

PRESS RELEASE

**INTESA SANPAOLO: LAUNCH OF “GIOVANI E LAVORO” PROJECT
(YOUTHS AND WORK)
TO INTRODUCE 5,000 YOUNG PEOPLE INTO THE JOB MARKET**

- **A practical initiative to train young unemployed people and help them meet the requirements of the job market**
- **Training courses in three professional sectors with a higher demand for employees: retailing, hotel/restaurant industry, IT services**
- **Promotion of the project in companies to facilitate the introduction of participants**
- **Kicking off in cities with higher youth unemployment levels: Rome and Naples**

Milan, 5 June 2019 – The **Giovani e Lavoro** project has kicked off with a launch presentation to companies potentially interested in Lazio and Campania. The project has been set up by Intesa Sanpaolo to help young people between 18 and 29 years old access the world of work, helping them to acquire skills needed in the job market. The programme is designed to train around **5,000 young people by 2021** as employees in the restaurant/hotel business, retailing, and IT services, three sectors which have been identified as most in need of new young staff.

Young people are offered a free training course to develop their technical, aptitudinal and behaviour skills (*soft skills*). **For companies**, the project offers a supply of potential employees trained according to their business needs. The first group of 125 people have already completed the course or are just beginning, and some have already been hired.

“The level of youth unemployment clashes paradoxically with the difficulty of companies in finding trained staff. With this project, Intesa Sanpaolo tackles one of the most urgent issues, the access of young people to the job market, in two ways: offering young people the tools to compete in the job market by helping them train for a profession, and at the same time answering the needs of companies themselves, who have expressly asked for motivated potential employees with a solid training base” stated **Paolo Bonassi**, Head of the Strategic Support Department at Intesa Sanpaolo.

Around **1.3 million** young Italians are currently unemployed, while the job market offers around **731 thousand** positions with profiles which are difficult for companies to fill. 30% of unemployed young people are concentrated in **six Italian provinces**: Naples, Rome, Bari, Palermo, Milan and Turin (Source: Istat). 17% of the positions offered by companies are difficult to fill, particularly in the areas of hospitality/restaurant business, retailing/sales and digital/ICT services (Source: Unioncamere). The **Giovani e Lavoro** project of Intesa Sanpaolo (presented by Intesa Sanpaolo CEO Carlo Messina in late January 2019) highlights three fundamental issues: youth unemployment, the geographic areas with a higher unemployment rate, and the demand from companies for pre-trained employees.

The project is organised by Intesa Sanpaolo through Intesa Sanpaolo Formazione, the Group's subsidiary that plans, organises, manages and coordinates educational programmes, training and professional development. The project is carried out in collaboration with *Generation Italy*, the worldwide non-profit initiative set up by McKinsey & Company in 2015 with the aim of helping reduce youth unemployment (<https://www.generation.org/italy>). In three years, Generation has helped over 26,000 students achieve a diploma and enter the job market, from 100 cities in 11 countries worldwide. Generation started its activity in Italy in 2018 (the second European country after Spain) with a non-profit foundation, launching its first training programmes in retailing and software development.

To apply for training (ages 18-29): <https://www.intesasanpaolo.com/it/giovani.html>

For companies interested in the project: <https://www.intesasanpaolo.com/it/business.html>

Intesa Sanpaolo

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