

## European Week for Waste Reduction: Intesa Sanpaolo adheres for the 9th consecutive year

*How to raise awareness about invisible waste and reduce their weight in daily life*

"Invisible Waste": this is the theme of the 2020 edition of the European Week for Waste Reduction (SERR), which this year is held from 21 to 29 November and which Intesa Sanpaolo, always attentive to environmental issues, supports for the ninth consecutive year. With the slogan "What is your real weight?" the SERR 2020 aims to increase awareness about the extra kilos that we all carry on our shoulders and that are generated during the process of manufacturing and distributing products. Some examples: to produce a mobile phone, an average of 86 kg of waste is generated, for a new pair of trousers 25 kg. And again: 1 megabyte email emits 20g of CO<sub>2</sub>, the equivalent of a lamp on for 25 minutes.

The goal is to make it clear that there are many actions that can be taken to address this challenge consciously, for example by prolonging the life of products, buying second-hand products, or even renting and recycling them.

Intesa Sanpaolo will launch a campaign on its communication channels, through awareness messages on the Group website (within the section dedicated to Sustainability), on the screens of ATM equipment and on the main social networks of the bank.

On this occasion we remind you that in this context of health emergency it is necessary to pay attention to the correct disposal of Personal Protective Equipment (e.g. masks and gloves).

The Group's commitment to sustainable waste management is also accounted for in the Non-financial Consolidated Statement

**Discover more:**

<https://ewwr.eu/>