

Intesa Sanpaolo takes part in the "Energy Saving Day" M'illumino di meno - 17/2/2012

On February 17, 2012 Intesa Sanpaolo is again taking part in the "Energy Saving Day" - *M'illumino di meno* - sponsored by Caterpillar, a transmission of Rai Radio 2.

As in previous years, Intesa Sanpaolo's participation includes a number of initiatives for its customers and employees:

- a message on the screen and on receipts of more than 7,000 ATMs in Italy, from February 13 to 17, inviting users to actively take part in the project;
- meetings in *Superflash store* in Milan, Turin, Florence, Naples and Bologna, from 17.30 to 18.30 on February 17, with Legambiente experts about energy savings and *green jobs*, accompanied by an aperitif and a symbolic turning off of lights at 18;
- activities organized by the Training Department in Milan, Turin, Naples, Vicenza, Padua e Florence: a new layout and new modules for the training project Ambientamo; an "Educard" dedicated to the event, making available online for all colleagues and given in "limited edition" in the buildings of the Training Department; "Eco-Kids will become" a campaign of collecting drawings made by children of colleagues on issues of respect for the environment and energy saving; the traditional campaigns "Rinuncio all'ascensore. Attivo il mio motore" ("I won't take the lift. I'll use my own steam") and "Illumina la mente. Spegni la corrente" ("Light up your mind. Turn off the power") to invite everyone to forego the lift for one day and to reduce lighting.



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