basic economic literacy is hardly widespread in our country and that a wider circulation of concepts, ideas and stimuli is therefore needed.

For this same reason, in 2017 the Ministry of Education, University and Research and the Ministry of Economy and Finance established a Committee intended to promote financial education.

Also from a sustainability point of view, our country is lagging behind. That is why in November 2017 the Ministry of Economic Development and the Ministry for the Environment and Protection of the Territory and the Sea presented a strategic positioning document on the issue of the circular economy, in continuity with the commitments adopted under the Paris Agreement and the United Nations 2030 Agenda.

On this basis, the Savings Museum, the EIB Institute and Scania Italy have put together their resources and expertise in the service of a common goal: making the basic knowledge that is necessary to a conscious management of material and financial resources accessible to future generations, in support of a project that transforms waste into value, savings into conscious investment, technology into an instrument with positive impact on the environment and the well-being of society.



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THE PROMOTERS

SAVINGS MUSEUM

The Savings Museum is a unique edutainment project, founded in 2012 to spread financial literacy via multimedia contents, such as videos, interviews, cartoons, games, that surprise and entertain visitors. Its educational offer is further diversified by connections with literature, cinema and theatre, and addresses a diversified audience – adults, teenagers and children – aiming to stimulate their active participation. The number of visitors rose from 6,214 in 2013 to 10,900 in 2017. Moreover, in the last year, about 7,000 people were involved in external activities linked to the Museum in Italy and abroad: workshop, conferences, book presentations, temporary exhibits. The Museum is entirely financed by Intesa Sanpaolo.

THE EIB INSTITUTE

The EIB Institute was set up within the EIB Group (European Investment Bank and European Investment Fund) to promote and support social, cultural, and academic initiatives with European stakeholders and the public at large. It is a key pillar of the EIB Group's community and citizenship engagement. The EIB Institute is committed to reducing inequalities and promoting diversity and social cohesion within the EU Member States. The Institute supports social innovation and entrepreneurs who aim to generate a societal impact (targeting social, ethical or environmental goals) or seek to create and sustain social value, typically related to unemployment, marginalisation of disadvantaged communities and access to education and other basic services.

We offer advice, finance research and knowledge transfer, and provide grants that support EU social cohesion goals via partnerships with local non-governmental organisations (NGOs), universities and academic networks, foundations, research institutes, corporate organisations and governmental bodies.



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SCANIA ITALY

As a part of the multinational company Scania, a world-leading provider of transport solutions, Scania Italy offers cutting-edge solutions for a sustainable transport system, with the aim of reducing emissions and consumption to a minimum and fighting air pollution. Scania is aware of its social responsibility and therefore operates according to a number of fundamental values including integrity, sustainability and elimination of waste. Scania offers tailor made solutions that allow operators to increase their efficiency and performances, while reducing the environmental impact. Scania has therefore an important role in the ecosystem and at present the company is both achieving the leadership in the sector of sustainable transports and laying the foundation for a more sustainable world in the future.

S.A.V.E. TOUR STOPS

Destination	Estimated dates	Region
Pesaro	29-31 October 2018	Marche
Ancona	6-8 November 2018	Marche
Perugia	13-15 November 2018	Umbria
Terni	20-22 November 2018	Umbria
Ascoli Piceno	27-29 November 2018	Marche
L'Aquila	4-6 December 2018	Abruzzo
Pescara	11-13 December 2018	Abruzzo



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Isernia	8-10 January 2019	Molise
Campobasso	15-17 January 2019	Molise
Andria	22-24 January 2019	Puglia
Brindisi	29-31 January 2019	Puglia
Taranto	5-7 February 2019	Puglia
Matera	12-14 February 2019	Basilicata
Potenza	19-21 February 2019	Basilicata
Salerno	26-28 February 2019	Campania
Benevento	5-7 March 2019	Campania
Caserta	12-14 March 2019	Campania
Frosinone	19-21 March 2019	Lazio
Latina	26-28 March 2019	Lazio
Pomezia	2-4 April 2019	Lazio
Roma	9-11 April 2019	Lazio



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