

Intesa Sanpaolo adheres to the "European Week for Waste Reduction"

Intesa Sanpaolo adheres for the fifth year to this initiative, scheduled November 19 to 27, which aims to raise awareness of institutions and citizens on waste prevention strategies and policies implemented by the European Union. The theme chosen for the 2016 edition is the reduction of the impact of packaging and how everyone can contribute, through the reduction, reuse and proper recycling.



33 countries participated last year with **12,000 virtuous actions**, of which **5.286 presented by Italy** (European record for the fifth consecutive year).

Intesa Sanpaolo supports the initiative by promoting, within the Ambientiamo platform, **a course on the subject: "Waste management in Intesa Sanpaolo: a comprehensive guide"**. Through an interactive map, colleagues can find useful information for proper waste management and reflect on their daily behavior at home and in the office. A good opportunity to learn something new and interesting without getting bored.

During the "week" **messages on ATM/MTA screens and receipts will invite all the users to join the initiative** with concrete actions aimed at reducing waste.