



Intesa Sanpaolo supports agricultural biodiversity

The Bank participates as a sponsor in La Settimana della Biodiversità (Biodiversity Week), an international event focused on the topics of sustainability, nutrition and the environment.

Intesa Sanpaolo is among the sponsors of La Settimana della Biodiversità taking place in Rome at the Auditorium Parco della Musica from 20th to 23rd of May in celebration of the International Year of Biological Diversity (2010).

The event is organized by the communication campaign Diversity for Life, promoted by the international organization Bioversity International.

Access to all events is free through the distribution of complimentary tickets.

The festival celebrates biodiversity with music, videos, performances and art. The activities of the week include lectio magistralis, roundtable discussions, concerts, exhibits and workshops for children.

The festival gathers world-renowned experts in the field, academics, economists, writers, chefs and artists who will communicate to the public, the media and to policymakers the fundamental role that agrarian biodiversity plays in improving health and nutrition, in adapting to climate change, in strengthening different traditions and cultural identities and assuring a sustainable agrarian development.

The International Year of Biodiversity gives an opportunity to Intesa Sanpaolo, a banking Group that has been committed to the protection of the environment for a long time, to participate and raise public awareness on a key topic for sustainable development.

Read more:

http://www.bioversityinternational.org/news_and_events/Settimana_della_biodiversita.html