

Intesa Sanpaolo awarded with the internal communication *Grand Prix*

On November 16, Intesa Sanpaolo has been awarded by Feiea, the European Association for Internal Communication, with two First Place Awards within the **2015 Feiea Grand Prix**. The double award has been assigned to the project: "***A multi-national, multilingual Corporate WebTv as part of an international Internal Communication Strategy***", in two of the Grand Prix classes: ***Best multi-national communication strategy*** and ***Best audio-visual***.

The project is part of a multi-step international internal communication strategy, which started with an on-filed survey focused on the communication needs and habits in a Group such as Intesa Sanpaolo, that is present in 41 countries, in 12 of them with locale subsidiary banks. More than 92,000 employees, 27% non-Italian, belong to the Group.

The first step of the strategy has been s multi-nationaol, multilingual evolution of the Corporate WebTv, born in Italy in 2002. So, on November 27th 2013 a Tv-platform has been started. Employees can access it both from workplace e elsewhere, by pc and mobile devices, to watch at programs available in 12 different languages. They also can subscribe to formats and receive updates about them.

New steps will follow in the near future.