



Community support and  
commitment to culture



# Community support and commitment to culture

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## RELEVANCE OF ISSUES AND MAIN IMPACTS

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. The Bank has set itself up as a point of reference for communities and their growth, through investments in infrastructure and services to support local development. The Group is committed to responding efficiently to emerging social needs by taking on social challenges and developing partnerships also in the cultural field, in order to support those sections of the population that are less included in the economic and social fabric. With the 2022-2025 Business Plan, Intesa Sanpaolo confirmed its strong commitment to ESG and holds a leading world position with respect to social impact. In particular, the Group shows a willingness to help the community, providing support to meet the community's social needs, ensuring that the basic needs of people in difficulty are fulfilled and that elderly people receive assistance. At the same time, the Bank promotes youth education and employability, adopting partnerships with schools and universities to contribute to the well-being of the new generations in the areas where the Group operates.

## PERFORMANCE INDICATORS, RESULTS ACHIEVED AND OBJECTIVES

Macro-issue	Projects/Indicators	2022 Actions/Results	2025 Plan Objectives 2022-2025 cumulative value
Community support	Monetary contribution to the community (*)	About 103 million euro of which about 38.4% in the art and culture sector and over 15.8% on social solidarity	Significant ESG commitment, with a world-class position in Social Impact
	Social Housing	The setting up of the initiative was completed in 2022	Promotion of social housing, one of the largest programmes in Italy: development of 6,000-8,000 social housing units for young people and the elderly
	"Cibo e riparo per i bisognosi" (Food and shelter for the needy) programme	During 2022 over 21.3 million actions completed, providing: <ul style="list-style-type: none"> <li>~15.9 million meals</li> <li>~2.2 million beds</li> <li>~3 million medicines</li> <li>~264,000 items of clothing</li> </ul>	Support for people in need, through about 50 million actions in 2022-2025 (meals, beds, medicines and items of clothing), with an expansion of the "Cibo e riparo per i bisognosi" programme
	"Giovani e Lavoro" (Youth and Work) programme	<ul style="list-style-type: none"> <li>~7,500 young people aged 18-29 sent in applications in 2022 (over 31,500 since 2019)</li> <li>Over 1,650 students interviewed and more than 770 students trained/being trained in 30 courses in 2022 (over 6,800 students interviewed and more than 3,000 students trained/being trained since 2019)</li> <li>Over 2,300 companies involved since the start of the Programme</li> </ul>	Promotion of youth education and employability through the launch of programmes for more than 3,000 young people and involvement of more than 4,000 schools and universities in inclusive education programs

## PERFORMANCE INDICATORS, RESULTS ACHIEVED AND OBJECTIVES

Macro-issue	Projects/Indicators	2022 Actions/Results	2025 Plan Objectives 2022-2025 cumulative value
Community support	"Generation4Universities" project	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 ~100 students from 36 universities and 31 leading Italian companies as potential employers	
	School4Life Project	Launch of the "School4Life" project with careers guidance for young people who may risk dropping out from school. Intesa Sanpaolo has chosen to deliver its educational offer to more than 850 pupils in 14 middle schools	
	"Tesi in Azienda" (Thesis in Company)	Intesa Sanpaolo supports students in the preparation of their degree or PhD thesis. The project involved about 150 students in 2022	
	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. In 2022, Intesa Sanpaolo was also directly involved by delivering 3 webinars, 1 online three-day finance workshop and several mentoring meetings	
	Cultural activities	<ul style="list-style-type: none"> <li>▪ Monetary contribution of over 37 million euro to Art and Culture</li> <li>▪ Gallerie d'Italia: two new museums opened in Turin and Naples in May, bringing the number of museums to 4</li> <li>▪ ~480,000 visitors to the Gallerie d'Italia in 2022. 14 exhibitions, 1,550 educational workshops with 33,000 participating students, 260 guided tours for visitors with special needs with 3,680 participants 815 tours for adults and 300 dedicated initiatives (about 30,000 people involved)</li> <li>▪ Second edition of the higher education course at the Gallerie d'Italia Academy for young managers of cultural assets (30 students, 8 scholarships, 60 teachers, 162 hours of lessons)</li> <li>▪ 277 works of art from the collections owned by the Bank on loan for 61 temporary exhibitions in national and international venues</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ongoing commitment to culture through the promotion of the Group's heritage: expansion of the exhibition spaces of Gallerie d'Italia and opening of two new museums in Turin and Naples</li> <li>▪ Partnership with museums and national and international public/private institutions</li> <li>▪ Sponsorship of cultural activities and events (e.g. opera, music and cinema)</li> <li>▪ Contribution to the protection of the country's artistic heritage with the "Restituzioni" (Restitutions) restoration programme (19th edition) in collaboration with the Italian Ministry of Culture</li> </ul>

(\*) Overall monetary contribution to the community is calculated based on the B4SI (Business for Social Impact) method.

## 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.

The 2022-2025 Business Plan reasserts Intesa Sanpaolo's role as a point of reference for society, with the commitment to assume a leading position at global level in terms of social impact. For this purpose, the Group has prepared investments and donations for a total of 500 million euro to meet social needs, financing programmes aimed at supporting people in difficulty, promoting youth education and employability, as well as assisting the elderly. In addition, the Group leverages social lending to support financial inclusion as a means of combating poverty.

Finally, the commitment to culture continues through initiatives aimed at making the most of artistic, cultural and historical assets to support art and culture in Italy and abroad and the training of future generations. This includes increasing the number of locations in the museum complex and expanding the display areas for sharing the Group's works with the community, temporary exhibitions, educational workshops and social inclusion projects, training projects for art and culture professions, partnerships and sponsorships of cultural activities and events.

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 2022 reached over 103 million euro.

In 2022, monetary contributions were classified based on their reason and broken down as follows:

- 44.2% consisted of investments in the community; contributions characterised by long-term plans and/or strategic partnerships and/or of sizeable amounts. In 2022, these represent the most important part of the Group's donations, demonstrating the strategic nature of the Bank's activities, geared towards long-term partnerships that can guarantee real benefits and value for the territory;
- 41.3% consisted of commercial initiatives (sponsorships) with effects on the community, contributing to social causes while promoting Intesa Sanpaolo Group's brand and business;
- the remaining 14.5% 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 main action areas in which monetary contributions were made in 2022 were support for art and culture, amounting to 37.1 million euro (32 million euro in 2021), social solidarity for 15.2 million euro (17 million euro in 2021), economic development for 13.8 million euro (4.9 million euro in 2021), education and research for 10.1 million euro (the amount disbursed in 2021 was 8.3 million euro), health for 3.6 million euro (5.5 million euro in 2021). In 2022, the Group's contribution to deal with civil and humanitarian emergencies reached significant proportions, equivalent to 10.9 million euro. The amount, up by around 10 million compared to 2021, is mainly attributable to the extraordinary donation made by the Group at the beginning of March 2022 in response to the serious humanitarian crisis following the start of the Russian-Ukrainian conflict (for more detailed information on Intesa Sanpaolo's support to the Ukrainian population, see page 22).

## DONATIONS

Parent Company donations are managed through the Allowance for charitable, social and cultural donations set out in the Articles of Association of Intesa Sanpaolo and entrusted to the Chair 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 Allowance and define the mechanisms for the selection of projects, following 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 Allowance 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 Allowance Regulations and the Group's Anti-Corruption Guidelines have laid down precise precautionary rules, which have been incorporated in the Allowance's Process Guidelines and in the digital donation request procedure.

## THE CHARITY ALLOWANCE IN 2022

In 2022, the Charity Allowance of Intesa Sanpaolo disbursed over 15.7 million euro in support of about 750 projects carried out by non-profit organisations. 90% of the funds were disbursed in Italy. Overall, about 865,000 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 (89% of the sums disbursed in 2022) was destined to it, whereas more modest disbursements are scheduled for Research and projects run by Religious Entities. There are three main guidelines, closely linked to problems further exacerbated by the health crisis due to the pandemic, for an amount of 5.4 million euro disbursed (34% of the total disbursed amount):

- 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.

As part of the first focus, the Allowance guaranteed: free psychological support also online, with particular attention to children, adolescents and their families; home psychological support for those recovered from Covid who have post-traumatic stress disorders; individual and group therapies accompanied by social activities; desks providing advice on Long Covid; integrated therapies between the healthcare establishment and the Third Sector on Covid Fatigue, accompanied by activities to raise awareness.

Job support projects concerned NEETs (Not in Education, Employment, or Training), young people at risk of dropping out, care leavers, unemployed people, women in a state of fragility and victims of violence, people with physical and intellectual disabilities, refugees, prisoners and former prisoners. The actions were aimed at: enhancing and certifying skills; developing soft skills and empowerment; careers advice, training and professional placements; advice on housing and legal matters and life-work balancing actions; activities to raise awareness in companies and the community.

With regard to vulnerable young people, assistance was given to psychological support and educational and experiential programmes for vulnerable students; listening spaces, learning-by-doing workshops and on-the-job training for NEETs; programmes helping young care leavers to gain independence; listening and counselling services for adolescents in crisis and their families; programmes for reaching out to and taking care of young people in social withdrawal; recovery, information and raising awareness about substance abuse. A total of about 67,000 boys and girls and young people between the ages of 11 and 30 were given support, at a central level, with the involvement of their families and the educating community.

The Allowance 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.

During 2022, the Chairmanship of Intesa Sanpaolo made a part of the Allowance's resources available to contribute towards achieving the objectives of the 2022-2025 Business Plan. Overall, at a central level, 2.4 million euro were disbursed for the distribution of over 1.3 million meals in a year, i.e. around 3,600 meals a day.

The empowerment activity of Third Sector entities continued, with a cycle of three webinars on fundraising carried out in collaboration with the Fundraising School of Rome and an online meeting on the theme of Social Impact Assessment, with the analysis by the evaluating Universities of case-study projects supported by the Allowance.

Collaboration with the International Subsidiary Banks Division also continued with 10 projects supported with a disbursement of over 800,000 euro (about half of the international donations) in countries within the Division's area of consolidation. In particular, it is worth mentioning two healthcare actions in Ukraine by Médecins Sans Frontières and Soletterre Strategie di Pace, in the immediate aftermath of the outbreak of war (for further information on Intesa Sanpaolo's support for the Ukrainian population, see page 22). The Allowance has also continued the fight against poverty in the world with initiatives in countries with a low or medium Human Development Index.

## PARTNERSHIPS WITH A SOCIAL IMPACT IN THE COMMUNITY

In the 2022-2025 Business Plan, Intesa Sanpaolo also confirms its attention towards sustainability and inclusion.

With regard to the partnerships with a social impact, the operational model of the actions in favour of communities is based on three elements: design, modelling and social competence centre. Leveraging on consolidated relationships and activating new relational networks, the Bank continues to create forms of partnerships arranged with Third Sector organisations and bodies, creating real solidarity ecosystems. It is a series of structured initiatives that are characterised by the widespread nature of the actions, plurality of entities involved, multiannual programming and the ability to respond to needs. This affirms an innovative and resilient operational system, which relies on co-design as a method of intervention along two lines:

- Combating Poverty, with the contribution to the "Cibo e Riparo per i Bisognosi" Programme for the fulfilment of 50 million actions along the horizon of the Business Plan by offering meals, beds, medicines and clothing to people in difficulty; overall, more than 21.3 million actions were carried out in 2022.
- Social Cohesion and Inclusion that include, among the numerous and various areas of intervention, job placements for people on the margins, social and environmental sustainability, female empowerment, the prevention of and recovery from addictions, the regeneration of common assets, the fight against illegality; objectives in line with those of the NRRP (Mission 5 - Cohesion and Inclusion; Mission 6 - Health; Mission 2 - Ecological Transition).

Not only a response to need, therefore, but a careful construction of opportunities through a transversal design for the achievement of the Sustainability Goals, with particular reference to the key objective of the 2030 Agenda: leaving no one behind and ensuring greater well-being for all.

### INTESA SANPAOLO AND THE FIGHT AGAINST POVERTY: "CIBO E RIPARO PER I BISOGNOSI" PROGRAMME

#### MEALS

In continuity with the previous Business Plan, the collaboration with the Fondazione Banco Alimentare was confirmed: The Basic Agreement and the Agreement on the project "Ri-pescato: dal mercato illegale al mercato solidale" (Re-fished: from the illegal market to the solidarity market) were both renewed for another four years. The former aims to strengthen and increase the capacity for recovery and distribution of food for local charitable organisations while the latter has the aim of recovering and processing fish seized by the Coast Guard and then distribute it to local charities.

Various partnerships with the following institutions also contribute to the achievement of the objectives on meals: i) Fondazione San Patrignano which, thanks to the project "Prevenire e Sostenere: insieme per restituire un futuro" (Prevent and Support: together to restore a future), guarantees the distribution of meals to vulnerable people who are guests in their facility, ii) Bambino Gesù Paediatric Hospital, to support young patients, iii) Dynamo Camp, to guarantee free meals to children who benefit from the Association's Recreational Therapy, iv) Fondazione di Comunità San Gennaro, thanks to the project for supporting people in conditions of serious economic and social hardship living in the Rione Sanità district in Naples, with particular attention to the families identified by the Parish Counselling Centres, v) Fondazione di Comunità di Messina to strengthen operational capacity in the initiatives organised to combat food poverty, vi) City Angels, with the "Accogliere Insieme" (Sheltering Together) project, to offer free hospitality and refreshment to homeless people at the Elio Fiorucci reception centre in Milan, vii) Vidas, for consolidating the ability to provide care of the Casa Sollievo Bimbi hospice, by providing accommodation for young



patients and their families in six mini-apartments in the facility and viii) the Cooperativa Semi di Vita, with the “Cibo Prossimo” (Short Supply Chain for Food) project, to offer people in hardship organic products grown on land confiscated from the Mafia.

The partnership with Caritas Italiana continues through the programme “Aiutare chi Aiuta: un Sostegno Alle Nuove Fragilità” (Helping the Helpers: Support in Favour of New Vulnerabilities), in particular with the project “Non più Soli una rete solidale per la terza età” (No Longer Alone: A Solidarity Network for the Elderly) (more details in the paragraph “Intesa Sanpaolo and inequalities: social cohesion and inclusion”). These agreements enabled the distribution of 7,098,151 meals in 2022.

### **SHELTER/HOUSING**

As part of the projects dedicated to offering shelter, some initiatives coincide with those indicated for the meals objective. In fact, non-profit organisations offer people in need both food and a place to stay, also on just a temporary basis.

As regards beds, we can again point to the partnerships with: i) Dynamo Camp, for sick children who are guests of the Association, ii) Fondazione San Patrignano, for vulnerable people assisted within its facility, iii) Caritas Italiana, through the programme “Aiutare chi Aiuta: un Sostegno Alle Nuove Fragilità” (Helping the Helpers: Support in Favour of New Vulnerabilities), in particular with the project “Non più Soli una rete solidale per la terza età” (No Longer Alone: A Solidarity Network for the Elderly), dedicated to the elderly, iv) Associazione D.i.Re. - Donne in Rete contro la Violenza, to guarantee hospitality in Shelter Homes for women victims of violence, v) City Angels, with the “Accogliere Insieme” (Sheltering Together) project, to offer free hospitality and refreshment to homeless people at the Elio Fiorucci reception centre in Milan, vi) VIDAS, for consolidating the ability to provide care at the Casa Sollievo Bimbi hospice, by providing accommodation for young patients and their families in 6 mini-apartments within the facility and vii) Fondazione di Comunità San Gennaro, thanks to the project for supporting people in conditions of serious economic and social hardship living in the Rione Sanità district in Naples, with particular attention to welcoming the families identified by the Parish Counselling Centres.

These agreements ensured that 480,893 bed places were made available in 2022.

### **MEDICINES**

The partnership with the Fondazione Banco Farmaceutico was also confirmed for 2022-2025 with the projects: i) “Pharma Links: reti solidali contro la povertà sanitaria” (Pharma Links: solidarity networks against health poverty), set up in 2018 with the aim of developing and enhancing the networks for the collection and distribution of medicines in a growing number of cities based on the Banco Farmaceutico action model, ii) BF\_Online, in support of the Banco Farmaceutico’s management platform, to optimise the flow of medicines from company donations, from the “Giornata di Raccolta del Farmaco” (GRF - Medicine Collection Day) and “Recupero Farmaci Validi” (RFV - Recovery of Valid Medicines) which all go to charitable organisations. One should also remember the initiative with Caritas Italiana through the programme “Aiutare chi Aiuta: un sostegno alle nuove fragilità” (Helping the Helpers: Support in Favour of New Vulnerabilities), in particular with the project “Non più soli: una rete solidale per la terza età” (No Longer Alone: A Solidarity Network for the Elderly) dedicated to the elderly.

These agreements enabled the distribution of 113,871 medicines in 2022.

### **CLOTHING AND OTHER BASIC NECESSITIES**

This subject area covers all those initiatives that aim to offer items of clothing and other basic goods to guarantee a dignified life to people in situations of hardship.

The “Golden Links” project continued for the fifth consecutive year in partnership with Caritas Italiana and some of the Bank’s customer-companies producing basic necessities, for the recovery and distribution of surplus production.

These agreements enabled the distribution of 66,295 items of clothing in 2022.

## **INTESA SANPAOLO AND INEQUALITIES: SOCIAL COHESION AND INCLUSION**

Social inclusion and territorial cohesion have been at the heart of the most important public policies in recent years; the Bank has also been a major promoter of them by directing its project activities with a view to rebalancing inequalities. On this front, the activity centres around 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 everyone’s right. In this vein, the realisation of systemic action programmes is particularly important.

The Social Cohesion and Inclusion area includes initiatives that impact on important areas of intervention. As regards assistance to the elderly, young people and families, Caritas Italiana has been a leading partner for a long time: its widespread network, distributed throughout Italy, allows us to set up wide-ranging projects that can reach even the most out-of-the-way communities. This partnership gained strength with the programme “Aiutare chi Aiuta: un Sostegno Alle Nuove Fragilità” (Helping the Helpers: Support in Favour of New Vulnerabilities) - “Non Più Soli: una rete solidale per la terza età” (No Longer Alone: A Solidarity Network for the Elderly), a long-term programme aimed at supporting the Italian Dioceses through calls for tenders managed by Caritas Italiana and the Bank. The initiative involves the creation of toll-free numbers in each diocese, delivery services of basic necessities (food and medicines) and co-housing solutions for temporary shelter. The three-year partnership with FOM - Fondazione Oratori Milanesi continued its work for the 2021-2023 period, thanks to the project “Oratori di periferia” (Suburban Parish Recreation Centres), a social regeneration initiative in the Diocese of Milan aimed at refocusing on communities. Active in 30 parishes in the Milan hinterland, the programme aims to rebuild the social fabric of the peripheral areas involved, redefine a community identity and support families from situations of hardship and educational poverty, with a focus on young people.

There are a number of projects concerning the childhood world that cover many aspects

- in 2022, the “Programma Educativo Intesa Sanpaolo per Bambini Lungodegenti” (Intesa Sanpaolo’s Educational Programme for children who are long-term patients) continued its work, aimed at supporting children aged 0-3 years on long-term stays in cancer wards, by offering free nursery schooling run by local cooperatives belonging to the PAN Consortium. The Programme is active in cutting-edge hospitals in Padua, Bologna, Turin, Naples, Monza and Genoa. In 2022, the nursery school at the Paediatrics Department - Cancer and Haematology Section of the Giovanni XXIII Hospital in Bari was opened. Since the service was launched, over 500 children – 100% of the children of pre-school age – have been included in the long-term patient programme in the hospitals taking part 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 children taking part;
- on the children’s health front, the partnership with the Bambino Gesù Paediatric Hospital continued, seeing the creation of two new medical centres dedicated to eating disorders and the autism spectrum in children. The partnership with the Comitato Maria Luisa Verga has also continued with the research project on Sport Therapy and Psychological Well-being. This project aims to develop treatment and assistance protocols related to the positive effects of physical activity in terms of self-esteem and emotional and psycho-physical adjustment of long-term child patients in the paediatric oncohaematology wards of the San Gerardo Hospital in Monza.
- The programme “QuBi - La ricetta contro la povertà infantile” “As much as you need - The recipe against child poverty” continues, promoted by the Fondazione Cariplo with the support of the Vismara, Invernizzi, Fiera Milano and Snam foundations. The first important result was the identification of families with children in conditions of poverty through the joint action of Third Sector networks and public administration. Through the mapping of the city of Milan, 25 districts were identified monitored by 23 local networks, with the involvement of over 400 organisations. To date, about 43,000 beneficiaries have been reached, including over 24,000 children. In addition, the Bank supported the creation of two Food Recovery and Redistribution Hubs, the opening of three Caritas “Empori della Solidarietà” (Solidarity Emporia) and six “Botteghe della Solidarietà” (Solidarity Shops), together with the support provided to the IBVA Solidando Social Market and the Emporio Popolare di Molise Calvaire to double the number of families served.
- the WeBecome Educational Programme, aimed at primary school children to promote their inclusion and to develop positive forms of behaviour, 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. The topic programme called “S come Sguardi” (S like Stare) - the latest part in the series called “Alfabeto per Crescere” (Alphabet for Growing) - introduces children to sustainability as a responsibility towards the social and ecological environment in which each one operates. In 2022, the volume “Q come Quaderno” (Q like Quaderno [Notebook]) was published which traces the entire programme since its inception. The volume was conceived as a digital tool to download and share to make the educational proposal even more effective and ready to use. The project involved over 2,000 schools and aimed to provide an important support for distance learning during the pandemic, reaching over 15,000 active users on the platform and more than 230,000 views of the available content.

In addition, Intesa Sanpaolo is well aware that ensuring a healthy life and promoting the well-being of all individuals at all ages is a fundamental element in achieving sustainable development. The programmes set up to combat addiction go in this direction, such as the partnership with the Fondazione San Patrignano to provide it with support with its activities offering shelter and promoting the WeFree prevention campaign; a form of support that is expressed through webinars offered to the Intesa Sanpaolo population to assist with parenting thanks to collaboration with experts who work with the Fondazione San Patrignano.



## SOCIAL HOUSING PROJECTS

The world scenario subject to unknowns arising from the conflict in Ukraine and the consequent tremendous economic shock that is causing a further worsening in social conditions of Italian families make it even more challenging and essential to develop initiatives to support the primary need for housing for the less well-off.

For this reason, as a further strengthening of the ESG commitments supporting social needs as part of the 2022-25 Business Plan, the Group has announced one of the most extensive social housing programmes in Italy through the promotion of houses (about 6,000-8,000 dwellings) for young people (families, workers, students) and for the elderly (e.g. the elderly with limited income and who live alone).

The initiative will be launched in 2023 and developed over the coming years as a medium-long term project; the design of the project, with the preliminary phase of analysis of the Italian context to identify the areas where the gap between supply and demand is strongest, was completed in 2022; in addition, a survey was carried out to enhance and strengthen the initiatives that the Group has already undertaken in the social housing sector. The implementation phase of the project will start shortly.

## FOSTERING YOUTH EDUCATION AND EMPLOYABILITY

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 Program for transversal skills and for career guidance is a constructive example of collaboration between the world of education and banks with more than 3,600 students from 118 schools, engaged in 180 programs activated in 25 cities all over Italy. 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, valid as PCTO programme (Italian acronym for Life Skills and Guidance Programmes - formerly school-work experience). The 2nd edition of “Futurità”, held in the 2021/2022 school year, involved over 130 classes and 2,350 pupils.

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 2022, over 60 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) is a programme created in 2019 by the partnership between Intesa Sanpaolo and Generation Italy, a non-profit foundation set up by McKinsey & Company, in order to offer free training courses to 5,000 unemployed young people, aged between 18 and 29 (of which 3,000 in the period of the 2022-2025 Plan). The program aims to facilitate entry into the world of work, offering companies qualified personnel with the aim of enabling at least 75-80% to get permanent employment. The training programs 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; Cybersecurity systems operator and analyst (activated in 2022). During 2022, over 7,500 young people submitted an application (over 31,500 since 2019). Over 1,650 students were interviewed and over 770 students were trained/in training in 30 courses (more than 6,800 students interviewed and about 3,000 students trained/in training since 2019). Since the start of the programme about 2,300 companies have been involved.

Another important project is the “Generation4Universities” project, developed by Generation Italy and McKinsey & Company in order to help talented students in their last year of university to embark on successful professional careers. The programme that finished in July involved about 100 students (taken from 400 applications received)

coming from 36 universities and 31 important Italian companies as potential employers. At the end of the course, the candidates had the opportunity of having at least one interview with partner companies in the programme (Intesa Sanpaolo also reserved 5 internship positions). As at 31 December, 54 internships were already up and running.

Set up in 2022, “School4Life” is a two-year project developed in collaboration with the ELIS Consortium. It includes an educational guidance programme aimed at young people at risk of dropping out and initiatives to support families and teachers. It involves about 15,000 students throughout the Italy, with a particular focus on the regions where the phenomenon is most widespread. Intesa Sanpaolo has chosen to provide its training proposal to about 850 students from 14 middle schools using the company’s expertise in the field of financial education, entrepreneurship and careers advice.

Intesa Sanpaolo also offers its support to students involved in their degree or PhD thesis with the “Tesi in Azienda” (Thesis in Company) project. Depending on the type of written work, the Bank helps graduating students in the most appropriate way through the initiative. This means targeted reporting of useful sources and materials and specialist support from business professionals. The project, which further strengthens the Bank’s commitment to support study and inclusion, involved around 150 students in 2022.

In 2022, the NEET Project was also launched to promote the inclusion into the world of work of young people experiencing social, economic and family hardship. In this way, the Bank contributes to improving the employability of young people by preparing them for professional life, with particular attention to areas covering the subject of well-being and personal care. The project is run in collaboration with Dynamo Academy, which provides its experience in the field of young people, training, care and well-being, through designing and running specific training courses. The chosen area of training was that of Socio-educational activities coordinator, aimed at training professionals capable of designing and running socio-educational, recreational and cultural activities for the development of relationships and inclusion. Between 2022 and 2023, 4 classes are envisaged: 2 in Tuscany (with a total of 37 participants) and 2 in Campania (the first with 26 participants, the second still in preparation).

In terms of partnerships with Italian universities, Intesa Sanpaolo collaborates in the P-Tech initiative of Fondazione IBM to combat students early school leaving. The project is active in the provinces of Taranto and Rieti with the support of the Polytechnic of Bari and the La Sapienza University. It is a programme that engages pupils in the third year of secondary school and continues until they graduate in digital subjects, accompanying them through 6 years of highly specialised training consisting of seminars and theme-based workshops, as well as afternoon lessons providing insights on how to address the new world of work. Within this initiative, in 2022, Intesa Sanpaolo was also involved directly by delivering 3 webinars, 1 (online) three-day finance workshop and several mentoring meetings.

## ONGOING COMMITMENT TO CULTURE

“Progetto Cultura” (Culture Project) is the multi-year programme conceived and run by the Art, Culture and Historical Heritage Department of Intesa Sanpaolo that maintains dialogue with important public and private, national and international cultural and museum institutions with the aim of making a direct, responsible and effective contribution to the cultural and social development of the country. “Progetto Cultura” is an integral part of the Business Plan and a key factor in consolidating Intesa Sanpaolo’s leadership in the ESG field, strengthening its position as an impact bank.

In terms of size and quality, Intesa Sanpaolo’s collection is considered to be one of the largest corporate collections in the world, with over 35,000 works that are shared with the public through museum programmes run by Gallerie d’Italia. In particular, in 2022:

- in May, a new venue was inaugurated in Naples and also the fourth Gallerie d’Italia museum in Turin, which joins the locations in Milan and Vicenza. Palazzo Turinetti in Piazza San Carlo in Turin and the building in Via Toledo in Naples are now museums open to the community thanks to the architectural transformation work by Michele De Lucchi. The Turin Galleries are dedicated to photography, the digital world and the image culture, with a particular focus on ESG issues. The Naples museum houses over 690 works from the Intesa Sanpaolo collections, including archaeological exhibits and contemporary artworks, displayed in an area three times larger than the previous one. In 2022, the Gallerie d’Italia welcomed about 480,000 visitors, with free admission for those up to 18 years of age. In the four locations, over 120 young art historians work permanently as part of the partnership with Civita Mostre e Musei;
- 14 exhibitions were held, including, in Milan: “The Torlonia Marbles” (in partnership with the Italian Ministry of Culture-Special Superintendence of Rome and Fondazione Torlonia), “From the Medici to the Rothschilds” (in partnership with the Alte Nationalgalerie in Berlin and the Bargello Museums in Florence); in Naples: “Artemisia Gentileschi in Naples” (in partnership with the National Gallery in London); in Turin, as part of the programme of photographic exhibitions commissioned by the Bank: “Paolo Pellegrin. La fragile meraviglia” (Paolo Pellegrin. Fragile Wonder) (on climate change) and “Gregory Crewdson. Eveningside”; in Vicenza, to celebrate the 500th anniversary of the first world circumnavigation by Magellan, “Antonio Pigafetta and the first voyage around the world”;

- the relationship with the educational world and the theme of social inclusion were confirmed as being central in the Gallerie d'Italia schedule, which organised free educational activities, such as: 1,550 educational workshops attended by about 33,000 pupils; 260 programmes designed for vulnerable audiences attended by 3,680 people living in situations of disability and social hardship. Proposals involved 815 visits and activities for adults and families and 300 cultural initiatives (meetings, workshops, book presentations, concerts, readings, press conferences) attended by about 30,000 people.

Also in 2022, the works of Intesa Sanpaolo's artistic, cultural, historical and archival heritage were the subject of assiduous study, restoration and enrichment activities.

- During the year 197 assets were restored. In addition, 277 works were loaned for 61 temporary exhibitions in important Italian and international museums (from Ca' Pesaro in Venice to the Hauser & Wirth Gallery in New York). Projects were run in several Italian cities (including Pistoia, Jesi, Prato, Arezzo, Querceta, Naples) to enhance the value of significant collections in terms of identity for the communities in which the Bank operates, in partnership with the local institutions.
- The Intesa Sanpaolo Historical Archive is one of the most important bank archives in Europe. It manages 20 linear km of documents from 1380 to the early 2000s and its photographic collections include the Publifoto Archive, which today is located in the new Turin Gallerie d'Italia. Particular attention is paid to ensuring that the public can enjoy this wealth of historical material by encouraging easier access to the archival assets, also via digital means. During the year, the work carried out on the former UBI and Group archives meant that even more documentation was acquired. The restoration activities continued, and also the innovative PAD project for the long-term conservation of the Bank's digital documents, the updating of the Historical Map, the inventory registering and cataloguing of materials, projects using the new LOD-Linked Open Data online data publication procedure, research work with universities, public archives and other institutions. Archive documents and Publifoto images are profitably displayed in exhibitions at the Gallerie d'Italia (in particular the exhibition "Dalla Guerra alla Luna" [From the War to the Moon] in Turin) and also lent out to exhibitions in other locations. Another important moment of profitable use was the Archivissima Festival, in addition to the "Notte degli Archivi" in Turin, of which the Bank is a partner.
- As part of the "Art & People" project, in collaboration with other structures of the Bank, some specific initiatives were organised involving the profitable display of the Bank's historical and artistic heritage and dedicated to Intesa Sanpaolo employees.

With regard to the protection of Italy's artistic assets, since 1989 Intesa Sanpaolo has contributed to the preservation and promotion of the country's artistic and architectural heritage with "Restituzioni", the most important restoration programme in the world. The nineteenth edition ended in 2022, with the recovery of over 200 works of art from among Italy's national assets, thanks to the partnership with 54 Italian Ministry of Culture preservation bodies in all Italian regions, and with the final exhibition "La Fragilità e la Forza" (Fragility and Strength), hosted in the new Gallerie d'Italia in Naples. Also in 2022, the twentieth edition of the programme was launched. With reference to "Restituzioni monumentali" (Monumental Restitutions), there was a presentation of the work involved in restoring an imposing painting by Paolo Veronese in Vicenza and also a marble monument by Jacopo Sansovino in Rome.

As part of the impact on the cultural, social and economic context of the country:

- "Progetto Cultura" maintains a network of partnerships with numerous companies in Italy to support their activities as well as for the joint production of initiatives: from support for the Bergamo Brescia Italian Capital of Culture 2023 project, to projects shared with banking foundations; from the international fairs "Miaart" in Milan, "Artissima" and the Turin International Book Fair, the Photography Festival in Cortona, to work with museums such as Palazzo Strozzi in Florence, Pinacoteca di Brera in Milan, the National Archaeological Museum of Naples, as well as support for restoration and redevelopment projects of public spaces and monuments. International partnerships include the special partnership with the National Gallery in London;
- "Progetto Cultura" dedicates some expressive, training opportunities to young people related to professions in the world of art and culture. As part of the Gallerie d'Italia Academy, in 2022 the second edition of the Executive Course for young managers in the cultural sector took place (over 440 applications, 30 participating students and 8 scholarships made available by Compagnia di San Paolo and Fondazione Cariplo). Among the initiatives of the "Officina delle Idee" (Ideas Workshop), the Euploos Project continued for the creation of the digital catalogue of drawings of the Gabinetto dei Disegni e delle Stampe of the Uffizi Galleries in Florence and some new projects were launched, such as the one involving the students on the Photography Course at the Istituto Europeo di Design in Turin;
- in 2022, Edizioni Gallerie d'Italia - Skira published 16 volumes including exhibition catalogues, Vox Imago, photography books and studies on collecting, as well as a silent book for children consisting solely of illustrations with a view to accessibility, "La luna al museo" (The Moon at the Museum), in partnership with the Italian Ministry of Culture-Fondazione Scuola dei beni e delle attività culturali;
- on the subject of digital enhancement, the new gallerieditalia.com website was presented and there was some intensification of digital initiatives on the web and social platforms of Gallerie d'Italia and the Group, which are



proving to be an increasingly important tool for sharing and engaging the public in the country's cultural heritage (with enormous potential in terms of inclusion).

## INSTITUTIONAL INITIATIVES IN SUPPORT OF THE COMMUNITY

Also in partnership and sponsorship initiatives, Intesa Sanpaolo's commitment intends to be consistent with its ethical, cultural and social values. This desire is confirmed in the projects it has selected that can convey messages in line with the image and reputation of the Bank and Group to meet its expectations of progress not only in economic terms, but also civil, cultural and social terms for the country, while respecting local identities.

Relations between Intesa Sanpaolo and reference communities are in fact developed through activities supporting culture and knowledge; research and innovation to foster new economic and social development opportunities, with solidarity programmes and initiatives to raise the value of sport; promotion of sustainability as a value that qualifies businesses and enhances customer loyalty.

In 2022, community support initiatives were still significantly impacted due to the consequences of the health emergency, characterised by a large deployment of skills, resources and actions to support families and businesses. The main areas of intervention concerned culture, environment and sustainability, dialogue with the production fabric, social inclusion, sport and health promotion.

As part of the activities to promote culture, in 2022 numerous important initiatives were organised through partnerships with leading bodies and institutions, in particular to bring younger generations closer to opera, music, art and culture.

In detail, the main initiatives in 2022 were:

- partnerships with important Italian theatres, such as 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, the Teatro alla Scala Academy in Milan, the Training academy for opera singers at the Teatro Carlo Felice in Genoa and the season of the Municipal Theatres in Benevento;
- the "La Scala UNDER30" project, in collaboration with the Teatro alla Scala aiming to get younger generations interested in opera and classical ballet. In addition, in the 2022-2023 Season, the offer aimed at the public aged between 30 and 35 has been expanded, to facilitate their access to performances through new shows and formulae dedicated to this range of spectators;
- the sponsorship of numerous exhibitions. "Eccentrici e Solitari" (Eccentric and solitary) at the Palazzo Doebbing in Sutri, "Antonio Canova e la scultura contemporanea" (Antonio Canova and contemporary sculpture) at the Gypsotheca Canova Museum in Possagno and exhibition projects promoted by the Fondazione CARIPARO such as "Kandinsky. L'opera 1900-1940" (Kandinsky. The 1900-1940 Work), "Semplicemente Robert Capa" (Simply Robert Capa) at the Palazzo Roverella in Rovigo and "L'occhio in gioco" (The eye at play) at the Palazzo del Monte di Pietà in Padua, the cycle of art exhibitions dedicated to Dante Alighieri promoted by the Accademia dei Lincei in Rome, "Portrait of Mariana of Austria" by Diego Velázquez at the Accademia Carrara in Bergamo, "Anri Sala. Transfigured" promoted by Gamec at the Palazzo della Ragione in Bergamo, "Paris Bordon. Pittore Divino" (Paris Bordon. Divine Painter) at the Complesso di Santa Caterina in Treviso, "In fabula. Capolavori restaurati della collezione Bigongiarì" (In Fabula. Restored Masterpieces from the Bigongiarì Collection) in the Pistoia Museums and finally the institutional support to the MEIS Museum of Italian Judaism and the Shoah in Ferrara;
- partnerships with the main music, dance and show festivals, such as 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 JazzMi. Another similar event where support was provided was "Torino che Spettacolo", a festival of cultural and recreational events, which aims to invite citizens to regain possession of its public spaces and parks;
- a series of concerts with the Associazione Cameristi Scaligeri, hosted at the Santuario di San Giuseppe in Via Verdi in Milan and open to the general public, available through full audio-video recordings on the association's web platform;
- the collaboration with Roberto Bolle, an artist who is particularly sensitive towards difficult social contexts, for the realisation of "On Dance", a unique event made up of live shows, meetings, dance evenings, open classes and free workshops accessible to all;
- support for important cultural exhibitions such as Festivaletteratura in Mantua, BookCity, the Turin International Book Fair, La Milanese, the Benedetto Croce Literary Prize, the Gambrinus Prize and the Campiello Prize. As part of the long-standing partnership between Intesa Sanpaolo and LIMES, some important meetings on geopolitics were held and, with the Fondazione Treccani Cultura, the "Festival della Lingua Italiana" (Italian Language Festival);

- the contribution to the “Biennale Tecnologia”, promoted by the Polytechnic of Turin, which saw the Bank as a leading player with two speakers and an event hosted at the Gallerie d’Italia in Turin;
- 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 twentieth edition of the “BergamoScienza” science awareness festival;
- support for the fifteenth edition of “Molte Fedi sotto lo stesso cielo” (Many Faiths Under the Same Sky), the Bergamo cultural festival encouraging intercultural and interreligious sharing of views and dialogue, and the 2021 edition of the Festival Ri-Costituente, a workshop reflecting on the Italian Constitution dedicated to young people from all over Italy, held in Morbegno (SO);
- support for film projects of cultural value, such as the documentary film “Giselle”, which allowed the audience to discover what went on behind the scenes at the La Scala theatre during the pandemic, and “La Scelta di Maria” (Mary’s Choice), dedicated to the story of the Unknown Soldier. We should also mention support in 2022 for the film “Capelli quasi blondi, occhi quasi azzurri - 78 lettere a Pier Paolo Pasolini” (Hair Nearly Blond, Eyes Nearly Blue - 78 Letters to Pier Paolo Pasolini) on the occasion of the 100th anniversary of the birth of the great intellectual, and for “Milano: The Inside Story of Italian Fashion” a documentary soon to be released, on the rise of Italian Fashion in the 1980s.

Important events also concerned environmental sustainability:

- partnership with the FAI (the Italian Environmental Fund) for the 11th edition of “I Luoghi del Cuore” (Places of the Heart), the project that gathers reports from the public about places of historic, artistic and landscape interest, worthy of restoration work; the initiative, which since 2003 has collected 9.6 million votes in favour of over 39,000 places in more than 6,500 municipalities, saw Intesa Sanpaolo support 139 restoration and improvement projects in 19 regions, triggering a series of virtuous actions in the areas involved. As in past editions, a special league table was drawn up, in 2022, of the “I Borghi e i loro luoghi” (Old towns and their places) to contribute to the enhancement of less developed centres in our country, hit by depopulation and more prone to territorial and community decay;
- support for the Venice Gardens Foundation for the three-year garden recovery and restoration project of the Orto Giardino del Convento del Redentore on the island of Giudecca in Venice; this intervention will give back to the community and visitors a beautiful hortus conclusus covering two hectares that has always been inaccessible, complying with criteria of maximum preservation and protection of environmental resources, in particular water;
- partnership with the Festival dell’Economia in Trento dedicated to the theme “Tra Ordine e Disordine” (Between Order and Disorder) and with the International Festival of Economics in Turin on Merit, Diversity, Social Justice;
- the partnership with Vittorio Brumotti continues, for initiatives to promote sustainable mobility (Urban Award, Wine Tour);
- support for the One Ocean Foundation whose purpose is safeguarding the oceans;
- the Sharing Energy Project, to combat energy poverty, for the creation of Solidarity Energy Communities promoted by Third Sector Entities. The first two experiments were conducted by the Fondazione di Comunità di San Gennaro (Naples) and the Fondazione di Comunità di Messina. In Naples, the project guarantees the supply of clean electricity to the local community at controlled prices through the exploitation of local resources and the development of production networks within the Foundation and the neighbourhood. In fact, at least 80 percent of cheap clean energy is reserved for members who join the project. In the area of Messina widespread solar panel systems were constructed creating micro-grids for the benefit of vulnerable people and families thanks to procedures for sharing the energy produced;
- together with Fondazione Sodalitas, Intesa Sanpaolo is running projects to strengthen the resilience and sustainability of urban environments through partnerships between companies, institutions and the Third Sector. The Bank participates in the “Cresco Award Città Sostenibili” (Cresco Award Sustainable Cities) (Sodalitas/ ANCI) competition, which rewards the ability of municipalities to plan and adopt sustainable development in their areas in line with the Agenda 2030 SDGs. Within this context, Intesa Sanpaolo proposes the Award “Dall’Inclusione Finanziaria alla Sostenibilità Sociale” (From Financial Inclusion to Social Sustainability), which offers free financial and life skills training courses to the winning municipality aimed at the beneficiaries of the schemes, generally vulnerable people, proposed by the Bank;
- with a view to planning that can combine environmental sustainability and solidarity, a new project was created - “Donare per non sprecare” (Donate So as Not to Waste) - in synergy with various structures of the Bank (Social Development and Relations with Universities, ICT Department and Real Estate and Logistics Department). Thanks to the initiative, the Bank makes available its assets (furniture, furnishings and computers that are not used but still functioning) that can be reused by Third Sector entities to make their organisation more efficient or to support the people they assist. To date, the project has donated 1,456 computer assets to 81 Third Sector Entities and about 2,156 items of furniture to 66 beneficiary entities;
- “Immobili che si muovono per il bene” (Properties that move for the good), an initiative that sees the involvement of various structures of the Bank (Social Development and Relations with Universities, Real Estate and Logistics

Department) aimed at granting their properties to Non-Profit Organisations with favourable contracts for the support of projects that have a strong social impact.

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. As part of the fourth call for applications, 103 young girls and boys were selected who joined the 200 young people already engaged in the programme;
- the “Giorno della Memoria” (Holocaust Remembrance Day) Concert, an annual event organised by the Giuseppe Verdi Conservatory of Milan in partnership with the Associazione Figli della Shoah, the Jewish Community, the Fondazione Memoriale della Shoah and the Fondazione CDEC, with the participation of the Lideriadi Choir who performed the Chichester Psalms by L. Bernstein and the students of the Conservatory acting as the orchestra, soloists and conductor;
- the “Metamorfofi” (Metamorphosis) project - promoted by the Casa dello Spirito e delle Arti Foundation, in collaboration with the Italian Excise, Customs and Monopolies Agency and the Prison Administration Department, and made possible thanks to Intesa Sanpaolo, Fondazione Cariplo, Fondazione Peppino Vismara and Fondazione della Comunità di Monza e Brianza Onlus - involves the creation of musical instruments and religious objects with wood obtained from boats used by migrants, worked by inmates of some Italian prisons with the help of expert lutists. To date, 60 boats have been delivered to the Opera prison for the creation of two violins, a viola and a cello and a violin that has become part of the permanent collection of the Museo del Violino in Cremona to be used at the Auditorium of the Museum during educational workshops aimed at schools;
- the 23rd edition of the Charity Auction in favour of San Patrignano, to tackle the phenomenon of drug addiction, especially during the current pandemic crisis;
- collaboration for the “Vicini Sempre, Distanti Mai” (Always Near, Never Far) charity evening in support of the Cucina di Beteavòn, a Milan-based solidarity organisation;
- support for the travelling exhibition of the Art Collection from the “Progetto Genesi. Arte e diritti umani” (Genesis Project. Art and Human Rights), 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 the 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 projects for the protection of children in Italy and around the world and for AISM, the Italian Multiple Sclerosis Association, through support for their evening events dedicated to fundraising for the social projects identified by the associations;
- 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;
- activity in support of the “Premio Costruiamo il Futuro” (Let’s Build the Future Award), an initiative that aims to support the large number of small third-sector entities in Italy, engaged on a daily basis in the inclusion and education of adolescents through sport and social activities. The initiative, promoted by the Fondazione Costruiamo il Futuro that operates in Lombardy to spread the word about the culture of subsidiarity, saw the Group as Main Sponsor for the territorial editions in the Milan Metropolitan City, Bergamo and Province, Lecco, Monza and Brianza. The “Premio Costruiamo il Futuro” in its 20 years of activity has supported more than 900 Third Sector associations and entities.

### SPREADING ECONOMIC AND FINANCIAL LITERACY: YOUNG FACTOR

On 14, 15 and 16 June, the Young Factor conference was held in Milan: a dialogue between young people and the economic and financial world, an international event organised with the support of Intesa Sanpaolo as Sole Partner. The meeting stems from the partnership between the Bank and the Osservatorio Permanente Giovani-Editori (Young Publishers’ Forum), and for the first time, brought together the Vice-President of the ECB (European Central Bank) Luis De Guindos, four governors of central banks (Italy, France, Spain, Holland), national and international bankers and 350 students from all over Europe with the aim of discussing and sharing views and ideas at international level on how to enhance economic and financial literacy among young people and their sense of belonging to the European Union. For this reason, at the end of the conference, the governors there and the president of the Osservatorio Permanente Giovani-Editori, Andrea Ceccherini, signed a document of understanding testifying to their commitment and willingness to promote this common project at an international level.



## 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 then suffer the exponentially increasing difficulties in achieving independence, including financial independence. Intesa Sanpaolo's commitment in 2022 was aimed at gender equity and the enhancement of female talent, as well as providing support for actions aimed at the empowerment of women in vulnerable conditions, a commitment achieved through the following initiatives:

- 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, the 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;
- 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;
- the project with the "Associazione Di.Re - Donne in Rete contro la Violenza" - set up to offer refuge and shelter to women victims of violence.

For further in-depth information, see page 188.

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 as Host Partner of the Nitto ATP Finals 2021-2025. The Group was also Title Sponsor of the Intesa Sanpaolo Next Gen ATP Finals 2021-2022, which saw the Bank as a leading player on an occasion 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 (137,000 since 2011), raising awareness among an ever-increasing public. In 2022, in addition to the "historic" event in Rome, support was also given to the second 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, and the Niguarda Hospital in Milan are the only rehabilitation facilities which have their own equestrian centre.

## MEDIA AND ASSOCIATIONS RELATIONS

In 2022 the Media and Associations Relations 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. The presentation of the 2022-2025 Business Plan by the Managing Director Carlo Messina obtained wide coverage in the main national and local newspapers and the media relations activities supported the development of the Plan's projects during the year.

Its operations 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 managed 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 2022, over 17 thousand articles were published about Intesa Sanpaolo excluding the articles merely mentioning the Bank, with a constant positive sentiment and a clear pre-eminence over its competitors (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 2022 at the top of Italian companies for clarity of communication strategy, preparation, speed and willingness to respond. According to a Doxa survey, the year 2022 confirmed that Intesa Sanpaolo was given a highly positive reputational rating triggered by the favourable reports in the media, providing a snapshot of the potential reputational impact of contents for the press which mention a specific brand at a specific historical moment.

The year 2022 saw the management of media relations focus on communications about the business and also the ESG and cultural initiatives.

The main media coverage objectives about the activities of the Banca dei Territori include the commitment to convey support for the national and local real economy as well as of the social fabric and the measures introduced by Intesa Sanpaolo - promptly and earlier than other operators - in favour of businesses and households affected by the conflict in Ukraine and by the increase in the cost of raw materials and energy, leading to spiralling inflation.

The Imi/Corporate & Investment Banking Division was protagonist in initiatives and transactions - in Italy and abroad - alongside large customer Corporates and Financial Institutions which enjoyed wide visibility in the media. It is also worth mentioning the enormous support guaranteed by the Division towards the implementation of the NRRP and the numerous transactions in the Investment Banking sector where the Division had a major role.

In support of the objectives of the 2022-2025 Business Plan, the media relations activities relating to the International Subsidiary Banks Division were also enhanced, with particular attention to the initiatives for COP27 in Egypt and humanitarian aid for Ukraine (including for the Ukrainian colleagues in the Pravex Bank) provided by the International Subsidiary Banks belonging to the Group.

The Research Department and SRM (Studi e Ricerche per il Mezzogiorno) continued to prepare and present to scholars, specialists and the media a wide range of publications dedicated to the Italian and international economic and production sectors, the world of finance and that of the maritime economy.

Intesa Sanpaolo's Governance Areas made headline news as leading players in some highly important initiatives for the Group and for the country, such as: the launches in Turin of Centai (Centre for Artificial Intelligence) and the AFC Digital Hub (hub dedicated to combating financial cybercrime), the joint-venture with Credit Access to support micro-financing in India, synthetic securitisations, the conclusion of the "Progetto Rinascimento" (Renaissance Project) in Bergamo and its province as the area most affected by the Coronavirus pandemic and transactions with Prelios and Intrum regarding NPLs.

Intesa Sanpaolo Innovation Center and its 100% subsidiary Neva Sgr have had a leading role for some time in the Italian press with regard to research, selection and support for highly innovative and promising start-ups at a global level, strengthening their activities in Italy in 2022 and making a name for themselves outside Italy, too.

There were a number of initiatives in the Wealth Management Area given prominence by the press in Italy and abroad. In particular, the launch of new services dedicated to health by the Insurance

Division, the event organised by Eurizon Asset Management Croatia on issues relating to climate change, sustainable business and possible partnerships between companies and asset management companies and the launch of the digital banking channel Fideuram Direct. In October Eurizon, Fideuram - ISPB Asset Management and Intesa Sanpaolo Vita made known their respective targets for the Net Zero Asset Managers Initiative (NZAMI) and the Net-Zero Asset Owner Alliance (NZAOA).

As regards the international media - given the complex geopolitical situation - the activity was calibrated from time to time with the precise aim of maintaining the excellent reputation that Intesa Sanpaolo and the CEO Carlo Messina also enjoy abroad. The various awards received by the Group and by the management both nationally and internationally - including the award for the third consecutive year as the Best Bank in Italy by The Banker (the Financial Times Group's reference newspaper) - confirm Intesa Sanpaolo's position among the top players in the sector.

With regard to institutional, social and cultural activities, the visibility given to Intesa Sanpaolo's commitment to the Ukrainian population was particularly significant in 2022: with over 2,000 articles, the topic occupied 22% in the press and 16% on the web, with peaks when the donation of 10 million euro for humanitarian aid was announced (source: Eikon). According to a Doxa survey, the management of media communications related to the new work organisation (short week and new flexible working) contributed significantly to directing media content and providing an official line as regards this news item. In addition, two important press conferences were organised in May for the opening of the new museum of the Gallerie d'Italia in Turin and the expansion of the museum in Naples, which involved a total of over 200 national and international newspapers. Presentations of the guide produced within Intesa Sanpaolo's Media and Associations Relations called "Le parole giuste – media e persone con disabilità" (The right words – media and people with disabilities) to the world of journalism, education, training and inside the Group, in particular to the Group's international subsidiary banks, made a contribution in 2022 as well to raising awareness on the delicate issue of language for inclusion.

In the Newsroom section on the Group website, managed by the unit, about 500 News items were published, optimised for improved indexing in the search engines. More specifically, in 2022 the production of English-language content was further increased compared to 2021. During 2022, the Twitter profile (@IntesaSanpaolo), managed by the Media and Associations Relations unit, gained over 17.2 thousand followers, with over 1,400 tweets posted during the year.

Press conferences, press releases, interviews, news items, posts and other communication initiatives typical of the journalistic profession: Media relations made over 5,000 operations in 2022.

As part of the Group's institutional relations with ABI, 19 consultation procedures were followed (7 activated by national regulators and 12 activated by European regulators in partnership with ERPA-European Regulatory and Public Affairs). The unit followed the establishment and works of the Association's new Interbank Working Group aimed at promoting the dissemination of the contents of the "Donne in banca" (Women in the Bank) Charter, which Intesa Sanpaolo has signed up to and which led to the "D&I in Finance" event. There was also increased collaboration with ABI on the issue of digital accessibility, aimed at promoting the digital inclusion of all citizens, in particular people with disabilities who need assistive technologies. As part of relations with Trade Associations, the unit promoted and encouraged relations with Confindustria's top management and operational representatives at national level, the local associations in the Confindustria system and national trade associations with a view to promoting the Bank's projects in support of the growth and transformation of Italian companies. It also worked together with various think tanks on research projects on issues regarding growth, solidarity and innovation.