

2016 Community Paper

Intesa Sanpaolo's community contribution and impact assessment

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Intesa Sanpaolo's commitment to support the community

Intesa Sanpaolo, continuing the traditions of the banks that have over time come together to form the Group, remains notable for its deep-rooted attachment and staunch dedication to sustaining the communities within which it operates.

This commitment manifests itself through contributions of many kinds, ranging from charitable gifts that aim to support the vulnerable and disadvantaged to commercial initiatives with community benefit and to corporate volunteering. These contributions also span a range of contexts, but with particular attention given to Arts and Culture – both through direct donations to sustain various initiatives and also by preserving and opening up to the public the rich artistic and cultural heritage of the Group. Specific attention is also given to financial education, in particular in the shape of the Museo del Risparmio (Savings Museum).

To stress our continued commitment to the community, Intesa Sanpaolo in 2013 joined the London Benchmarking Group, whose model is the leading global standard for benchmarking and impact measurement. **Our contribution in 2015 amounts to € 56.7 million, equivalent to 1.23% of pre-tax profit and representing an average contribution per employee of € 647.** This compares to an average contribution of LBG members from across the financial sector of € 16¹ million (€ 479 per employee) or 1.1% of pre-tax profit.

With the publication of the first Community Paper in 2015, great importance has been attributed to the evaluation of output and long term impact of community contribution; this year we have continued this path through the presentation of a number of new case studies in diverse areas of intervention.

1. 2014 data. Source: LBG 2015 Annual Review.

2015 Contribution

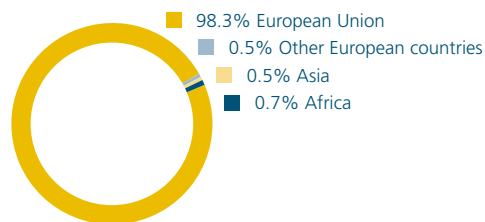
In 2015 Intesa Sanpaolo Group recorded an overall community contribution of € 56.7 million.



The most significant component of this total (93.6%) was cash contributions, amounting to € 53 million in 2015. The LBG standard also helps derive a better understanding of the Group's overall community commitment, taking into account not only cash but also other resources invested. In particular there are management costs – in addition to cash contribution – which amount to € 3.6 million (6.3% of total contribution and composed of personnel expenses, administrative costs and communication expenses). A further component is time contributions through employee volunteering promoted by the banks of the Group. This could be either committing paid time during working hours or via employer funded time outside of working hours, and represented a contribution equivalent to € 70,000. Finally, the total includes in-kind contributions of goods and services provided to the community amounting to € 2,000.

Analysing the overall contribution by the geographical area from which funds originated, the most significant share came from EU nations, where the Group conducts the majority of its business activity.

Overall contribution by the geographical area from which funds originated



Cash contributions to the community, amounting to € 53 million, can be further allocated based on the motive and scope of intervention as set out below.

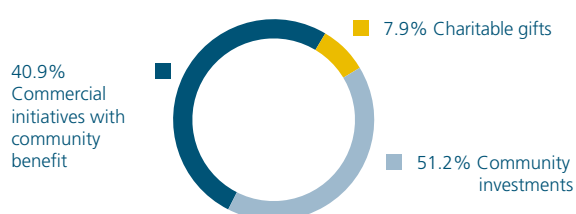
In respect of motive:

- over € 27 million (51.2%) in community investments (long-term planned initiatives, strategic and/or financially significant partnerships). This is an increase of 16% from 2013 and firmly reflects the Group's ever more strategic commitment to long-term partnerships that guarantee real benefit for the community;
- about € 21.7 million (40.9%) in commercial initiatives (mainly sponsorship) with community benefit which contribute towards social causes whilst at the same time promoting Intesa Sanpaolo's brand and business;
- the remaining € 4.2 million (7.9%) in smaller ad-hoc charitable gifts, including match giving initiatives.

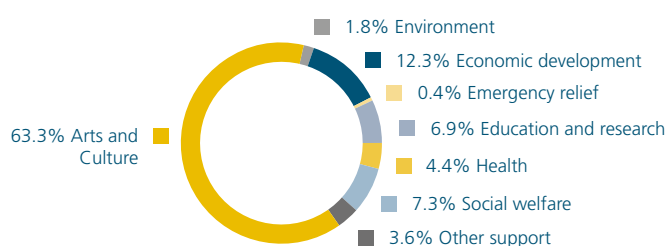
In terms of the scope of intervention, Arts and Culture is confirmed as the primary area of activity, receiving about 63.3% of total monetary contributions or about € 33.5 million demonstrating the priority given to this sector in the Group's strategy. The other two most important areas were Economic Development (€ 6.5 million or 12.3% of total monetary contribution) and Social Welfare (€ 3.9 million or 7.3%).

Community cash contributions

Breakdown by motive



Breakdown by scope of intervention



Donations

Intesa Sanpaolo provides support to a wide range of solidarity, social and culturally focused projects and initiatives.

Donations are granted centrally from the Parent Company through a dedicated “Fund for charitable, social and cultural donations”, based on an annual donation plan. This reserves a part of the fund for “local donations”, regionally selected small donations to decentralised local projects in areas served by Group banks without a separate donation fund or without dedicated resources.

This Fund is separate to the independent contributions from banks within the Group that operate their own charitable funds, or from individual International Subsidiary Banks.

Donations are made on a purely charitable basis (i.e. without any expected returns for the business) and with a specific policy to prevent donations to individuals and to certain organisations (including political movements; political parties; trade unions; regional/local government and schools except for initiatives with exceptional social, cultural and scientific importance; service clubs; bodies involved in legal disputes).

The 2015 plan for the Charitable Fund confirmed as the primary objective of the Group’s philanthropic strategy the focus on national and local projects with a significant social impact to aid the most vulnerable and disadvantaged parts of society hit hardest by the economic crisis, with the aim of giving over 80% of total central donations to this area. In 2015 this objective was largely exceeded and, net of international donations for projects in developing countries, over 84% of centrally co-ordinated national donations went towards this goal – in line with 2014 and having grown from 77% in 2012 – with different types of intervention: projects of assistance to the disabled; initiatives of solidarity and social inclusion; projects to alleviate poverty; training and job assistance for the vulnerable; health research and medical assistance.

Also at a regional level, focus was consolidated to support the most disadvantaged, with over 65% of local donations directed towards this purpose (exceeding the target of over 60%).

Intesa Sanpaolo’s commitment to support the community aims to contribute to the reduction of social and economic inequalities which are ever more widespread in the communities where the Group operates, due to the current economic and financial crisis. The goal is to strengthen a model of social cohesion which is also functional to the Group’s long term results.

NEXT SUPPER PROJECT

A particular area of focus in 2015 was the food emergency and the efforts to combat it.

To this end, a trial project was launched in Milan with the goal of channelling resources to increase the number of meals provided to needy people and, in the medium term, to activate systems for the reintegration of marginalised individuals in the working world. The initiative involved numerous non-profit organisations dedicated to charity and supporting those in need in the Milan area with the aim, in the mid-term, of producing 100,000 new meals a year for poor people thanks to the contribution made by the Group.

In the metropolitan area of Milan alone, 17 "local donation" initiatives were supported in a bid to curb the food emergency, amounting to a total contribution of € 85,000. The € 160,000 pledge made to Fondazione Banco Alimentare for the logistics management and distribution of food products collected for institutions that assist disadvantaged persons was also renewed. In addition, around € 150,000 of contributions were made to 6 associations particularly active in combating the food emergency among poorer sections of society (Opera Cardinal Ferrari, Opera San Francesco per i Poveri, Fondazione Caritas Ambrosiana, Fondazione Casa della Carità, Società Pane Quotidiano, Fondazione Progetto Arca).

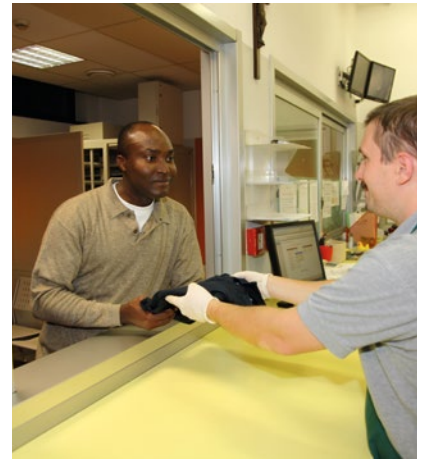


Day of Shelter



Founded in Milan in 1959 by the Capuchin friars of Viale Piave, the Opera San Francesco per i Poveri association provides the poor with free assistance and shelter. As well as catering for the daily primary needs of people in severe difficulty – through its canteen and personal hygiene services and medical clinic – Opera San Francesco offers counselling and provides shelter, guidance and support for people when their state of marginalisation demands it.

The multi-year “Day of Shelter” project, supported by Intesa Sanpaolo, has made it possible to guarantee first-level help (shelter and assistance) to the needy in order to meet their primary requirements (canteen, personal hygiene services, change of clothes). The project enables people in need to take advantage of the services of Opera San Francesco to obtain two meals a day, one shower a week, with a change of underwear, and one change of clothes a month. This basic module has an overall cost of € 15.11 a day per guest. A contribution of € 24,930 was made, enough to cover 1,650 shelter days.





Contribution impact assessment in 2015

What's contributed?	€ 24,930 of annual cash contribution
What happens?	1,650 needy and socially vulnerable people benefitted from a day of shelter. Type of beneficiaries: both Italian and immigrants (132 different nationalities); 75% men and 25% women.
What changes?	<p>Impact on beneficiaries This contribution made it possible to help 1,650 needy people, making a direct positive impact on their wellbeing and quality of life.</p> <p>Impact on the community This is a solidarity project to help the most vulnerable people satisfy their primary needs. It protects fundamental human rights such as the right to food, hygiene and personal dignity. The entire community and the Municipality of Milan benefit from this type of support which restores the dignity of people in the community, strengthens social cohesion and contributes to preventing social hardship and degradation.</p> <p>Impact on organisation The donation contributed to maintaining the high level of the canteen service both in terms of its menu and its management.</p>

FOOD FOR EDUCATION

The “Food for Education” programme was launched in Egypt in 2014 in association with the United Nations’ World Food Program.

The aim of the project is to facilitate access to basic education and to combat malnutrition in rural areas for disadvantaged children, particularly for the girls in the primary schools of two villages in Upper Egypt, in the Beni Suef Governorate.

To this end, date bars supplemented with vitamins and iron are distributed in the 53 schools involved in the project, together with rice and oil for the children to take home for their families, in addition to awareness-raising programmes on nutrition, health and hygiene. Thanks to the savings made due to the fall in commodity prices, it was possible to extend the distribution of date bars until June 2016 at no extra cost, for an overall period of two years.

The project is integrated with the national system as part of a wider government programme to improve health and hygiene conditions and promote healthy eating habits in the communities, also through the distribution of food products supplemented with vitamins and other essential nutrients.



Contribution impact assessment in 2014-2015

What's contributed?	€ 101,500 of cash contribution.
What happens?	<p>7,500 direct beneficiaries, of which 1,500 children from 53 primary schools and around 6,000 members (on the basis of a household with an average of 5 members) of their families, resident in the villages of Samasta and Fashn in Upper Egypt (Beni Suef Governorate).</p> <p>In 2014, 11 tonnes of date bars with vitamin supplements were distributed to children, together with around 120 million tonnes of rice as a meal to take home for children whose school attendance rate is above 80%.</p> <p>In 2015, 26 million tonnes of cereal and 4 million tonnes of bars were distributed to the children involved</p> <p>Awareness-raising programmes in the 53 schools involved around the topics of diets, health and hygiene.</p>
What changes?	<p>Impact on beneficiaries</p> <p>Improvement in the level of nutrition, in the dietary habits and in the health of the children, contributing to allaying hunger in the short-term and improving concentration levels and learning abilities at school as a result. The monitoring carried out by the WFP revealed that 88% of pupils liked the bars. It also showed that, thanks to this supplement, the children received the required amounts of essential nutrients that they were lacking, in particular vitamin A and iron.</p> <p>Improvement in the wellbeing of the children's families thanks to the donation of meals to take home.</p> <p>Improvement in the understanding of health, dietary and hygiene issues among children and teachers.</p> <p>Impact on the community</p> <p>The possibility of taking home free meals was key to the increase recorded in school attendance levels (in fact, the distribution of the meals is connected with the attendance rate). The school attendance rate increased particularly among girls, who represent 85% of the pupils that attend the community school. The attendance rate in the schools that participated in the programme increased to around 80%.</p>

REHABILITATION FOR CHILDREN AFFECTED BY COMPLEX NEUROLOGICAL ILLNESSES

TOG

FONDAZIONE
TOGETHER
TO GO
ONLUS

Founded in Milan in 2011, the Together To Go Foundation (TOG) is a non-profit association that provides rehabilitation for children affected by complex neurological illnesses. The children cared for at the TOG Centre have lesions on their nervous systems which are

either hereditary or which developed in the uterus or as a result of neonatal trauma. These children have motor, cognitive, behavioural and communication deficits and, after diagnosis, require very complex rehabilitation that must be able to address the wide variety of problems that the pathologies involved present. In addition, to impact on the children's lives, the rehabilitation must be carried out in timely fashion, so they do not miss out on the biological stages of development, and be appropriate. This is the approach taken by TOG when caring for its young patients, offering them and their families the tools to improve their opportunities and quality of life. As well as the various activities that make up the personalised rehabilitation path of each patient, close attention is focused on helping them to settle at school and supporting their families. As regards the motorial area, the kinesiological expertise of the Foundation's specialists is being channelled towards 3D printing for the creation of objects, including orthopaedic aids, constructed according to the specific requirements of each individual child.

The project that Intesa Sanpaolo has pledged to support for 3 years involves caring for 15 children affected with complex neurological lesions and undergoing different forms of treatment (physiotherapy, speech therapy, psychomotor education, music therapy and neurocognitive rehabilitation) depending on their area of deficit.





Contribution impact assessment in 2015

What's contributed?	130,000 of annual cash contribution
What happens?	15 children affected by complex neurological illnesses cared for as part of a high-level, multidisciplinary and long-term rehabilitation programme. The contribution covers the costs of the 6 rehabilitation and neuropsychiatric supervision therapists.
What changes?	<p>Impact on beneficiaries</p> <p>This contribution made it possible to assist 15 children affected by complex neurological illnesses whose quality of life was positively impacted. This was supplemented by constant consultancy and support activities to the children's families.</p> <p>Each child, together with their family, was accompanied when settling in at school.</p> <p>Impact on the community</p> <p>The contribution partially makes up for the chronic lack of resources (structural and in terms of specialist staff) available to the healthcare facilities that provide paediatric neuropsychiatric treatment in the area of Milan and its province and right across Lombardy.</p> <p>In fact rehabilitation, often the only possible course of treatment, makes it possible to drastically reduce the rate of hospitalisation of these children due to relapses and is therefore a source of relief for both families and the local public healthcare network.</p> <p>The work carried out by specialists when helping children with complex neurological illnesses to settle in at school is also extremely important for the school's teaching staff. In fact, it provides teachers and educators with additional specific expertise, both theoretical and practical, for the optimum management of this delicate process.</p>

RIGHT TO SCHOOLING, RIGHT TO A FUTURE



Comunità di
SANT'EGIDIO

The Community of Sant'Egidio was founded in Rome in 1968 following the Second Vatican Council and is today a lay movement with over 60,000 members that carries out charitable work in Rome, in Italy and in over 70 countries on the various continents. Over time the Community has developed various solidarity initiatives with the poorest and has always focused specifically on the most disadvantaged children and those with difficult living conditions.

The project, which has enjoyed the support of Intesa Sanpaolo since 2011, seeks to guarantee school integration programmes for children from the Romani communities in the most degraded urban areas of the city of Naples. The project is focused on the neighbourhoods of Scampia and Ponticelli/Barra, which are home to non-nomadic families of Slavic Romani people - Serbs and Macedonians - and Romanian Romani families, who have arrived in Italy more recently. In recent years the Programme has also assisted Romanian minors whose families have different living arrangements.

The project consists of three tools: a) study grants to encourage school attendance and prevent truancy (contribution of € 50 a month to the family of the pupil on condition that they don't exceed three unjustified absences a month, that the parents keep regular contact with the teachers and that they do not involve minors in begging or other working activities); b) extra-curricular workshops and activities; c) additional extra-curricular tutoring to reinforce learning.

The aim of the programme is to prevent and combat truancy and to promote the complete participation of these pupils in the life of the school.



Contribution impact assessment in 2015

What's contributed?	€ 50,000 of cash contribution
What happens?	<p>160 children (between 6 and 16 years old) from the Romani community in the most degraded areas of Naples integrated in local schools, 77% in junior schools and 23% in secondary schools. Over 60% were born in Italy, with the others born in Romania, Serbia and other European countries in that order in terms of percentages</p>
What changes?	<p>Impact on beneficiaries</p> <p>This contribution makes it possible to promote the full participation of these minors in the life of their schools and to help them integrate more fully in the local community. Many children are behind their peers and the programme therefore permitted a genuine reintegration.</p> <p>The number of Romani children involved over the 7 years has gone from 57 in the 2008/2009 school year to 160 in the 2014/2015 school year, with a significant increase every year. Currently, almost 25% of the Romani pupils at schools in Campania benefit from the programme.</p> <p>Impact on the community</p> <p>This project, focused on the schooling of children otherwise marginalised and excluded from all forms of education, prevents and combats truancy and, as a result, reduces the possibility of them being involved in episodes of juvenile crime.</p>

Commercial initiatives with community benefits

In 2015 the Group's commercial initiatives that had a positive impact on the community were worth around € 21.7 million and correspond to 40.9% of overall cash contribution.

The commercial initiatives are regulated by specific Intesa Sanpaolo Group **communication activity rules** which, applicable to the entire Group, establish the goals of sponsorships, the necessary consistency with its (ethical, cultural and social) values and the elements to evaluate in the examination phase in order to maximise their effectiveness, assessing the economic sustainability of the initiative.

In addition, some parties are **excluded from the list of possible beneficiaries** of sponsorship initiatives, such as: individuals/private parties; political parties and movements and their organisations; trade union and patronage organisations; service clubs; recreational associations and groups and schools except in the case of specific initiatives with particular social, cultural or scientific relevance; betting games and weapon exhibitions; sports events that are dangerous, violent or that involve hunting.

Within the scope of these initiatives, in line with previous years in 2015 the Group's activities were mainly aimed at pursuing the following objectives:

- safeguarding and enhancing the country's cultural heritage, by promoting and sharing the Group's artistic heritage with the public, supporting the main cultural and music initiatives and making them accessible to a wide and varied audience;
- supporting research to promote new opportunities for economic and social development through partnerships with leading foundations and institutions;
- promoting sustainability as a value for businesses and a confidence factor for customers through participation in initiatives within the scope of corporate ethics and social responsibility;
- combating social hardship through targeted initiatives;
- promoting the inclusion of women in the working world;
- promoting the value of sport, mainly among young people, highlighting the importance of universal values like dedication and commitment in exceeding one's limits, principles shared also by the best business culture.

EXPO MILANO 2016: “FEEDING THE PLANET, ENERGY FOR LIFE”

INTESA  SANPAOLO



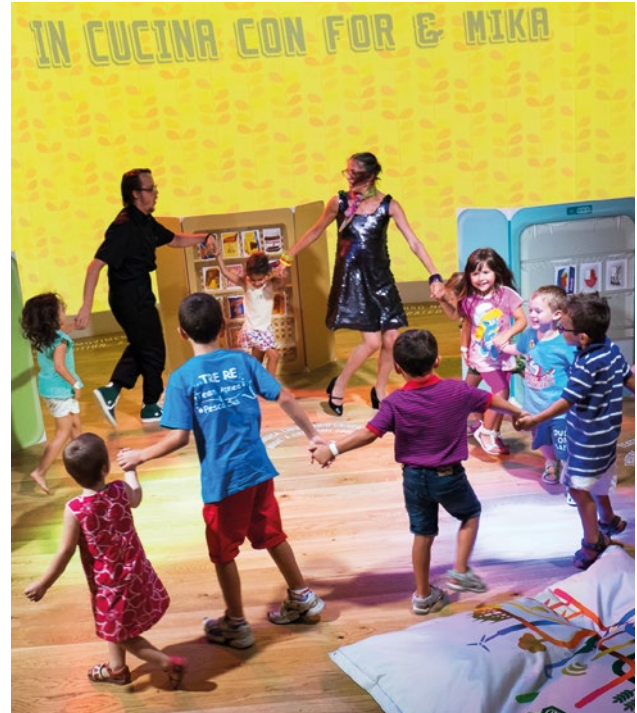
Official Global Partner

Over 20 million visitors, over 150 participants and around 5,000 events held over 184 exhibition days: these were the main figures associated with Expo Milano 2015. With its theme of “Feeding the Planet, Energy for Life”, the Expo set itself the goal of providing answers to important questions such as sustainable development and food safety, and this took tangible form in the Milan Charter, a document signed by heads of state and government leaders, representatives of civil society and international organisations, celebrities and the general public. Expo Milano 2015 was also a huge laboratory of ideas and contemplation, a chance to rediscover old traditions and to get to know far-off cultures and countries, a window on the world of technology and innovation with a look at the future of global agriculture and food production. The programmes connected with the Expo included the *Together in Expo* which involved hundreds of schools from all over the world, and *Me & We - Women For Expo*, which focused on the key role played by women in every production sector and in the preservation of culture in the broadest sense of the term.

Intesa Sanpaolo was Official Global Partner of Expo Milano 2015.

Inspired by a single guiding concept, sharing, the Intesa Sanpaolo Expo Project had two main dimensions – the artistic-cultural programme which involved the Bank’s main partners, and the dimension related to business culture with the “Here is my business” initiative. The Bank’s commitment took tangible form at a multifunctional exhibition space, “The Waterstone” pavilion. The pavilion hosted a daily programme of events and initiatives for families, a series of meetings dedicated to social, art and cultural aspects, and business events with themed meetings, discussions and in-depth analyses. In terms of services, Intesa Sanpaolo provided innovative electronic payment instruments as well as a ticketing platform and a structured distribution network consisting of a physical network and direct channels.





Contribution impact assessment¹ (2012-2015)

What's contributed?

€ 13.7 million of cash contribution
540 Intesa Sanpaolo employees involved

What happens?

As part of the artistic-cultural programme, 350 artists, musicians, scientists and intellectuals and 30 cultural partners were involved in 110 original shows and productions watched by 50,000 spectators.

700,000 people visited The Waterstone pavilion, which hosted 480 events.

530 Italian businesses and 35 innovative start-ups were hosted in the pavilion, where they met with 3,000 guest businesses. These successful Italian businesses, belonging to various product sectors but all of which distinctive for their quality goods and focus on sustainability, were protagonists in various events and presentations.

Over 20 million visitors and 200 organisations were able to take advantage of financial services and innovative electronic and mobile payment instruments for their transactions. The Group provided the ticketing platform and an articulated distribution network consisting of the physical network and direct channels, which together allowed the issuance of 650,000 tickets, as well as the financing of the company Expo S.p.A. and treasury services for Participating Countries and organisers.

Thanks to its collaboration with the Museo del Risparmio (Savings Museum), a series of initiatives was organised to get people to reflect on food waste, its impact in terms of costs and how to combat it.

Over **1 million visits** to www.expo.intesasampaolo.com in Italian and English, **15 million views** on YouTube and 4,000 followers; following the Expo, the Bank had **1.3 million fans** on Facebook.

Among the sponsors and partners of Expo Milano 2015, Intesa Sanpaolo was the **leading brand in the non-food sector**.

The campaign to support **Intesa Sanpaolo's participation in Expo received various awards**: second place at the 2015 Best Event Awards for the "Events at the Expo" category; honourable mention for The Waterstone experience project at the 2015 Cultura+Impresa Awards; Bronze Prize in the Education and Training event category at the 2015 EVCOM Live Awards.

¹ Since it was a project that also included a part strictly connected with business, as requested by the LBG model only a portion of the entire contribution is considered as destined for the community. The value in kind is not entered.

What changes?

What changes for the community?

Expo Milano 2015 was a chance to showcase Italy's real economy, made up of top quality players in every sector, from enterprise to art and culture. It demonstrated the ability to build networks and the strong internal cohesion between these quality entities and institutions, trade associations and universities.

What changes for business?

€ 130 million of transactions carried out at the Expo, **2 million payments** with credit or debit cards made onsite of an overall value of around **€ 100 million**, **60,000 Expo flash cards** issued. Positive returns as regards the Group's reputation and image: according to monitoring carried out by Ipsos, the perception of Intesa Sanpaolo has improved for 43% of Italian citizens, 55% of Expo Milano 2015 visitors and 61% of the Bank's customers.

What changes for the organisations involved?

530 businesses and 35 innovative start-ups were hosted in the pavilion and were able to present their success stories to the Expo public, to investors and to potential buyers at international level involving, in turn, over 3,000 Italian and international businesses in business meetings.

Opportunities and visibility for 30 cultural partners and 350 artists, musicians, scientists and intellectuals.

A credit limit of € 15 billion made available for new credit lines and loans.

Launch of a specific project dedicated to companies in the agri-food sector.

Launch of Programma Filiere with a potential limit of € 15.5 billion to support excellent production chains.

What changes for the environment?

The Waterstone exhibition space was designed to fit with the logic of the **lowest possible environmental impact**, also recognised by the "Towards a sustainable Expo" programme in association with the Ministry of the Environment. In addition to the natural materials used in its construction, light coloured wooden tiles were also used to create the structure's "second skin" and help ensure the desired levels of energy savings.

The systems in "The Waterstone" pavilion did not produce CO₂ emissions.

During all the events short supply chains, washable dishes, sustainable providers and accommodation facilities with environmental features were used and, above all, a lot of attention was focused on saving paper by sending out electronic invitations and using environmentally friendly paper.

Moreover, 19 events with companies focusing on the environment were organized, boasting participation of over 2,500 people.



Art and Culture

In line with a long established tradition, Intesa Sanpaolo is active in the field of art and culture, fully aware that leading national banks must not only contribute towards economic growth but also, and necessarily, to the cultural and civil growth of the country.



This commitment took shape in the development of **Progetto Cultura**, a strategic framework encompassing the many cultural activities of Intesa Sanpaolo. This plan, renewed every three years, reserves space and schedules a wide range of temporary and permanent initiatives according to precise planning guidelines. The Project is inspired by the values of protecting, promoting, ensuring public access to and increasing the visibility of Italy's incomparable artistic and cultural heritage.

A key guiding principle of the plan is to promote the vast and prestigious historical, cultural, architectural and archival heritage of the Group, with the aim of sharing it with the wider community. This starting point led to the development of a network of museums and cultural venues – Gallerie di Piazza Scala in Milan, Gallerie di Palazzo Leoni Montanari in Vicenza and Gallerie di Palazzo Zevallos Stigliano in Naples. These venues came together under the name of **Gallerie d'Italia**, where 1,000 works of art are on display across 12,000 m², out of the around 10,000 owned works of which the Group is custodian.

Another important guideline of Progetto Cultura is that of contributing to safeguarding Italy's cultural heritage. This commitment has manifested since 1989 in continuous support to the **Restituzioni** project: a tried and tested programme to restore Italian artistic and monumental heritage promoted, supported and overseen by Intesa Sanpaolo in partnership with the relevant Italian government heritage departments and offices. Now over twenty years old, the project has assumed national dimensions and importance and has made it possible to restore over 1,000 works of art and make them accessible to the public once more.

In the field of national cultural heritage protection of particular relevance is the radical restoration, financed by Intesa Sanpaolo, on the house where Alessandro Manzoni lived from 1813 to 1873, in Milan between Piazza Belgioioso and Via Morone.

The **Historical Archive**, with the aim of involving an increasingly wide audience – increasing both remote use and access to the study room – has opened a multimedia section and digital library and expanded the range of guided tours, lectures, professional seminars and conferences. The cultural development objectives implemented by the Historical Archives were focused on accessibility goals (with a further enhancement of access to sources), enhancement and prevention of dispersion/new acquisitions (with extensive activities of protection of territorial inventory archives and restorations).

Just as significant was the work in the **publishing and musical field**, for dissemination of the book heritage and of the various musical genres, also through targeted initiatives at the educational level. The most important publishing projects include the multimedia Vox Imago series, dedicated to promoting the opera, the historical and architectural study guides to the Group's historic sites, and the "Musei e Gallerie di Milano" series, a scientific catalogue of the city's artistic heritage. As regards education, numerous courses were organised for disadvantaged children and teenagers and study meetings open to the public.

Since 2012, Intesa Sanpaolo has also supported an innovative educational project for teachers, which aims to introduce young people to the opera with historical and musicological insights to be included in new interdisciplinary courses in the ministerial educational syllabus. The training project, which involved more than 600 teachers of lower and upper secondary schools in different cities, attained recognition from the Ministry of Education, University and Research in 2015.

Finally, a new editorial series was launched for young boys and girls in Italian and English, namely ArtèGioco, with a first publication devoted to Hayez, narrated and richly illustrated with the aim of making the younger audience more familiar with the Group's artistic heritage.

GALLERIE D'ITALIA

“After all, a museum is one of the places that show man at his noblest”, wrote André Malraux, underlining the ability of museums to represent mankind and, above all, emphasising their fundamentally social dimension.

Understanding the role that a modern museum must be able to play in cohesion and inclusion processes, and with the aim of fully representing the communities to which they belong, some time ago the Gallerie d'Italia launched a series of initiatives, in association with Opera Laboratori Fiorentini, designed to involve and engage various different sections of the public.

Supporting complete access to cultural heritage and the experience of the museum as a space for engagement and social integration are key themes when it comes to the genuine and significant promotion of cultural heritage.

For this reason, the main activities carried out by the Gallerie d'Italia, focused on eliminating the physical and mental barriers that can prevent people from accessing their collections, include numerous activities aimed at various different 'vulnerable' groups: people with visual, hearing or cognitive disabilities, communities of immigrants, people from disadvantaged neighbourhoods, female migrants, hospitalised children etc. Particular attention is paid to schools, especially those in urban areas with high social risks.

There are multiple goals, most notably: increasing access to artistic and cultural heritage and enabling people with disabilities to enjoy art, fostering the integration and social inclusion of local migrant communities, providing educational support to vulnerable categories, enhancing their understanding of historic and cultural contexts.

The hope is that the Gallerie can become – according to the definition of Stephen Weil, one of the leading contemporary thinkers in the museum community – a genuine “social enterprise”, given that “if lacking in social value, museums would be useless. They would not deserve anyone’s interest and even less so their support”.



Un museo a più voci

The “Un museo a più voci” project was developed by Gallerie d’Italia Milano in partnership with the no-profit association Farsi Prossimo, a social cooperative active in the area of social, health and educational services. Another partner in the project is Opera Laboratori Fiorentini, an association that works in the cultural heritage sector and which offers the experience of its educational and museum experts. Special visual and practical museums have been designed for guests of the refugee day-care centres managed by the cooperative. The programme of activities enables visitors to become familiar with Italian art, with the culture and customs of our society, as well as with the historical events that have marked Italian progress.

The aim of the project is to improve the integration of the guests of the refugee centres in Italian society by supporting their expressive skills and combating linguistic and cultural isolation.



Contribution Impact Assessment in 2015

What's contributed?	€ 10,000 of cash contribution
What happens?	<p>400 asylum seekers hosted in refugee centres took part in the programme to become familiar with Italian art and culture.</p> <p>15 operators of the non-profit Farsi Prossimo social cooperative took part in the project. Additional funds contributed by Opera Laboratori Fiorentini as reimbursement for the 6 museum operators active in the project.</p>
What changes?	<p>What changes for the community?</p> <p>The initiative helps foster the individual development and social integration of the beneficiaries. The project can become a reference model for other museums.</p> <p>What changes for the beneficiaries?</p> <p>The guests of the centres now have a greater understanding of Italy's historical and cultural heritage. The guests were intrigued and curious to discover the museum environment. The initially silent approach to the paintings was followed by interesting moments of cultural exchange between the guests and the museum staff and between the guests themselves, increasing their reciprocal appreciation. The museum became a familiar place where refugees were able to enjoy relaxing and carefree moments together.</p> <p>The guests of the centres developed a greater understanding of the Italian language and of the culture and customs of our society. The initiatives they took advantage of helped them during the literacy and social studies courses held in the day centres</p> <p>What changes for the Gallerie and their project partners?</p> <p>The Gallerie d'Italia are specialised in welcoming vulnerable groups and weaker sections of society, proposing specific activities to supplement literacy and social studies activities. The project also generated a greater understanding of the issue of diversity.</p>

Employees' volunteering

As for employees' volunteering, some of the Group's International Subsidiary Banks are particularly active with employees participating directly as volunteers alongside and in support of non-profit organisations in projects and initiatives to the benefit of the community. In 2015, 552 employees of the International Subsidiary Banks made a contribution to their communities through 6,777 hours of voluntary work (both during and as Bank funded time outside working hours).

In Italy, since 2015 the Group has given staff an allocation of hours, in the form of paid leave, to carry out voluntary work for specific social projects/initiatives whose effects are felt outside the Group and which are also promoted by external bodies, selected through Fondazione Intesa Sanpaolo Onlus (the Intesa Sanpaolo Non-profit Foundation) and Banca Prossima, the Group company that supplies financial services and products to non-profit organisations.

Below we present an employees' volunteering initiative, with the relative evaluation of its results and impact, pursued by the Hungarian Group CIB.



BÁTOR CAMP FOR CHILDREN WITH SERIOUS ILLNESSES

Bátor Camp was created in Hungary in 2001 and offers complex recreational and therapeutic programmes for children seriously ill with cancer, diabetes, juvenile rheumatoid arthritis or haemophilia, and their families. The services are offered to the children and their families free of charge.

CIB first got involved at Bátor Camp with its corporate volunteering project 6 years ago and each year around a hundred employee volunteers take part; a corporate volunteering day has been set up by the bank. In 2015 the volunteers helped renovate the camp's buildings and facilities, and carried out maintenance work.



Contribution Impact Assessment in 2015

What's contributed	€ 794 of cash contribution € 7,090 of time contribution (participation of 100 employees in a volunteering day)
What happens?	The camp currently hosts around 1,000 ill children and members of their families each year. Involvement of 100 employee volunteers from CIB.
What changes?	<p>Impact on beneficiaries</p> <p>1,000 children and members of their families benefitted from a direct positive impact on their quality of life and wellbeing. The camp offers children the chance to enjoy a week of experiences and adventures, free of charge, that help them to forget their illnesses.</p> <p>More specifically, at the camp the children are given help to overcome their fears and acquire greater strength. This not only helps them during their challenges at the camp but also with respect to the challenges laid down by their illnesses.</p> <p>Impact on volunteers</p> <p>The 100 employee volunteers demonstrated great enthusiasm, motivation and empathy. The experience enabled them to feel involved and develop new skills.</p>

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The Intesa Sanpaolo skyscraper. Innovation and reinvention in the Bank and the city.

Designed to bring together the central offices and the main management departments of the Bank in a single location, the Intesa Sanpaolo skyscraper is a new meeting point in the city of Turin. Built in a strategic position, at the edge of the city centre in a high traffic area, the building is an original example of "relational architecture". Designed by Renzo Piano Building Workshop and constructed by the most qualified Italian companies at the global level, the skyscraper embodies the values of growth, architectural innovation, social and environmental sustainability and integration between workspaces and areas open to the public. The base and the top of the building have areas that can be accessed by the public, such as the Auditorium and the bioclimatic greenhouse with a restaurant, an exhibition room and a panoramic café. These spaces make the skyscraper a public attraction, contribute to integrating the building in the social fabric of the city, and consolidate the historic bond between the Bank and the territory, which has been innovating and reinventing itself since 1563.



166.26 m high

7,000 m² basement surface area

38 floors above ground (27 devoted to offices)

1,600 m² photovoltaic panels

15,000 m³ greenhouse

175 new trees to redevelop the "Grosa" public garden

364 seats in the multi-purpose Auditorium

49 children cared for in the company crèche

500 workers and technicians employed to construct the tower

30 specialist studios involved in the planning phases

35 young graduates involved at the worksite



ENVIRONMENTAL CERTIFICATION

Thanks also to the "double skin" facade, the use of geothermal energy and the LED lighting system, the skyscraper manages, controls and optimises its overall energy consumption. For this reason it was the first tall building in Europe to be awarded LEED (Leadership in Energy & Environmental Design) Platinum, the highest level of certification awarded by the Green Building Council, the most authoritative international body for the environmental assessment of buildings.

