

## PRESS RELEASE

### INTESA SANPAOLO, FONDAZIONE CON IL SUD AND FONDAZIONE SAN GENNARO PRESENT THE “LUCE” PROJECT FOR NAPLES’ RIONE SANITÀ

#### Training, employment and inclusion of young people through art in Naples

*Naples, 20 May 2021* – Today, Intesa Sanpaolo, Fondazione CON IL SUD and Fondazione di Comunità San Gennaro presented the LUCE project, a training and social inclusion initiative for the young inhabitants of Naples’ Rione Sanità district through art, which is also beneficial in terms of job opportunities for young people and enhancement of the district’s historical and artistic heritage.

The initiative involves artistic workshops for 60 young people aged between 16 and 25, in the **Chiesa di Santa Maria Maddalena**, located in the heart of the “Cristallini” area, with theory and practical workshops led by artists and experts in fields including painting, cinematography, photography and local knowledge. During one of the training courses, the young people involved will fresco the church and the district’s most hidden alleys together with internationally renowned muralists.

Two new infopoints will also be opened at the **Chiesa di Sant’Aspreno ai Crociferi**, which will be available seven days a week, giving visitors the opportunity to access the workshop of contemporary artist Jago, and at the **Basilica of San Severo fuori le Mura**, a church that since December 2020 hosts the work “*Il Figlio Velato*”, as well as the Catacombs of San Severo. Both initiatives will provide employment for a number of young people in the neighbourhood.

The LUCE project, supported by Fondazione CON IL SUD, Fondazione di Comunità San Gennaro and Intesa Sanpaolo, addresses important structural assets of the National Recovery and Resilience Plan (NRRP), including: the fight against inequality, employment of young people in vulnerable situations, urban regeneration in marginalised contexts, and promotion of the third sector’s contribution to society and development in Southern Italy. The initiative is also in line with what the Fondazione di Comunità San Gennaro and the Cooperativa La Paranza have been doing for years in the Rione Sanità, through important training projects involving the recovery and enhancement of local resources, such as the public opening of the Catacombs of San Gennaro.

*“The Fondazione CON IL SUD has been investing for over 10 years in the Rione Sanità, not only in terms of economic resources, but above all by establishing a relationship of cooperation and trust with the local community”,* commented Carlo Borgomeo, president of Fondazione CON IL SUD. *“We have invested and continue to invest with conviction in human capital, the*

*true wealth of every area. We are therefore delighted to renew our commitment and to contribute once again to the development of a neighbourhood that has so much to offer”.*

*“The initiative is jointly planned by the Fondazione CON IL SUD, the Fondazione di Comunità San Gennaro and Intesa Sanpaolo, which is providing not only financial support, but also the Group’s specialist social and cultural expertise. The project has a twofold goal: to reclaim abandoned artistic heritage in the Rione Sanità, a very problematic area of Naples, and to train local youth so that they can find new employment opportunities in the art and tourism sectors. In doing so, Intesa Sanpaolo once again affirms its commitment in terms of social and cultural responsibility undertaken in the 2018-2021 Business Plan, carrying out a systemic action together with institutions, third-sector organisations and civil society – represented by artists who generously pass on their knowledge through training workshops – to promote the sustainable and inclusive growth of the areas in which it operates”, commented Elena Jacobs, Head of Social Initiatives and University Relations at Intesa Sanpaolo*

*Press information*

**Fondazione CON IL SUD**

[comunicazione@fondazioneconilsud.it](mailto:comunicazione@fondazioneconilsud.it)

[www.fondazioneconilsud.it](http://www.fondazioneconilsud.it)

334 6786807

**Intesa Sanpaolo**

Media and Associations Relations

Institutional, social and cultural activities

[stampa@intesasampaolo.com](mailto:stampa@intesasampaolo.com)

<https://group.intesasampaolo.com/en/newsroom/news>

**Fondazione di Comunità San Gennaro Onlus**

[comunicazione@fondazioneangennaro.org](mailto:comunicazione@fondazioneangennaro.org)

[www.fondazioneangennaro.org](http://www.fondazioneangennaro.org)

**Fondazione CON IL SUD**

The Fondazione CON IL SUD is a private non-profit organisation created from an association between banking foundations and the third sector and voluntary sector to foster development in Southern Italy by promoting social cohesion. The Foundation supports “exemplary” initiatives to educate children about the law and to prevent early school leaving, to develop young talent and attract “brains” to the South, to protect and promote the common good (culture, the environment, and social reuse of property confiscated from the mafia), to improve social and health services, to integrate immigrants and to promote community welfare. In 14 years, it has supported over 1,300 initiatives, directly involving 6,300 organisations and 430,000 citizens, mainly young people, contributing a total of €245 million. In 2016, the “Con i Bambini” social enterprise was established, which is fully owned by the Foundation.

### **Intesa Sanpaolo**

Intesa Sanpaolo is the leading Bank in Italy and one of the soundest and most profitable banks in Europe. It offers commercial, corporate investment banking, asset management and insurance services. The Intesa Sanpaolo Group has approximately 14.6 million customers in Italy who are assisted through both digital and traditional channels and 7.2 million customers abroad with subsidiaries operating in commercial banking in 12 countries in Central Eastern Europe and Middle Eastern and North African areas and an international network of specialists in support of corporate customers across 26 countries. Intesa Sanpaolo is recognized as one of the most sustainable banks in the world. For the Group, creating value means being a driver for growth, for the benefit of both society and the economy. As regards the environment, the Group has set up a 6-billion-euro fund for the circular economy. Intesa Sanpaolo supports major economic inclusion and poverty reduction projects, including an impact fund of 1.5 billion euro for loans available to social groups who struggle to access credit. Intesa Sanpaolo has a high level of involvement in cultural initiatives, organised by the Bank or in collaboration with other entities in Italy and further afield. These include permanent and temporary exhibitions showcasing the Bank's impressive artistic heritage at the Gallerie d'Italia, the Group's museums located in Milan, Naples, Vicenza and soon Turin.

Web site: [group.intesasanpaolo.com](http://group.intesasanpaolo.com) | News: <https://group.intesasanpaolo.com/en/newsroom/news> | Twitter: @intesasanpaolo | Facebook: @intesasanpaolo | LinkedIn: <https://www.linkedin.com/company/intesa-sanpaolo> | Instagram: @intesasanpaolo

### **Fondazione di Comunità San Gennaro Onlus**

Since its establishment in 2014, the Fondazione di Comunità San Gennaro has **encouraged Care for Beauty** and a **Culture of Giving, Participation** and **Responsibility** by contributing to the social and economic infrastructure of the Rione Sanità with the aim of helping the community to rediscover itself and become more aware of itself, its history and its beauty.

Fondazione San Gennaro operates with a generative approach, focusing on enhancing human capital, urban regeneration and social innovation.

The Foundation's mission is to foster "bottom-up" development in the local area by encouraging innovative new projects, promoting youth enterprise and investing in training and the exchange of skills and resources. It is a strategic and operational tool that acts as a "catalyst" and "facilitator" for the activities organized by citizens, businesses, institutions and third sector organisations (associations and cooperatives) that have been working in the Rione Sanità for years.

Fondazione di Comunità San Gennaro also pursues projects that develop the various elements of culture: theatre, music, dance, local handicrafts, etc. The Foundation is also increasingly promoting the development of an Educating Community in order to trial, in the Rione Sanità in Naples, a new type of community welfare focused on community care of the most vulnerable minors.