



Community support



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WHY THESE ISSUES ARE RELEVANT

Intesa Sanpaolo attributes a key role to projects focused on the social, cultural and civil development of the communities in which it operates: supporting those in need, the community and the local area and promoting Italy's artistic heritage are long-standing commitments and an indelible part of the Group's history and business approach. With the 2018-2021 Business Plan, Intesa Sanpaolo's aim was to be the point of reference for communities and their growth, embracing social challenges and developing partnerships, including in the cultural sphere, in order to meet emerging needs in an efficient manner. Since the beginning of the pandemic, Intesa Sanpaolo has shouldered a commitment to support the health services in addressing the COVID-19 emergency which has had such an overwhelming effect on the community and areas where the Group operates.

PERFORMANCE INDICATORS, RESULTS ACHIEVED AND OBJECTIVES

Macro-issue	Projects/Indicators	2021 Actions/Results (cumulative value since the start of 2018-2019)	2021 objectives
Community support	Monetary contribution to the community (*)	<ul style="list-style-type: none"> ▪ About 80 million euro (184 in 2020) of which about 40% in the art and culture sector and over 20% on social solidarity 	Becoming an exemplary model for society in terms of social and cultural responsibility
	Charity allowance	<ul style="list-style-type: none"> ▪ In 2021, about 14 million euro disbursed to support over 800 projects carried out by non-profit organizations 	
	"Cibo e Riparo per le persone in difficoltà" (Food and Shelter for disadvantaged people) initiative	<ul style="list-style-type: none"> ▪ Since 2018, distribution of: <ul style="list-style-type: none"> ▪ ~24.8 million meals ▪ ~1.5 million beds ▪ ~296,250 medicines ▪ ~249,200 clothes 	Combating poverty by distributing 10,000 meals a day (3.6 million a year) and providing 6,000 beds a month (72,000 a year), 3,000 medicines and 3,000 clothing items a month (36,000 medicines and 36,000 items of clothing a year)
	"Giovani e Lavoro" (Youth and Work) Programme	<ul style="list-style-type: none"> ▪ ~9,000 young people aged 18-29 sent in applications in 2021 (~24,000 since 2019) ▪ Over 1,600 students interviewed and ~750 students trained/being trained in 29 courses in 2021 (over 5,200 students interviewed and more than 2,200 students trained/being trained since 2019) ▪ Over 2,000 companies involved since the start of the Programme 	The ISP "Giovani e Lavoro" Programme, launched in 2019 in partnership with Generation, is geared towards the training and placement of 5,000 young people in the Italian employment market over a multi-year period

PERFORMANCE INDICATORS, RESULTS ACHIEVED AND OBJECTIVES

Macro-issue	Projects/Indicators	2021 Actions/Results (cumulative value since the start of 2018-2019)	2021 objectives
Community support	Generation4 Universities Project	<ul style="list-style-type: none"> Intesa Sanpaolo is the main sponsor of the Generation4Universities Project, developed by Generation and McKinsey & Company, aimed at helping students in their last year of university to embark on successful professional careers. The programme that finished in July involved 70 students from 31 universities and 18 leading Italian companies as potential employers 	
	Training in digital skills for young people	The P-Tech initiative in partnership with IBM aims to train young professionals in the field of new digital skills: mentoring activities with 20 Intesa Sanpaolo mentors for 40 young professionals	
	Cultural activities	<ul style="list-style-type: none"> Monetary contribution of over 32 million euro to art and culture Gallerie d'Italia: works continued at the Turin and Naples centres. 14 new exhibitions opened in 2021 Museo per tutti (Museum for everyone): among the initiatives dedicated to social inclusion, an educational and exhibition project in partnership with the University of Padua In 2021, 166 works of art from owned collections were put on display in 44 temporary exhibitions in national and international museums Important partnerships with public and private entities 	Promotion and sharing of the Group's artistic and cultural heritage and promotion of the culture and awareness of the country's heritage

(*) Overall monetary contribution to the community is calculated based on the B4SI methodology.

COMPANY POLICIES

The Group plays an active role in the areas in which it operates. The Code of Ethics draws attention to the needs of the community, which consists of various activities with sustainable development goals, such as the promotion of solidarity initiatives with projects set up through partnerships, donations, the sponsorship of important cultural and social initiatives, and the promotion of the historical, artistic and cultural heritage of Italy and the Group.

With the 2018-2021 Business Plan, the Group took on a commitment to increasingly become a point of reference for society, developing projects in relevant areas, such as attention to people in situations of need and hardship, with activities to combat poverty and enhance social inclusion, to promote culture, with the creation of a specialised structure for the enhancement of the artistic, cultural and historical heritage to support art and culture in Italy and abroad and to train the future generations.

The projects are promoted in order to respond to the most important needs of communities, taking into account the objectives of the major international and national, public and private institutions that contribute to the determination of social policies. The actions are in collaboration with local entities and institutions and aim to have a positive social impact. In line with the Group's core values, actions are carried out in accordance with the transparency and accountability criteria, and by implementing procedures that aim to avoid any possible conflict of interest.

MONETARY CONTRIBUTION TO THE COMMUNITY

Intesa Sanpaolo's commitment to the Community develops in the form of a series of various contributions which in 2021 reached almost 87 million euro.

In 2021, monetary contributions were classified based on their reason and broken down as follows:

- about 44% is made up of investments in the community: contributions characterised by long-term plans and/or strategic partnerships and/or of sizeable amounts. This is a significant share and has grown compared to 2020, demonstrating the strategic nature of the Group's activities, geared towards long-term partnerships that can guarantee real benefits and value for the territory.
- 46% is made up of commercial initiatives (sponsorships) that contributed to social causes while promoting Intesa Sanpaolo Group's brand and business. In 2021, it represents the most significant share of cash donations and has also grown compared to 2020.
- the remaining 10% is made up of non-recurring charitable gifts, of an occasional nature and for small amounts, including match giving initiatives (donations from the Bank during fundraising campaigns, combined with the donations from employees or customers). The downward trend is affected by the 100-million-euro donation that the Group disbursed in favour of the National Health Service in 2020 to give immediate support to the healthcare system in order to address the COVID-19 emergency, an extraordinary crisis that involved the whole society.

The main action areas in which monetary contributions were made in 2021 were support for art and culture, amounting to 32.2 million euro (29.7 million euro in 2020), social solidarity for 17 million euro (24.8 million euro in 2020), education and research for 8.3 million euro (the amount disbursed in 2020 was about 6.8 million euro), health for 5.5 million euro (about 106 million euro in 2020), and economic development for 4.9 million euro (3.1 million euro in 2020).

DONATIONS

Parent Company donations are also managed through the Allowance for charitable, social and cultural contributions¹ set out in the Articles of Association of Intesa Sanpaolo and entrusted to the Chairman of the Board of Directors, who submits biennial Guidelines for the approval of the Board which set out the strategic priorities and theme-based policies, including an annual Plan for allocating resources. The Regulations govern the management of the Fund and define the mechanisms for the selection of projects, in the principle of separation of the initiatives regarding donations from the pursuit of commercial interests. Only requests relating to projects with a clear social impact are assessed and the ability to achieve the objectives stated in the project is assessed through the analysis of the track record. Flexible use of the Fund is guaranteed with a maximum limit of three consecutive years of providing support for the same project. The extract from the Regulations and biennial Guidelines are available on the Group's website. The Group has identified charities as one of the areas of greatest risk in terms of Italian Legislative Decree no. 231/2001. The Fund Regulations and the Group's Anti-Corruption Guidelines have laid down precise precautionary rules, which have been incorporated in the Fund's Process Guidelines and in the digital donation request procedure.

¹ For more information, see the Articles of Association^[1].

THE CHARITY ALLOWANCE IN 2021

In 2021, the Charity Allowance of Intesa Sanpaolo disbursed over 14 million euro in support of about 800 projects carried out by non-profit organisations. Almost 90% of the funds were disbursed in Italy. Overall, at a central level, about 470,000 direct beneficiaries were reached (net of research projects). The target of allocating a large share of resources (>70%) to projects benefiting more vulnerable sections of the population was exceeded by a considerable amount, amounting to 99%.

In the 2021-2022 Guidelines, the privileged Area of intervention continues to be the Social Area and the majority of available funds (84% of the sums disbursed in 2021) was destined to it, whereas more modest disbursements are scheduled for Research and projects run by Religious Entities. Three additional focuses have been identified, strictly connected to issues arising out of or exacerbated by the health crisis:

- psychological support for COVID patients and those more significantly struck by the pandemic;
- training and job placement initiatives for vulnerable individuals, with particular attention to the new classes of poverty;
- support for adolescents and young people in vulnerable situations per i quali sono stati erogati complessivamente oltre 3,8 milioni di euro (27% dell'erogato).

As part of the first focus, the Fund guaranteed free psychological support by telephone and supported counselling centres for COVID patients, healthcare personnel, relatives of patients who have died from COVID, people with pre-existing frailties, people affected by COVID Fatigue, children and young people who have suffered the effects of the lockdown. There were a number of actions to facilitate cases being taken up by local services. During 2021, a webinar was organised with prominent experts from the healthcare sector and testimonies from Third Sector Bodies to shed light on this issue that has had a significant impact and is still underestimated.

The work support projects involved young people with disabilities and/or disabling diseases, unemployed young people and women, women victims of violence, people with certified disadvantage, migrant women, refugees, prisoners and HIV/AIDS patients. The actions were aimed at: enhancing skills, developing soft skills, empowerment; careers guidance, training, professional job placements and redevelopment; support for the start-up of sole proprietorships; advice on housing and legal matters; activities to raise awareness in companies and the community.

Lastly, with regard to vulnerable young people, assistance was given to psychological support programmes and tutoring for vulnerable and disadvantaged students; listening spaces, school-work projects and on-the-job training for NEETs; day centres for young people with cognitive disabilities; programmes helping young care leavers to gain independence; listening and counselling services for adolescents in crisis and their families. A total of over 66,000 young boys and girls between the ages of 11 and 18 were given support, at a central level, with the involvement of their families and the educating community.

The Fund supported projects covering other social issues, such as: educational poverty, domestic violence, healthcare poverty and the fight against disease, disability, inclusive amateur sport and cultural projects that include particular social implications.

Also during 2021, the Chairmanship made a part of the Fund's resources available to contribute towards achieving the objectives of the 2018-2021 Business Plan. Overall, 2.4 million euros were disbursed for the distribution of over 1.2 million meals in a year, that is, around 3,400 meals a day.

The Fund continued the empowerment of Third Sector entities, with a questionnaire to assess the main needs of organisations and a webinar on how to develop effective communication with the outside world, in collaboration with the Chief Institutional Affairs and External Communication Officer Area.

Collaboration with the International Subsidiary Banks Division continued with 13 projects costing about 900,000 euro (over half of the international donations) in countries within the consolidation area of the Division.

The Fund has also continued the fight against poverty in the world with initiatives in countries with a low or medium Human Development Index. In particular, medical support was guaranteed in hospitals in Mumbai following the worsening of the COVID-19 emergency and psychosocial support and access to education offered to the most vulnerable refugees evacuated from Libya to Niger.

INVESTMENTS AND PARTNERSHIPS WITH A SOCIAL IMPACT IN THE COMMUNITY

Intesa Sanpaolo has always been sensitive to issues of inclusivity and in its 2018-2021 Business Plan it envisaged precise social objectives with an operating model based on three elements: planning, modelling and social competence centre. Leveraging on consolidated relationships and activating new networks, the Bank gave life to well-structured forms of partnership to create solidarity ecosystems: structured initiatives that feature widespread actions, a wide range of recipients, multi-year planning and an ability to respond to needs. The set impact objectives have proved to be increasingly interconnected with the real economy and social change, with operations engaged

within three areas: Combating Poverty (Programme aimed at offering Meals, Beds, Medicines and Clothing), Cohesion and Social Inclusion and Projects aimed at children. Things were planned in this way not only to offer an answer to the need but to carefully build opportunities with an across-the-board design anchored to the Sustainability Goals from an ESG perspective. Activities were developed with reference to the key objective of the 2030 Agenda: leaving no one behind and ensuring greater well-being for all. But they also wanted to contribute to the realisation of the NRRP objectives, in particular in Missions 2 Ecological Transition, 5 Cohesion and Inclusion and 6 Health.

COMBATING POVERTY

The pandemic has had an overwhelming effect on the economic conditions of families, exacerbating pre-existing forms of poverty. As one can see from a 2021 Caritas Report, the number of people suffering chronic poverty that have been supported by the Caritas circuit for 5 years or more is also growing, together with the new poor. Slightly more than 2 million families and over 5.6 million individuals are in a condition of absolute poverty. In this scenario, the constant commitment of the Group in combating poverty has become more pressing, directing its activities in response to the demands of a society squeezed between two forces: the need for development and growth on the one hand and the increase in economic, social and educational poverty on the other.

“CIBO E RIPARO PER LE PERSONE IN DIFFICOLTÀ” (FOOD AND SHELTER FOR DISADVANTAGED PEOPLE) PROJECT

The main objectives in the area of Combating Poverty achieved by Intesa Sanpaolo in 2021 include those relating to the “Food and Shelter for Disadvantaged People” Project:

- Meals: distribution of 10,000 meals a day, with the help of and in order to help partners, so as not to leave anyone behind. The achievement of this objective was made possible thanks to the projects triggered through important partnerships, primarily the one with the Fondazione Banco Alimentare. This partnership led to the definition of three important initiatives: the four-year Partnership (2018-2021) for the bolstering of the food collection, storage and distribution network, “Siticibo” for the recovery of portions of food from surplus food prepared by restaurants and supermarkets and “Ri-pescato: dal mercato illegale al mercato solidale” (Re-fished: from the illegal market to the solidarity market) for the recovery of confiscated fish, coming from illegal fishing. Significant partnerships have allowed the Bank to provide an annual free supply of meals to people in non-profit and/or hospital facilities: Fondazione San Patrignano, City Angels Milan for homeless people, Dynamo Camp for sick children, Vidas for sick kids and their family members at the Casa Sollievo Bimbi hospice, the Bambino Gesù Children’s Hospital for young hospital patients and Caritas in Genoa for the project “Aiutare chi Aiuta” (Helping the Helpers). In partnership with the Fondazione Campagna Amica, 100 food parcels were distributed to needy families around Easter time. The partnerships indicated resulted in the distribution of approximately 24.8 million meals over the four-year period 2018-2021.
- Hospitality: rewriting the map of hospitality together with the non-profit organisations that have been dealing with this matter for some time, with the aim of offering 6,000 beds per month. The main contribution came from collaborative measures that guaranteed free annual coverage of beds for guests in some important hospitality institutions such as Dynamo Camp, Casa Sollievo Bimbi of Vidas and the Fondazione San Patrignano, guaranteeing around 499,000 beds in 2021 and around 1.5 million beds over the four-year period of the Business Plan (2018-2021).
- Medicines: reaffirming everyone’s right to healthcare, also and above all for those who are forced to do without; conducted together with national partners, with the distribution of 3,000 medicines per month. The partnership with the Fondazione Banco Farmaceutico was crucial and involved three measures: the four-year agreement (2018-2021) called “Recupero Farmaci Validi” (Recovery of Valid Medicines) for the opening of new centres for the collection and distribution of medicines, the project called “Un aiuto agli enti assistenziali” (Help for aid entities) for the supply of Personal Protective Equipment (PPE), and “BFOnline” for the implementation of the Foundation’s management platform for matching supply with demand of medicines. The partnership resulted in approximately 68,000 medicines being recovered in 2021 and approximately 296,250 medicines in the four-year period of the Business Plan (2018-2021).
- Clothes: bringing equilibrium back to a society that produces more than it consumes, maintaining a dialogue with manufacturing companies so as to distribute 3,000 garments per month. The project that allowed full achievement of the objective was Golden Links, a partnership developed with Caritas Italiana. Thanks to the initiative, women in vulnerable conditions had the opportunity to be involved in the packaging of certain consumer goods supplied by important client companies (Calzedonia Group, Camomilla Italia, Geox S.p.A., BasicNet S.p.A. Group, Mondadori Education S.p.A., OVS S.p.A. and Solvay Chimica Italia S.p.A.) for families in a condition of social exclusion. The project enabled the recovery of over 71,000 items of clothing in 2021 and ~249,200 items of clothing in the four-year period of the Business Plan (2018-2021).

SOCIAL COHESION AND INCLUSION

On the issues of Social Cohesion and Inclusion, the project activities were conducted with the aim of rebalancing inequalities through the promotion of inclusion. The activity is based on a structural system of relationships for the joint planning of national or regional actions, in favour of those in a position of disadvantage, struggling to reach that minimum threshold of well-being and dignity that should be the right of everyone.

Here are some of the most significant projects completed in 2021:

- The multi-year programme “Aiutare chi Aiuta: un Sostegno Alle Nuove Fragilità” (Helping the Helpers: Support in Favour of New Vulnerabilities), aimed at supporting the Italian Dioceses through calls for tenders managed by Caritas Italiana and the Bank. The 2021/2022 call is aimed at helping elderly people with a home care model and the activation of toll-free numbers, delivery services for basic necessities (food and medicines) and co-housing solutions.
- The three-year Partnership 2021-2023 signed with FOM (Fondazione Oratori Milanesi) for the “Oratori di periferia” (Suburban Parish Recreation Centres) project, a social regeneration initiative in the Diocese of Milan aimed at refocusing on communities via actions in 30 parishes in the Milanese hinterland and at rebuilding the social fabric in the city outskirts.
- Support to the CEI (Episcopal Conference of Italy) for activities aimed at monitoring poverty and for the inclusion of people in conditions of exclusion.
- Partnership with the Fondazione San Patrignano, to support the Foundation in its activities of hospitality and promoting the “WeFree” prevention campaign.

PROJECTS AIMED AT CHILDREN

As for the Projects aimed at children, during 2021 the following had a particular impact:

- The “Programma Educativo Intesa Sanpaolo per Bambini Lungodegenti” (Intesa Sanpaolo’s Educational Programme for children who are long-term patients) in oncology wards, through the free provision of a crèche service, in the 0-3 year age group. The Programme, in partnership with local cooperatives that form part of the PAN Consortium, is active in cutting-edge hospitals in Padua, Bologna, Turin, Naples, Monza, Genoa and Bari. In hospitals, 100% of the children of pre-school age have been included in the long-term patient programme with positive results: scientific research conducted by AIEOP (the Italian Association of Paediatric Haematology and Oncology) has noted considerable psychological and behavioural improvements in the 420 children involved.
- The Partnership with the Bambino Gesù Children’s Hospital for two new medical centres dedicated to eating disorders and autism in children and collaboration with the Comitato Maria Luisa Verga for the research project on Sport Therapy and Psychological Wellbeing for the development of protocols on the positive effects of physical activity for long-term child patients in the paediatric oncohaematology wards of the San Gerardo Hospital in Monza.
- The We-Connected Project, promoted with the aim of providing IT support to young patients of the Giannina Gaslini Institute in Genoa and their families. Intesa Sanpaolo and Intesa Sanpaolo Vita have equipped the 27 homes managed in Genoa by the Foundation with 140 computers and internet connections.
- The Webecome Educational Programme, aimed at primary school children to promote their inclusion and to develop positive forms of behaviour, which responds to the need to address critical issues emerging in the area of childhood anxiety. Webecome addresses issues of digital civics, bullying and cyberbullying, diversity, addictions, but also food and nutrition, innovation and development of individual potential. In 2021, a new topic programme was added called “S come Sguardi” (S like Stare) - as part of the collection called “Alfabeto per Crescere” (Alphabet for Growing) - which introduces children to sustainability as a responsibility with respect to the social and ecological environment in which each one operates. More than 2,000 schools were involved. The Project, which was also an important support in distance learning during the pandemic, reached over 13,000 active users on the platform and over 213,000 page views of the project website.
- The “QUBÌ – QUANTO BASTA” (“As much as you need”) Programme, a measure to combat child poverty inherited from UBI Banca, was created with the Cariplo, Vismara, Fiera Milano and Snam Foundations to combat child poverty. Among the first important results was the creation of an integrated archive of administrative data on poverty in Milan and 2 hubs for the recovery and redistribution of food, the opening of 3 Caritas “Empori della Solidarietà” (Solidarity Emporia) and 6 “Botteghe della Solidarietà” (Solidarity Shops), support for the Emporio Popolare of Molise Calvairate to double the number of families served, the creation of 23 Third Sector networks in 25 priority districts of the city to make the most of people’s abilities and promote the activation of communities. Neighbourhood projects have been launched which in the two-year period 2021-2022 will involve a total of more than 400 entities and will support over 39,400 people, of which about 21,500 are children.

TRAINING AND WORK PROJECTS FOR THE NEXT GENERATIONS

With a view to paying close attention to the world of young people, their training and their integration into the world of work, Intesa Sanpaolo has developed a number of projects.

The Z Lab Programme for transversal skills and for career guidance is a constructive example of collaboration between the world of education and banks that has involved more than 2,800 students in 89 schools in 22 Italian cities, in about 150 programmes. In the context of Impact initiatives, Z Lab is the 3-year project that Intesa Sanpaolo has created to develop transversal skills and help provide final-year secondary school students with career guidance. As a host company, Intesa Sanpaolo provides students with digital environments for interactive dynamics, experiential laboratories, project work and digital culture. Students work, assisted by an in-house team of tutors who oversee the workshop activities full time.

The “Futurità” (Futurity) Project is also significant, dedicated to pupils in the third and fourth years of secondary school, aimed at facilitating the development of a sustainability culture to support the teaching of civic education, with the value of the former school-work project. The 1st edition of Futurità, held in the 2020/21 school year, involved 73 classes and over 1,500 students.

Intesa Sanpaolo also considers as fundamental relations with all universities, and partnerships with the main Italian ones by providing support for study and research. The partnerships allow a transfer of knowledge and skills from universities to the Group while putting Intesa Sanpaolo’s know-how at the service of the academic community. In addition, this support for research contributes to the creation of new models of technology transfer and connection with the world of enterprise to generate value. Intesa Sanpaolo collaborates with over 60 Italian and international universities (in particular Oxford and Cambridge). In 2021, over 40 Agreements were signed and various partnerships all over Italy continued (Intesa Sanpaolo is a member of 2 of the 8 National Competence Centres - Smact and Bi-Rex - which involve 13 Universities and 2 National Research Institutes, and collaborates in various ways with the other 6 Competence Centres); more than 150 scholarships and research grants were also awarded to young students and researchers.

“Giovani e Lavoro” (Youth and Work), a programme created in 2019 by the partnership between Intesa Sanpaolo and Generation Italy, a non-profit foundation set up by McKinsey & Company, aims to offer free training courses to 5,000 unemployed young people, aged between 18 and 29, to facilitate their access to the working world, while at the same time offering companies qualified personnel with the objective of getting at least 75-80% of them hired. The proposed training programmes focus on short experience-based training courses (3-14 weeks) within specific professional sectors identified as those most in need within the Italian labour market. The programmes on offer include: sales assistant in the Retail sector; staff for the Hospitality, Food & Beverage sector; operator of computerised numerical control (CNC) machines; Java developer; Salesforce developer (activated in 2021). The project was also successful this year in line with previous years. Around 9,000 young people (aged 18-29) submitted their applications in 2021 (about 24,000 since 2019). Over 1,600 students were interviewed and during 2021 around 750 students were trained/in training in 29 courses (more than 5,200 students interviewed and more than 2,200 students trained/in training since 2019). More than 2,000 companies have been involved since the beginning of the Programme.

Another important project is the Generation4Universities project, developed by Generation Italy and McKinsey & Company and aimed at helping talented students in their last year of university to embark on successful professional careers. The programme that finished in July involved 70 students from 31 universities and 18 important Italian companies as potential employers. At the end of the course, the candidates had the opportunity of at least one interview with highly qualified companies that are partners in the programme (Intesa Sanpaolo also reserved 7 internship positions). The results of the first pilot project as at 31 December showed over 650 applications, 70 students entered in classroom activities (35 female and 35 male students) from 31 universities, 18 top employer partnering the project and 51 internships under way.

In terms of collaboration with Italian universities, “P Tech” is the initiative of the Fondazione IBM, in which the Intesa Sanpaolo Group collaborates in the fight against pupils dropping out of school. This year, in addition to the Province of Taranto, the project is also active in the Province of Rieti with a programme specialising on the third year of upper secondary school with a view to accompanying the pupils over 6 years in a highly specialised training course featuring seminars and thematic workshops and afternoon in-depth development lessons that will provide specialised preparation as required in the new world of work. In 2021, Intesa Sanpaolo was also directly involved by delivering 3 webinars, 1 online three-day finance workshop and several mentoring meetings.

PROMOTION OF CULTURE FOR SOCIAL COHESION

“Progetto Cultura” (Culture Project) is the multi-year programme of initiatives - conceived and implemented by the Art, Culture and Historical Heritage Department - through which Intesa Sanpaolo expresses its commitment to the promotion of art, culture and knowledge, contributing responsibly and directly to cultural and social growth in Italy.

During 2021, there was no interruption to the Bank’s presence in the country’s cultural production, in an effort to implement the projects envisaged by the plan in compliance with the restrictions imposed by the pandemic. A large number of events took place:

- The Gallerie d’Italia, spaces open to the communities in the centre of Milan, Naples and Vicenza (and soon also in Turin). The health situation allowed the Gallerie to re-open to the public only from the end of April, in full compliance with the prevention measures. Nevertheless, visitors totalled about 145,000, with free admission for those up to 18 years of age. Alongside the permanent programmes dedicated to the museums’ own art collections, they also host temporary exhibitions. In the early months of 2021 the exhibitions opened in the autumn of 2020 and closed due to the pandemic (including “Tiepolo” in Milan, “Napoli Liberty” in Naples and “Futuro” in Vicenza) were extended. During the year, 14 new exhibitions were opened. Particularly noteworthy: in Milan the great “Grand Tour” exhibition in partnership with the National Archaeological Museum of Naples and the Hermitage of St. Petersburg and “Painting is back” on Italian painting in the Eighties; in Naples, the exhibition on contemporary art from Los Angeles; in Vicenza, the inauguration of the new museum display of Russian icons (in collaboration with Ca’ Foscari University of Venice-Centre for Studies on the Arts of Russia) which includes the temporary Valery Koshlyakov exhibition. The Turin Skyscraper was also an exhibition venue, hosting two paintings by Cima da Conegliano, “illustrious guests” from the National Art Gallery in Bologna and the Petit Palais in Paris. A central element in the programming of Gallerie d’Italia is the relationship with the world of schools and the theme of accessibility, through inclusive, educational activities offered free of charge and managed by the “Civita Mostre e Musei” institution. Since autumn around 4,500 children and teenagers have begun to attend the educational courses again. While the museums were closed, workshops and lessons were held online in the Careers in (Sm)Art programme aimed to get secondary school pupils interested in professions in the Arts (255 students, 300 hours of activity). Towards the end of the year there was a resumption of activities for people with disabilities and in conditions of social disadvantage, involving about 1,000 people. In this context, the “Argilla” (Clay) educational and exhibition project was of particular importance; it was arranged in the Gallerie d’Italia in Vicenza, equipped with audio and tactile media and sign-language videos so as to be widely inclusive.
- The New Gallerie d’Italia in Piazza San Carlo in Turin and Via Toledo in Naples: during the year the two building sites progressed considerably for the construction of the new museums in Turin and Naples. Both locations will enrich the great Gallerie d’Italia project from spring 2022, allowing the Group to share an ever increasing percentage of its art collections and creating innovative places for research, cultural development and opportunities for social integration.
- Study, conservation and enhancement of Intesa Sanpaolo’s Artistic Heritage, which has about 35,000 works ranging from archaeological exhibits to contemporary art. In addition to the Gallerie d’Italia venues, the collections are shared through loans for temporary exhibitions in Italy and abroad: in 2021, 166 works were displayed in 44 exhibitions. In addition, 172 owned assets were restored in 2021. There was a continuation of the Diogene Project, an assessment programme, which involves verification of the location and state of conservation of the works-of-art in the Bank’s various premises, including the Gallerie d’Italia, or kept in the bank vaults and storerooms.
- The activity of the Historical Archive, one of the most important banking archives in Europe, with historical and documentary materials of the merged banks. In 2021, work continued on restoration, digitisation (450,000 pages), preparation of inventories, online publication of the inventories and networking of digitised documents (also using a web-based sharing tool called Linked Open Data). With reference to the Publifoto Archive (a significant collection of about 7 million images on the history of the twentieth century, which will be permanently housed in the new Gallerie d’Italia in Turin), 13,300 photographs were restored, 6,850 were digitally scanned and 14,000 were catalogued during 2021. On the promotional front, the Historical Archive took part in sector initiatives, conferences and exhibitions. As regards the Artistic Heritage and Historical Archive, it is worth remembering that in 2021 extensive and demanding work was performed in integrating the art collections and historical archives belonging to UBI Banca.
- Digital initiatives on the social channels and websites of Gallerie d’Italia and those of the Group. The activities enjoyed interesting feedback in terms of views and interaction (data provided by the Communications and Corporate Image Department). Particular attention during the months of lockdown was given to the effective fruition online of the “Tiepolo” exhibition (52.6 million views and 1 million interactions on the Group’s social channels). In addition, the public appreciated digital initiatives dedicated to other exhibitions at the time and the Group’s collections, and also to the construction sites of the new Gallerie d’Italia in Turin and Naples and the “Settimana dell’Inclusione” (Inclusion Week).

- Partnerships with museums and institutions in Italy for the sharing of art, photography, music and literature initiatives. It is worth remembering, among the others, the ones involving two important contemporary art fairs, “Artissima” in Turin and “Miart” in Milan; support for the International Photography Festival “Cortona On The Move”, Fondazione CAMERA - Italian Centre for Photography in Turin, International Book Fair in Turin, “Archivissima” and the “Notte degli Archivi” in Turin, the exhibitions in Palazzo Marino of the Municipality of Milan and the Basilica Palladiana in the Municipality of Vicenza; partnership with the largest Italian museums, including Castello di Rivoli, Fondazione Torino Musei, Pinacoteca di Brera in Milan, Gallerie dell’Accademia in Venice, Musei di San Domenico in Forlì, Palazzo Strozzi in Florence, Museo di Capodimonte in Naples. There has also been meticulous work carried out with the banking foundations. In line with the Group’s global projection, the “Progetto Cultura” (Culture Project) develops dialogues with prestigious international museums, such as the National Gallery in London and the Hermitage in St. Petersburg.
- The “Restituzioni” (Restitutions) programme of restoration, the most important in the world and exemplary form of synergy between public and private, has been managed by the Bank since 1989 in partnership with the ministerial bodies responsible for the protection of artistic assets. To date, 2,000 works have been restored. The 19th edition of the programme, launched in 2019, saw the completion of the restoration workshops in 2021, involving 223 artefacts from all Regions of Italy.
- Specialist training initiatives dedicated to young people, also in consideration of the occupational and economic value of professions linked to the world of art and culture. Within the scope of the Gallerie d’Italia Academy, the 2nd edition was held of the Executive Course in “Management of artistic and cultural heritage and corporate collections”. Among the initiatives of the “Officina delle Idee” (Ideas Workshop), the Euploos Project in collaboration with the Uffizi Galleries in Florence: the three-year support programme was renewed for the creation of a digital catalogue of the 70,000 drawings kept in the Gabinetto dei Disegni e delle Stampe. It should also be remembered that about 100 young art historians work permanently in the Gallerie d’Italia in the partnership with “Civita Mostre e Musei” institution.
- The publication, by Edizioni Gallerie d’Italia – Skira, of the catalogues of temporary exhibitions, volumes related to the Archive and collections, as well as children’s books. It is also worth noting the 18th edition (Salome by Richard Strauss) from the Vox Imago series dedicated to more in-depth study on opera and enriched with digital delivery contents that can be used on the site or via app.

INSTITUTIONAL INITIATIVES IN SUPPORT OF THE COMMUNITY

The promotion of art and culture is a commitment that has always distinguished the work of Intesa Sanpaolo, in the belief that a major bank must be able to meet the expectations of progress in its own country, not just from an economic point of view but also civil, cultural and spiritual, while respecting local identities. Intesa Sanpaolo strives to respect the Group’s (ethical, cultural and social) values also in its partnership and sponsorship initiatives, paying particular attention to the selection of projects capable of conveying messages in line with the image and reputation of the Bank and Group.

Relations between Intesa Sanpaolo and local communities are developed through activities supporting culture and knowledge; research and innovation to foster new economic and social development opportunities, with solidarity programmes and initiatives to promote sport; and sustainability as a value that qualifies businesses and enhances customer loyalty. Community support initiatives were still significantly impacted in 2021 by the health emergency, and saw large deployment of skills, resources and actions to support families and businesses.

The main areas of intervention concerned culture, environment and sustainability, social inclusion, sport and health promotion.

As part of the cultural promotion activities, numerous important activities were performed in 2021:

- The promotion of music, theatre, dance, cinema, art, publishing and reading with a particular focus on young people. To ensure that an increasingly wider public is able to enjoy and appreciate Italy’s artistic and cultural heritage, the Bank collaborates with leading bodies and institutions, in particular with the aim of getting the new generations interested in opera, music, art and culture.
- Partnerships with important Italian theatres: Teatro alla Scala, Turin’s Teatro Regio, Teatro del Maggio Musicale Fiorentino, Teatro La Fenice in Venice, Teatro di San Carlo in Naples, Teatro Comunale in Vicenza, Teatro Comunale in Bologna, Piccolo Teatro, Teatro Franco Parenti, Teatro Piemonte Europa, Teatro Grande in Brescia, Teatro Donizetti in Bergamo, Teatro Fraschini in Pavia and the Training academy for opera singers at the Teatro Carlo Felice in Genoa.
- The “La Scala UNDER30” project, in collaboration with Teatro alla Scala with the aim of getting younger generations interested in opera and classical ballet.
- The sponsorship of a number of exhibitions: “Luci e Ombre a Sutri - da Mattia Preti a Fortunato Depero” at the Palazzo Doebbing Museum in Sutri, “La Maddalena. Caravaggio e Canova”, at the Gypsotheca and Museo Canova in Possagno, “Oltre il Ghetto. Dentro&Fuori” at the Museo Nazionale dell’Ebraismo Italiano e della Shoah – MEIS in Ferrara and “Turandot e l’Oriente fantastico di Puccini, Chini e Caramba” at the Museo del Tessuto in Prato.

- Partnerships with the main music, dance and show festivals: MITO SettembreMusica International Music Festival, Piano City Milano, Festival dei Due Mondi in Spoleto, Rossini Opera Festival, TorinoDanza, Torino Jazz Festival, Festival Pianistico Internazionale in Brescia and Bergamo, Trame Sonore Umbria Jazz and the winter festival organised by the Fondazione Umbria Jazz and JazzMi. Another similar event where support was provided was “Torino a Cielo Aperto” (Open Air Turin), a festival of cultural and recreational events, with the main objective of inviting its community to regain possession of its public spaces and parks after the lockdown due to the health emergency.
- The collaboration with the artist Roberto Bolle for the realisation of “On Dance”, as a re-proposal of the event as a sign of hope and a desire to start again with an artist who is particularly sensitive towards difficult social situations. Thanks to this partnership, an important project was also created with the Veneranda Fabbrica del Duomo, with the “For Funding” collection launched at the show called “L’opera Meravigliosa - Roberto Bolle per il Duomo” held in the courtyard of the Castello Sforzesco and with the attractive video at the Museo del Duomo and on the terrace of the Cathedral, broadcast on TV and web channels to raise awareness of the initiative among the general public.
- Support for the performance of “The EXQUISITE HOUR”, taken from the text by Samuel Beckett called “Happy Days”, staged exclusively by the Étoile Alessandra Ferri to celebrate 40 years of career, with the Maurice Béjart Foundation of Lausanne. The show - produced in Italy as a theatrical performance in 1981 by the Piccolo Teatro, directed by G. Strehler and interpreted by Giulia Lazzarini - was created in 1998 for Carla Fracci by the choreographer Maurice Béjart.
- Contribution to the Festivaletteratura of Mantua, favouring a co-production between Festivaletteratura and the Teatro La Fenice for the realisation of the show “Come capire le trame delle opere liriche” (How to understand the plots of operas).
- Support for important cultural exhibitions such as BookCity, the Turin International Book Fair, again with people actually attending physically, La Milaneseiana, the Benedetto Croce Literary Prize, the Gambrinus Prize and the Campiello Prize. Furthermore, the Women’s Fiction Festival was given support for the first time. The multi-year partnership between Intesa Sanpaolo and LIMES with important meetings on geopolitics should also be remembered.
- Contribution to “Biennale Democrazia” (Democracy Biennale), an event founded in Turin in 2009, under the guidance of Gustavo Zagrebelsky and with the founding support of Intesa Sanpaolo. The seventh edition of the event took place in Turin with the title and main theme “One planet, Many Worlds”. The Bank actively participated in the initiative by hosting three debates at the Auditorium of the Intesa Sanpaolo Skyscraper.
- Partnership with the Osservatorio Permanente Giovani-Editori (Young Publishers’ Forum) with the Young Factor project, an initiative in synergy with other financial education initiatives developed by the Group.
- Collaboration with the Centro d’Arte Contemporanea Luigi Pecci in Prato.
- Support for the “Alleanza per la Cultura” (Cultural Alliance) project of the Fondazione Brescia Musei.
- Collaboration with the 19th Edition of BergamoScienza, a festival for popularising science.
- Support for the 14th edition of “Molte Fedi sotto lo stesso cielo” (Many Faiths Under the Same Sky), a cultural festival on the themes of intercultural and interreligious dialogue and sharing of views, in Bergamo, and for the 2021 edition of the Festival Ri-Costituente, a workshop that was held in Morbegno (SO), in which young people from all over Italy reflected on the Italian Constitution.

DANTE ALIGHIERI - EVENTS DEDICATED TO THE SEVENTH CENTENARY SINCE THE DEATH OF THE GREAT POET

The Bank joined as Main Sponsor a project involving the full reading of the Divine Comedy at the Milan Cathedral, “Dante in Duomo, 100 canti in 100 giorni” (Dante in the Cathedral: 100 cantos in 100 days), promoted in partnership with the Veneranda Fabbrica del Duomo, which celebrates the only other Lectura Dantis in 1418. Intesa Sanpaolo also supported the innovative exhibition project “Dante. Il Poeta eterno” (Dante. The Eternal Poet) by artist Felice Limosani, in the renovated Cappella dei Pazzi in the Complesso Monumentale di Santa Croce.

With reference to the events organised by the Accademia Nazionale dei Lincei and supported by the Bank to celebrate the three centenarians representing Italian genius - Leonardo, Dante and Raphael - the first of the three exhibitions dedicated to Dante was inaugurated in 2021 and called “La Biblioteca di Dante” (Dante’s Library), an exhibition of the works explicitly quoted and presumably read by Dante.

Within the scope of interest shown towards environmental sustainability, some important initiatives are highlighted:

- Partnership with FAI (the Italian Environment Fund) with the “I Luoghi del Cuore” (Places of the Heart) project, gathering observation reports from the public about places of historic and artistic interest and landscapes worthy of restoration work. The 10th edition, launched in May last year at the height of the pandemic, achieved the best result ever with 2.4 million votes collected, confirming the social value of this event. So the projects financed and supported since 2003 to date have reached 139.
- Partnership with the Festival dell’Economia in Trento dedicated to the theme of “Il ritorno dello Stato” (Return

of the State). Lastly, the partnership with Vittorio Brumotti has continued, involving the promotion of sustainable mobility (Urban Award, Via Francigena, Wine Tour).

- Support for the One Ocean Foundation whose purpose is the safeguarding of the oceans.
- Sponsorship of the High Summit Cop26, an international conference dedicated to mountains, climate change and sustainable development, organised as part of the All4Climate events of PreCop26, which was held at the Fondazione Minoprio (CO) on 24 and 25 September.
- The “Polo Olivettiano” (Olivetti Hub) Project for the production of bioplastics from food waste, to create a production hub in the abandoned industrial estate in the Municipality of Roccavaldina, an area inside the Metropolitan City of Messina, where the principles of the circular economy with an Olivetti approach may be promoted. The project involves the redevelopment of a disused industrial area with a new intended use for the development of social-green economy and creative enterprises; training and jobs in the factory for women and young people involved from the area; the disposal of brewers’ spent grain from the Messina brewery and other residues from agricultural production to activate the circularity of the agri-food supply chains, with eco-sustainable processes; the generation of ecological and biodegradable material for finished products (by way of example: games, packaging, design objects and food service design) for a reconversion of the entire plastic production chain.
- The “Comunità Energetica San Gennaro” (San Gennaro Energy Community) Project in the Rione Sanità district of Naples, which was conceived as a collaboration for a photovoltaic electricity production plant (installed power 20 KW), to reduce the costs of facilities supported by the Fondazione San Gennaro and cover its electricity costs.

As regards the area of social inclusion, Intesa Sanpaolo supports research as a means to promote new economic and social development opportunities, involving partnerships with leading foundations and institutions and also training opportunities for young people and the promotion of the inclusion of women in the workplace.

The main initiatives include:

- The #Tuttomeritomio Project, promoted by Fondazione CR Firenze and Intesa Sanpaolo with the University of Florence, the Regional Education Department and the Fondazione Golinelli with the aim of promoting the merit of students belonging to socially and economically disadvantaged families (400 students in 6 years).
- The “Giornata della Memoria” (Holocaust Remembrance Day) Concert, an annual event organised by the Giuseppe Verdi Conservatory of Milan in collaboration with the Associazione Figli della Shoah, the Jewish Community, the Fondazione Memoriale della Shoah and the Fondazione CDEC, on the occasion of the celebrations of the Holocaust Remembrance Day, with the participation of the Liederadi Choir who performed the Chichester Psalms by L. Bernstein and the students of the Conservatory acting as the orchestra, soloists and conductor.
- Support for the Fondazione Campagna Amica (Coldiretti) for the distribution of food parcels to vulnerable people during the Christmas period 2021.
- The 22nd edition of the Charity Auction in favour of San Patrignano, to tackle the phenomenon of drug addiction, especially during the current pandemic crisis.
- Collaboration with the Belize Embassy to the Holy See for a charity event in favour of peace and brotherhood inspired by the “All Brothers” encyclical letter of Pope Francis, which took place in Turin at the Mole Antonelliana with a dinner (created by chef Umberto Ferrondi) in honour of the needy and marginalised, with about 80 guests identified by the Caritas of the diocese.
- Collaboration for the “Vicini Sempre, Distanti Mai” (Always Near, Never Far) charity evening in support of the Cucina di Beteavòn, a solidarity organisation in the Milan area.
- Support for the travelling exhibition of the Art Collection from the “Progetto Genesi. Arte e diritti umani” (Genesis Project. Art and Human Rights), which will also continue in 2022, in four Italian cities chosen for their historical and artistic importance and in collaboration with the FAI (the Italian Environment Fund): Varese, Assisi, Matera and Agrigento, for a more responsible and socially active citizenship. The main themes were multiculturalism, integration, gender equality, the fight against racism, social equity and environmental protection (with the patronage of MiC - Italian Ministry of Culture, the Italian National Commission for UNESCO, Rai Per il Sociale, Università Cattolica del Sacro Cuore and FAI).
- Support for CESVI’s child protection projects in Italy and around the world. This is why it was a sponsor of the gala evening organised to raise funds for the “Case del Sorriso” (Smiling Homes), the child protection facilities created by CESVI in Zimbabwe, South Africa, Haiti, Brazil, Peru and India.
- Collaboration with the “Stati Generali CGM”, the first face-to-face post-pandemic event organised by the CGM Group - Consorzio Nazionale della Cooperazione Sociale Gino Mattarelli, a network of Italian social cooperatives providing assistance and aid towards development, with the aim of bringing together its network of social enterprises and reflecting together on the role of non-profit organisations.
- Funding for the reconstruction project of the secondary school in Sisak, which was completely destroyed following the earthquake that hit Croatia at the end of 2020.
- Support for the “LUCE” (LIGHT) project promoted together with the Cooperativa la Paranza, whose aim is the educational training of a group of teenagers in the Rione Sanità district in Naples so that they can be involved in professional work for the requalification and enhancement of the cultural and historical heritage in their district.
- Support for the project called “(ri) Abilita” (re-Qualify), developed by the “Semi di vita” social cooperative in Bari, which involves about 20 young people subjected to criminal law measures, giving them the opportunity to work in

- social agriculture on land in the Municipality of Valenzano, confiscated from the mafia.
- Collaboration with “GOEL Gruppo Cooperativo”, aimed at the enhancement of a bio-eco-dermocosmetics laboratory in Polistena so as to implement a line for the processing of cosmetics, thanks to training and job placement programmes for young people run by the “I.D.E.A.” social cooperative.

WOMEN’S EMPOWERMENT

Poverty in Italy shows that there are still too many inequalities that affect the population in general, but the numbers also confirm that it is women that pay the highest price: about 2.3 million live in poverty (more numerous - in absolute terms - than children, young people and the elderly).

The situation is even more critical for those women who have survived male violence and for whom the difficulties in achieving independence, including financial independence, often increase exponentially. Intesa Sanpaolo’s commitment in 2021 involved measures for the empowerment of women in vulnerable conditions with the “Donne oltre confini” (Women across borders) Project. Being committed to gender equality and the enhancement of female talent, the Bank launched a partnership for the two-year period 2020-2021 with the network called “D.i.Re Donne in rete contro la violenza” (Women networked against violence). The focus is on women coming out from paths of violence and/or shelters, who are provided with “Doti Autonomia” (Independence Endowment), i.e. small sums to start a new life.

Following the theme of Women’s Empowerment, the program for children who are long-term patients also had an impact, as it allowed job placements for 11 educators in the nurseries at the paediatric oncology wards of the Program’s Partner Hospitals.

As stated in the 2018-2021 Business Plan, the Group has included the theme of inclusion among the strategic objectives of the company. As evidence of its commitment to these issues, in 2021 Intesa Sanpaolo confirmed its support for a series of initiatives in this area:

- About Women, a series of dialogues on the role of women in society and work as part of the Venice Film Festival, on topics concerning the salary gap and gender discrimination in the professional field;
- Global Inclusion, for inclusion in companies as a competitive lever for the development of organisations;
- Inspiring Girls: a project promoted by Valore D, an association founded in 2009 and that for over ten years has been committed to gender balance and an inclusive culture in organisations;
- STEMintheCITY: an initiative promoted by the Municipality of Milan with the support of the United Nations to remove the cultural stereotypes that alienate girls from technical-scientific schooling and careers;
- Women’s Forum G20 Italy, in partnership with the Milan Polytechnic, on topics such as work-life balance, inclusive technology, diversity in the supply chain, with the aim of preparing contributions for the creation of Re-Launch Plans following the COVID-19 pandemic;
- Women Value Company, promoted by the Bank together with the Fondazione Bellisario, a prize awarded to SMEs that have won acclaim for implementing gender equality policies. The Fondazione Marisa Bellisario organises the “Donna, Economia e Potere” (Women, Economy and Power) Seminar on an annual basis, during which it takes an in-depth look at topics relating to economic and political current affairs, with a particular focus on female resources in Italy.
- “Fabbricatrici di Sogni” (Dream Makers), an initiative created by a joint project involving the Bank and the brand “laMilanese”, the Fondazione Caritas Ambrosiana Onlus and the Fondazione S. Carlo Onlus. This involves a training programme targeting a few women in vulnerable conditions geared to the craft production of handbags and fashion accessories with the prospect of future job placements.

Intesa Sanpaolo also offers its support to various kinds of sporting events, with the desire to promote fundamental values for the growth of the new generations: healthy competitiveness, respect for the rules, dynamism, fair play, overcoming one’s own limits, all founding principles of civil society in common with the best business culture.

The main initiatives in this area include:

- Support for Host Partners of the Nitto ATP Finals 2021-2025, in addition to Title Sponsor for the Intesa Sanpaolo Next Gen ATP Finals 2021-2022, again participating as protagonist, after the experience in the 2006 Winter Olympic Games in Turin, in an event providing extraordinary visibility for the cities of Turin and Milan and Italy as a whole.
- Support for Friends for Health Onlus and various excellent healthcare facilities in Italy (in particular, the Fondazione Policlinico Universitario A. Gemelli, the Istituto di Candiolo – IRCCS and the medical team at the University Hospital, Città della Salute e della Scienza di Torino) for the realisation of Tennis & Friends, an event that unites Health, Sport, Entertainment and Solidarity to foster a culture of disease prevention and the promotion of good health. Tennis & Friends offers all participants the chance to have a free check-up, raising awareness among an ever-increasing public: since 2011 there have been 137,000 free check-ups. In 2021, in addition to the “historic” event in Rome, support was also given to the first edition in Turin, designated as official charity of the Nitto ATP Finals.

- Partnership with “CORRI LA VITA” (LIFE RUN), a sporting event created to help women affected by breast cancer and to finance projects involving prevention, early diagnosis and treatment of this disease.
- The WEmbrace Sport Project, conceived by the Art4sport association for children and young people who wear limb prostheses, which promotes the practice of paralympic sports, raising awareness on the theme of diversity.
- Support for the equestrian association A.R.E.D.A., affiliated to F.I.S.E. (Italian Equestrian Sports Federation), for the use of horses in rehabilitation therapy for patients with psychological disabilities; the “San Raffaele” rehabilitation facility in Viterbo, considered a flagship in Italy, together with the Niguarda Hospital in Milan, is the only rehabilitation facility which has its own equestrian centre.

MEDIA AND ASSOCIATIONS RELATIONS

In 2021 the Media and Associations Relations unit continued its activity aimed at disseminating and improving knowledge about the Group’s projects and also consolidating the Bank’s reputation through the management of relations with the media, and the preparation of content for the website and its social-media channels. All this took place ensuring the credibility of all news flows to the media: newspapers, radio, television and web, covering economic, general and specialist information, with distribution at local, regional, national and international levels. The unit also manages the Group’s institutional relations with ABI and, at a national level, with other industry and trade associations and their think tanks which the Bank belongs to, promoting and directing its relations.

In 2021, approximately 17,000 articles were published about Intesa Sanpaolo with peaks in February and April, excluding the articles merely mentioning the Bank, and a constant positive sentiment (Eikon analysis). A recent IPSOS survey, based on the opinions of the 75 journalists interviewed, confirmed that the press office service offered by Intesa Sanpaolo was also in 2021 at the top of Italian companies for clarity of communication strategy, preparation, speed and availability of response. According to a Doxa survey, the year 2021 confirmed that Intesa Sanpaolo was rated very highly in terms of reputation, triggered by the favourable reports about it given by the media. This rating provides a snapshot of the potential reputational impact of media content that mentions a particular brand at a given historical moment.

The year 2021 saw the management of media relations focus on communications about the business and, in particular, the Banca dei Territori and IMI-CIB Divisions, the Wealth Management & Protection activities, and also the ESG initiatives, including culture. One of the main opportunities of communication for the Banca dei Territori was the presentation of “Motore Italia” – the strategic programme of loans and initiatives which provides Italian SMEs with 50 billion euro of new credit – which enabled the image of Intesa Sanpaolo to be reinforced as a reference Bank for SMEs, an engine for the real economy and a promoter of the re-start of the production sector. Another element was the local and national presentation and promotion of the new Regional Governance Centres and the Agribusiness Department (following the merger with UBI Banca), highlighting the Bank’s strategy of focusing on local economies. In September the IMI Corporate & Investment Banking Division gave backing to a conference dedicated to infrastructures as a fundamental sector for kick-starting the economy in Italy; it was attended by the Institutions and primary operators from the sector. In addition, a face-to-face press conference was also held called “Intesa Sanpaolo, una Wealth Management Company di Successo”; the three CEOs of the relevant business units in the Group acted as the Group’s mouthpiece and described the framework of wealth management, financial advisory services and insurances in Italy.

At the same time, activity in the international media became increasingly incisive, in particular, the news about the awards assigned by The Banker (reference publication of the Financial Times Group) and by Euromoney, for the role played by the Group in providing stability and support to the collective effort for recovery from the pandemic. Communication to the media on institutional, social and cultural issues focused on developments in the organisational machine in light of the pandemic situation, on the trade union agreements concluded, on the Group’s sustainability objectives and results, on the program to combat poverty, financial education, training, the initiatives of the Impact Department and of its own numerous and varied cultural activities, in particular the exhibitions in the museums of the Gallerie d’Italia, and in partnership with other cultural institutions.

Moreover, during 2021 a significant amount of multi-medial editorial content was produced that could be used to proactively raise the awareness of public opinion and of stakeholders regarding the Group’s strategy, results and initiatives. In addition to the usual activities of information to and from the press, the

Media and Associations Relations unit produced content of a digital, informative nature geared to reach a wider audience and maintain a constant level of information during the phases of lockdown, exploiting the capillary effect of digital channels. In the Newsroom section on the Group website, managed by the unit, over 458 News items and In-depth articles were published (+24% compared to 2020), optimised for improved indexing in the search engines. In particular, 124 news items were published in 2021 (six times the number of news items on similar themes, compared to 2020) dedicated to the measures supporting companies - and their related supply chains - and to farming businesses supported by the new Agribusiness Department.

To provide information at an international level about the various activities the Group is involved in, the number of items published in English has increased and in 2021 they represented more than 28% of the contents published in the Newsroom section (9% more than in 2020). About 1,325 tweets were posted during 2021 via the Twitter profile (@IntesaSanpaolo), managed by the Media and Associations Relations unit. The social-media activity was used not only to boost the dissemination of press releases, News items and In-depth articles, but also as a sounding board for a few fundraising initiatives and in favour of culture during the year. In particular, the campaigns that involved Étoile Roberto Bolle generated over 42,000 views without advertising investments; these tweets also included the post that, with 11,278 views, achieved the highest number of views in the last two years on the @IntesaSanpaolo profile.

On the occasion of the Shareholders' Meeting in April that approved the integration of UBI, the unit prepared a digital brochure to tell the story about the new step ahead in the Group's success story that is firmly rooted in the local territories but with an increasingly European momentum. The brochure was sent to customers, shareholders, employees and other stakeholders. Furthermore, the unit produced a glossary in digital and paper formats called "Le parole giuste – Media e persone con disabilità" (The Right Words – Media and people with disabilities), a guide intended for journalists and communicators on the use of correct and respectful terms, when talking about disabilities. The Guide, available free-of-charge on the Intesa Sanpaolo website, was produced in collaboration with the Office of the Italian President of the Council of Ministers, thanks to the Office for Policies in favour of People with Disabilities and the National Forum on the Condition of People with Disabilities and with ANFFAS - National Association of Families of People with Intellectual and/or Relational Disabilities.

Within the scope of the Group's institutional relations with ABI, the other industry and trade associations and with the related think tanks, in 2021 the unit coordinated seven public consultation procedures activated by national regulators and intermediated by ABI and ten procedures for consultation activated by European regulators in collaboration with the European Regulatory and Public Affairs unit; it fostered a well-organised activity of contacts and relations with the top management and operational representatives at a national level of Confindustria with a view to defining the Intesa Sanpaolo-Confindustria agreement called "Competitività, Innovazione, Sostenibilità" (Competitiveness, Innovation, Sustainability); it nurtured relations with the top management and operational representatives of Confindustria's regional associations and national trade associations for the promotion of the Bank's plan of measures in support of the growth and transformation of Italian companies. The unit also works with various think tanks on research projects, particularly on growth, solidarity and cohesion.