

## “M’illumino di meno” comes to its twelfth edition

On February 19, with its participation, Intesa Sanpaolo confirms its commitment to energy savings

**M’illumino di meno** is the most famous radio campaign on energy consumption and sustainable mobility in which Intesa Sanpaolo has taken part for many years.



In 2016 the campaign, created by Rai Radio 2 programme Caterpillar, is particularly dedicated to the sustainable mobility issue: in this occasion the initiative “Bike the Nobel” will be launched, for the nomination of the bicycle for the Nobel Peace Prize, through an online collection of signatures, available on the website <http://caterpillar.blog.rai.it/bikethenobel/>.

Our Bank, since long committed to environmental issues, promotes several activities:

- a message will be issued through ATMs screens and receipts inviting customers to participate with concrete actions
- the skyscraper in Turin will be **"switched off" on February 19 from 22 to 23:30 to remind the importance of energy saving**
- **in our Museums** (Gallerie d'Italia in Milan, Vicenza and Naples and Savings Museum in Turin) **roll-up panels are displayed reminding visitors of the importance of environmental protection**  
**Gallerie d'Italia include energy and mobility issues within the numerous educational workshops they organize and, from 6 to 7.30 pm, the lighting of their façades will be symbolically switched off. Savings Museum provides an educational workshop on the use of natural resources addressed to children in primary schools**
- the **Associazione Lavoratori Intesa Sanpaolo** also joins M’illumino di meno initiative, giving in these days highest visibility to the conventions and contributions offered to members for using the bike.