



# Community Paper

2016 Intesa Sanpaolo's community contribution  
and impact assessment

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## LEGEND

[i] Links to internet

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# 1 INTESA SANPAOLO'S COMMITMENT TO SUPPORT THE COMMUNITY

Intesa Sanpaolo, thanks to the tradition of the banks and savings banks, which have gradually merged into the Group, stands out for its strong roots and focus on the territory and for its ongoing and significant support to the communities.

This contribution has come about through solidarity-based donations to the most fragile and disadvantaged categories, including in areas of the world where the Group is not present, the support to business initiatives with an impact on the community and employees' volunteering initiatives. The attention to the world of art and culture is a key element of the strategy behind the activities for the community, both with direct contributions to implement initiatives in this field and to preserve and make the Group's rich cultural and artistic heritage available to the public. Special interest is also paid to financial education initiatives, primarily through the Savings Museum.

In 2016, **Intesa Sanpaolo's contribution to the community**, measured according to the **LBG global standard**, which it joined as from 2013, amounted to **50.3 million euro**, equal to **0.93% of income before tax from continuing operations**, corresponding to an average contribution per employee of 567 euro. In particular, cash contributions to the community exceeded 46 million euro (154 million euro in the last three years), of which approximately 58% destined to art and culture and 26% to charity activities.

The average community contribution of LBG members from across the financial sector was 31.6 million euro (565 euro per employee), an average percentage of 0.96% of income before tax.

With the publication of the Community Paper, the Corporate Social Responsibility department intended to give value to Intesa Sanpaolo's commitment in this area, including through a qualitative assessment of the results and the measurement of the long-term impact of the contributions: this year's paper continued to pursue the path undertaken in 2015, presenting a number of case studies, with special attention to the initiatives that see women play a leading role.

## 2 2016 CONTRIBUTIONS

In 2016, the Intesa Sanpaolo Group recorded an overall community contribution of 50.3 million euro. The most significant component of the contribution was cash contribution: 46.4 million euro, equal to 92.3%. The LBG standard has allowed the Group to fully focus on the commitment in favour of the community by measuring, in addition to cash contributions, also the other invested resources. In particular:

- management costs, amounting to almost 3.7 million euro (corresponding to 7.3%), consisting of personnel costs, administrative and communication expenses;
- time contributions, consisting of volunteer initiatives by employees carried out during working hours or paid by the company if carried out outside of working hours, which in 2016 gave rise to a contribution equal to 146 thousand euro;
- in-kind contributions amounting to 27 thousand euro.

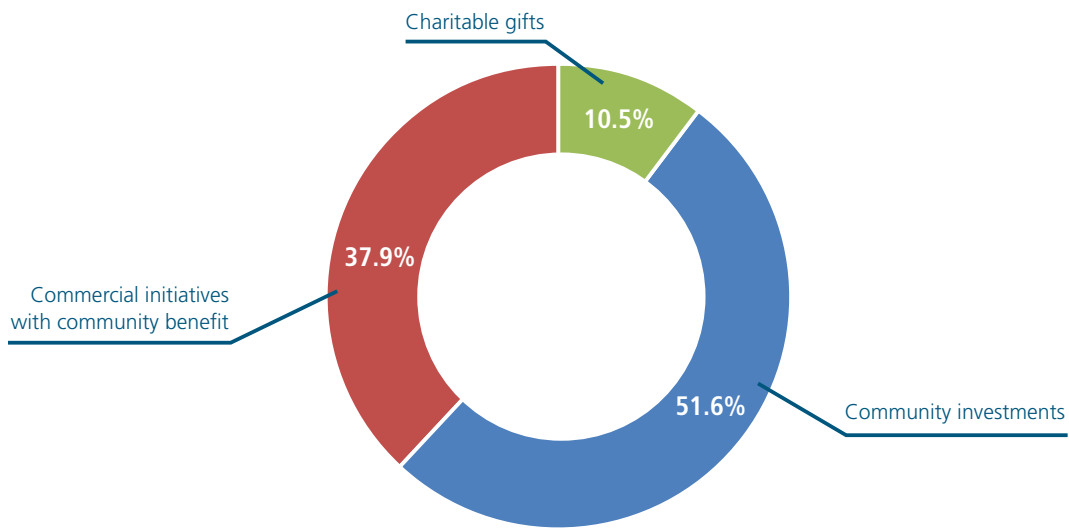
Total contributions to the community by type (thousands of euro)	
Cash contributions	46,412
Management costs	3,682
Time contributions	146
Goods and services donated to the community	27
<b>TOTAL</b>	<b>50,267</b>

By breaking down the overall contribution by the geographical from which funds originated, the most significant share came from European Union countries (98%) where the Group mainly carried out its business activities.

Based on the motive of the interventions, 2016 cash contributions were broken down as follows:

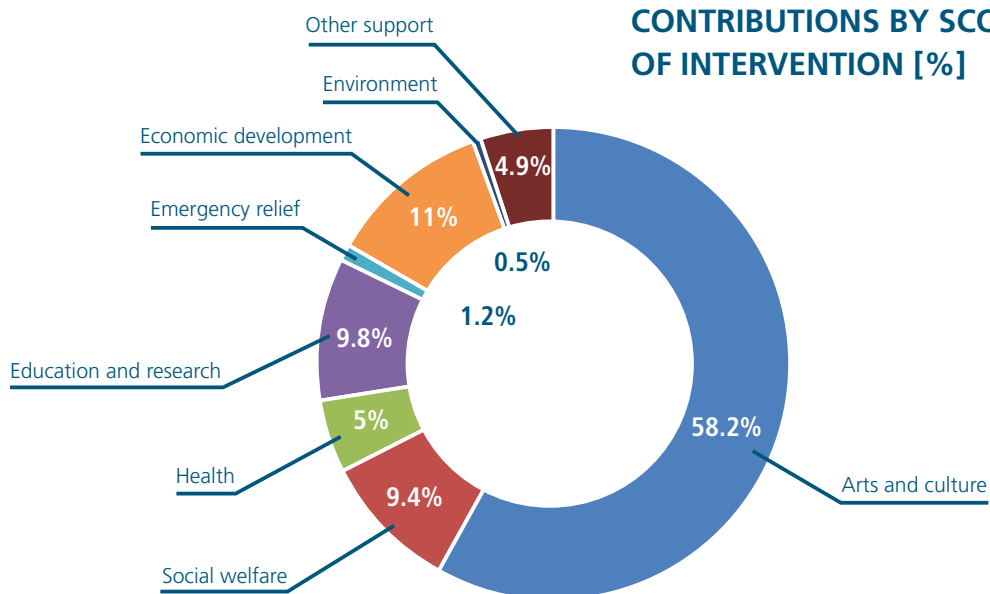
- 51.6% in community investments, i.e. contributions characterised by long-term plans, strategic partnerships and/or of significant amounts; this is a stable portion compared to 2015, which represented the most important part of the monetary donations, demonstrating the strategic nature of the Group's activities, geared towards wide-ranging partnerships that can guarantee real benefits and value for the territory;
- 37.9% in commercial initiatives (mainly sponsorships) with community benefits which contribute towards social causes while at the same time promoting Intesa Sanpaolo's brand and business;
- 10.5% in smaller ad-hoc charitable gifts, including match giving initiatives.

### 2016 - COMMUNITY CASH CONTRIBUTIONS BY MOTIVE [%]



In terms of the scope of intervention, Arts and Culture continued to be the most significant area with 58.2% of total cash contributions (up from 50.1% in 2014) and just over 27 million euro. The other two prevalent areas were Economic Development (over 5.1 million euro, equal to 11% of total monetary contributions) and Education and Research (4.5 million euro, 9.8%).

### 2016 - COMMUNITY CASH CONTRIBUTIONS BY SCOPE OF INTERVENTION [%]



### 3 DONATIONS

Intesa Sanpaolo's donations are aimed at supporting solidarity-based, social and cultural projects. Contributions are centrally distributed by the Parent Company through a dedicated "Fund for charitable, social and cultural donations".

Following a consolidated tradition, Intesa Sanpaolo's Articles of Association provide for the allocation, through the "Fund for charitable, social and cultural donations", of a share of the distributable profits to the support of projects that revolve around solidarity, social utility and value of the individual.

The Fund's management and implementation are governed by a Regulation approved by the Bank's Board of Directors in a transparent manner and consistently with the commitments set out in the Intesa Sanpaolo Group's Code of Ethics. These principles are aimed at sharing with the community attention to the person as well as human rights, economic and social solidarity, sustainable development, environmental protection and support to culture.

In the choice of the sectors and intervention projects, special attention was paid to the reference values, the merit of the initiatives being proposed and the importance of the social needs that were intended to be met.

The activities were carried out according to transparent and accountable methods and through procedures that avoided any possible conflicts of personal or business interests.

Donations are made on a purely charitable basis (i.e. without any expected return for the business).

The Chairman of Intesa Sanpaolo's Board of Directors oversees the overall management of the Fund. His duties include the preparation, with a two-year horizon, of the Guidelines on social and cultural initiatives supported by the Group, with the support of the Managing Director and a Technical-Scientific Committee. The Guidelines, which identify goals, strategic priorities and key areas of support, are approved by the Board of Directors and are applied through a Two-Year Plan of which the Chairman ensures the implementation and monitoring through the Chairmanship's Technical Secretariat.

The Chairman also proceeds to authorise central donations (amount exceeding 5,000 euro) within the limits under his responsibility. He reports on the Fund management to the shareholders' meeting and the public through the Bank's website and in the Sustainability Report.

The Action Plan also allocates some of the resources to "local donations" (up to a maximum of 5,000 euro), which are mainly directed to the support of projects and initiatives with a direct local impact and also aimed at promoting the sharing of international solidarity projects, expressions of the membership community. They are managed and authorised in a decentralised manner by the Banca dei Territori Division through the Regional Governance Centres.

The 2016 plan for the Charity Fund confirmed the strategic focus on national and local projects with a significant social impact in favour of the most vulnerable and disadvantaged parts of society, hit hardest by the economic crisis, with the objective to allocate over 80% of national contributions to this purpose. In 2016, this target was amply exceeded and, net of international intervention in favour of poor countries, over 84% of centrally co-ordinated national donations went towards vulnerable and weak groups and entailed different types of action: aid for the disabled, solidarity, social inclusion, fight against poverty, training and employment opportunities for disadvantaged people and health research and medical assistance. Also with regards to local donations, the objectives set (more than 60% of the donations destined to projects for the most disadvantaged) were exceeded, with an impact over the total of more than 68%, recording an increase of more than 3% compared to 2015.

Since April 2016, the management of the Charitable Fund has been placed under the direct responsibility of the Chairman of the Board of Directors and at the end of July a new Regulation was approved, which provides for renewed mechanisms for the selection of the entities and projects put forward. In particular, with regard to the entities, it provides for the exclusion of organizations involved in legal disputes,

in matters relating to organised crime and failure to respect human rights, peaceful coexistence and environmental protection.

With regard to the purposes of the intervention, the selection is open to specific projects with a clear social impact and with an analysis of the proven track record of the entities to achieve the objectives stated in the programme thanks to previous direct experiences or the option to reproduce solutions that have already been successful in the past. A rotation mechanism was then introduced to ensure the widest and most flexible use of the Fund and, in particular, a maximum limit of three consecutive years in support of the same project, subject to verification of the results achieved.

In order to provide a more widespread knowledge of the Fund's purposes and an easier way of presenting projects with wider access to instances, a section specifically dedicated to the Fund was created within the Group's Internet site, which can be consulted in the Bank and Community section.

The commitment to supporting the population struck by the earthquake in central Italy, amounting to over 325,000 euro in total, was particularly significant: donations to local entities and associations present in the territory for the reinstatement of school equipment and to deal with public emergencies; support to schools to restore classrooms and for canteen services; sharing a project with the Prosolidar Foundation. In addition, contributions were independently distributed by Group Banks operating through their own charity fund and by each International Subsidiary Bank.



## Il Faro Foundation - Project “Obiettivo fiducia: il lavoro è il primo passo” (Objective trust: work is the first step)

The Foundation, a charitable entity established in 1997 in Rome, is an international centre for the orientation, training and job placement of young people, Italians and foreigners from difficult social, economic and political contexts. Courses are free and aimed at acquiring short-term professional skills that can be leveraged on the labour market, in the field of craftsmanship or entrepreneurship.

The young beneficiaries are often put forward by reception centres and other structures dealing with social hardship.

The project entailed the performance of the following activities:

- job training: implementation of 6 free courses (3 for pizza maker/baker, 2 for waiter and 1 for pastry chef) for a total of 148 hours. At the end of the training, the students who achieved the best results continued with on-the-job training;
- job counselling and orientation through frontal lessons and individual interviews;
- psychological support, given the peculiarities of the beneficiaries, all coming from areas characterised by social hardship and with a high risk of marginality;
- business theatre and research workshop: 2 lessons per week for a total of 16 hours, to improve workplace dynamics, team spirit and leadership development in individuals.



## Project impact assessment in 2016

<b>What's contributed</b>	€ 100,000 of cash contribution
<b>What happens?</b>	<b>90 young Italians and foreigners</b> aged between 17 and 30. Among the beneficiaries, 42% of the students are made up of Italians from difficult social and economic situations. Among the foreigners, young people involved are refugees and asylum seekers from more than 20 countries including Mali, Afghanistan, Congo, Albania, Nigeria and Bangladesh.
<b>What changes?</b>	<p><b>Impact on beneficiaries</b></p> <p>The 90 young students who completed the training programme:</p> <ul style="list-style-type: none"> <li>• acquired knowledge and skills to be used in the workplace;</li> <li>• were placed in the condition of actively contributing to the well-being of their family and community.</li> </ul> <p>In the short term, approximately 55% of students got a job.</p> <p>A research commissioned by the Foundation on the activities carried out in 2014 and published in 2016 revealed that young people attending the Foundation's courses have over 50% more chance of finding a job.</p> <p><b>Impact on the community</b></p> <p>Qualified staff were provided to local businesses, taking kids with a high risk of deviance away from the streets.</p> <p>The territory as a whole was made more aware of the issues of immigration and asylum rights.</p> <p><b>Impact on the beneficiary organisation</b></p> <p>The donation helped give continuity to the training and educational commitment of the Foundation, which relies on the professional skills acquired by former pupils, who, in turn, become teachers to pass on their job knowledge to new students enrolled in the professional courses.</p>

## Mamre Onlus Association - Harmony grows at school

The Mamre Onlus Association of Turin, founded in 2001, promotes social solidarity and deals with mental health in multicultural contexts addressing Italian and migrant people. The aim of the Association is to carry out activities in the area of ethnopsychiatry, cultural mediation and the prevention of emotional and social disorders among migrant people. It works in School Institutions, promoting training activities and conducts research in the field of mental health and traditional care systems.

In recent years it has developed projects in primary and secondary schools in Turin, implemented family support (psychological support to families adopting foreign children) and has promoted intercultural dialogue and communication among young people (knowledge of different styles of expression, emotional awareness, sharing their migratory path and culture of origin with others).

The teacher support projects covered four "Bambini d'Altrove" training courses (each of 2 hours, conducted by a psychologist, an anthropologist and an ethno-clinical mediator) addressed to teachers from 4 schools in order to provide new tools to accept and support the path of inclusion and academic success of the immigrant pupils. The cultural areas covered were: Morocco and Egypt, Sub-Saharan Africa, Romania and Eastern Europe, Latin America and China. In addition, 8 Mamre counselling centres were opened, where micro-teams consisting of a psychotherapist and an anthropologist operate, with 128 reports of problematic cases.

The Association also carried out mediation activities between the school and the families in order to promote greater mutual knowledge, especially for migrant families, accustomed to different school systems. In this area, 231 consultations, 139 school-family-service mediations and 46 ethno-clinical mediation processes were conducted.

As regards the Asian communities (Chinese, Bengali, Indian, Sri Lanka and Filipino), research was conducted by anthropologists, psychologists and cultural mediators in order to investigate the relationship between the culture of origin and the Italian culture. The information collected was and is still behind the consulting and mediation activities offered by the association. 24 cases were followed, 12 school-family mediations, 6 mediations with services, and 4 clinical paths with adults.

Finally, expressive workshops were carried out in 4 schools led by a psychologist, with the participation of cultural mediators.





### Project impact assessment in 2016

<p><b>What's contributed</b></p>	<p>€ 60.000 of cash contribution</p>
<p><b>What happens?</b></p>	<p><b>21 schools</b> with percentages of immigrants between 22 and 74% joined the project; <b>nearly 700 direct beneficiaries</b>. Among these worthy of note are 100 teachers who attended the "Bambini d'Altrove" courses; 128 pupils followed in the 8 Mamre points; 231 teachers and healthcare practitioners followed in the consultations; 139 families followed in school-family-services mediations; 3 Asian communities subject to the search-action paths; 89 pupils and 10 teachers involved in expressive workshops.</p>
<p><b>What changes?</b></p>	<p><b>Impact on beneficiaries</b>                  The project provided schools with tools to overcome immigration-related emergencies. In particular:</p> <ul style="list-style-type: none"> <li>• 231 teachers and healthcare practitioners followed in the consultations, 139 families followed in school-family-services mediations, 89 pupils and 10 teachers involved in expressive workshops experienced a positive change in their behaviour or attitude;</li> <li>• 100 teachers who participated in the "Bambini d'Altrove" courses developed new skills or increased their effectiveness;</li> <li>• 128 pupils followed in the 8 Mamre points increased their sense of belonging to the community and participation in school life.</li> </ul> <p><b>Impact on the community</b>                  The implemented actions enabled to consolidate the networks of collaboration and communication between schools, families and services on the territory. The level of social cohesion increased and a multicultural approach to diversity was promoted.</p>

## Slow Food and the Terra Madre network in Uganda: defeating rural poverty through the protection and enhancement of local food biodiversity



Slow Food is a non-profit international association committed to restoring the right value to food, respecting those who produce it, in harmony with the environment and the ecosystems and thanks to the knowledge of which the local territories and traditions are depositories. Slow Food works in 150 countries to promote good, clean and right nutrition for everyone. Terra Madre is the network conceived by Slow Food in order to disseminate a vision of food production rooted in the local economies and mindful of the environment, traditional knowledge, biodiversity and taste.

Uganda is an Eastern African state without access to the sea and with an estimated population of over 35 million people (50% of whom are under the age of 15) and among the highest demographic growth rates in the world. The country ranks very low in the world ranking in terms of human development index (163rd out of 188 states - *HDI-Human Development Report- 2016-UN*) with a child mortality above 6% and an average life expectancy of around 54 years. Agriculture is the pillar of the Ugandan economy: more than 90% of the population directly or indirectly depends on agricultural products and services, fisheries and forestry activities; more than 80% of the workforce is employed in the industry.

85% of the population lives in rural areas; the poorest people are concentrated in the north and north-east of the country, where poverty exceeds 40% of the total (with peaks of 60% in different districts). Among the poorest are, in particular, the small producers living in the most remote areas of the country and who are the most vulnerable to climate change.

Slow Food was already present in Uganda with actions in support of the local communities (farms, presidia, convivia, food communities) for about 11.5 million inhabitants.

The Slow Food project in Uganda supported by Intesa Sanpaolo was launched in 2015 and is part of Slow Food's overall commitment in the continent, known as "10,000 gardens in Africa". The aim is to expand the country's activities by extending the actions to 40 districts distributed in 4 regions (Central, Northern, Western and Eastern), and to create an integrated chain to overcome rural poverty through the protection and enhancement of local food biodiversity.



### Project impact assessment in 2015-2016 (from May 2015 to April 2017)

<b>What's contributed</b>	<b>€ 300,000</b> of cash contribution in the 2015-2016 two-year period. The total contribution planned for the three-year period from May 2015 to April 2018 is € 455,000. (*)
<b>What happens?</b>	<b>9,056 beneficiaries</b> (8,784 people involved in the management of the farms + 201 local producers, 51 Earth Market producers, 20 participants in the Food Academy).
<b>What changes?</b>	<p><b>Impact on beneficiaries</b></p> <p>With the creation and management of the vegetable gardens, the beneficiaries can benefit from the increase in the quantity and variety of fresh food for self-consumption purposes.</p> <p>In addition, the cataloguing of local products, the development of presidia for the protection and preservation of local production, the organisation of Earth markets to promote the sale of products, contribute to the provision of resources to the local community for the development of sustainable farming.</p> <p><b>Impact on the community</b></p> <p>The local community was able to improve the quality and marketing of agricultural and livestock products, resulting in benefits for living conditions.</p> <p><b>Impact on the environment:</b></p> <p>The project contributes to environmental protection and a more efficient use of natural resources through the learning and use of agro-ecological practices aimed at preserving biodiversity and local traditions.</p> <p>The project also improves understanding of the dynamics of the agri-food system with particular reference to issues such as land-grabbing, GM crops and more generally environmental damage caused by intensive agriculture.</p>

(\*) The last instalment is expected at the end of 2017 on the basis of the project's progress assessment.

## 4 COMMERCIAL INITIATIVES WITH COMMUNITY BENEFITS

In 2016, the Group's commercial initiatives that had an impact on the community were worth around 17.6 million euro (-19.2% compared with 2015) and correspond to 37.9% of its overall cash contribution. They are regulated by specific Intesa Sanpaolo Group communication activity rules which establish the goals of sponsorships, the necessary consistency with its values and the elements to evaluate in the examination phase, in order to maximise their effectiveness, assessing the economic sustainability of the initiative.

Some parties are excluded from the list of possible beneficiaries of sponsorship initiatives: individuals/private parties; political parties and movements and their organisations; trade union 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.

The commercial initiatives addressed to the community were developed with local and national entities and institutions for the implementation of initiatives and events in the cultural, artistic, social, sporting and production fields and were mainly aimed at the pursuit of the following objectives:

- safeguarding and enhancing the country's cultural heritage, promoting the dissemination of culture through the support of cultural and musical initiatives made accessible to a wide and differentiated public;
- 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 social responsibility;
- fostering training opportunities for young people and promoting the inclusion of women in the world of work;
- supporting initiatives aimed at curbing social hardship;
- promoting the value of sport, mainly among young people, highlighting the importance of the universal values represented by sporting practices, such as the commitment and respect of rules.

## WorkHer



The project pursues the objective of contributing to increase female employment in Italy, which is one of the lowest in Europe.

WorkHer is a project developed by the company Network Communication and by "Piano C", a company based in Milan, which deals with professional training and development, and has created the first example of coworking for women in Italy. The initiative was conceived in order to facilitate the match between women and work, taking into account the needs of women who were forced to leave work after a pregnancy or who lost their job due to the economic crisis or simply because they wanted to take a new challenge and enter a new profession.

In this respect, in May 2015, with the support of Intesa Sanpaolo, a digital platform was launched, designed for women who wish to enter, return or re-establish themselves in the world of work and who are seeking support, contacts and knowledge. Those registering on the website [www.workHer.it](http://www.workHer.it) [i] come into contact with a selected network of mentors, professionals and associations that make their knowledge and experience available to help women fulfil their projects. Participants also have access to a training and information system that enables them to analyse the skills and knowledge to implement and the skills to target and invest in.

In 2016, the partnership with Intesa Sanpaolo also led to the completion of five workshops on the territory (Florence, Turin, Rome, Palermo and Bari) at the new layout branches. The proposed approach is therefore geared towards sharing and exchanging stories, projects and paths among the 70 participants.

### Project impact assessment in 2016

<b>What's contributed</b>	€ 85,400 of cash contribution for the sponsorship of the platform
<b>What happens?</b>	4,000 beneficiaries
<b>What changes?</b>	<p><b>Impact on beneficiaries</b></p> <p>The use of the tool, measured in terms of access to the platform, is steadily increasing. In 2015, the number of registered members was 2,400; in 2016 they became 4,000. Other indicators show an appreciation of the platform: on Facebook, the number of "Likes" came to 10,194 in 2016 (2,270 in 2015); on Twitter the followers amounted to 608 in 2016 (480 in 2015); the number of Newsletter subscriptions came to 4,100 in 2016 (2,610 in 2015).</p> <p>As far as local events are concerned, an overbooking was recorded with a very low drop-out rate (less than 10%), with an average of 30 participants attending each event.</p> <p><b>Impact on the community</b></p> <p>The women involved gained greater awareness of the possibilities of overcoming barriers to female employment through networking, intended not only as technological connection platforms, but also as concrete spaces and places to meet and share contacts and ideas as well as find new opportunities to fulfil one's life projects.</p>



## Intercultura



For more than sixty years, Fondazione Intercultura has promoted and organised international school exchanges for young people and families around the world, through Associazione Intercultura, founded in 1955 as the Italian section of the American Field Service (AFS). Structured as an Onlus (non-profit organisation), it is currently present in Italy in 155 cities with more than 4,000 volunteers and is part of the international AFS network operating in 65 countries around the world. The Association funds international school curricula with the aim of promoting intercultural dialogue and contributing to the creation of a new peace education: each year more than 2,000 Italian high school students spend a period of study abroad and nearly 1,000 pupils from all around the world are welcomed to Italy.

The Intesa Sanpaolo Group has been working with Intercultura since 2004 and has so far supported the allocation of more than 400 scholarships destined to the children of the Group's employees and customers and to deserving young people enrolled in the Intercultura national competition. With this commitment, it supports the human and cultural education of young people and promotes their professional future.

### Project impact assessment in 2016

<b>What's contributed</b>	<b>€ 394,000 of cash contribution</b>
<b>What happens?</b>	<p>Scholarships were allocated for the 2016/17 school year to <b>60 high school students</b>.</p> <p>Around 10 employees participated autonomously as volunteers to support students' hospitality.</p>
<b>What changes?</b>	<p><b>Impact on beneficiaries</b></p> <p>The experience gained by the over 400 young people who have obtained scholarships since 2004 has had positive impacts in terms of acquiring language skills, awareness of one's talents and integration skills in very different contexts in terms of customs and culture.</p> <p><b>Impact on the community</b></p> <p>The support provides opportunities for openness to cultural integration, as well as for the young people directly involved, even for families and schools with implications for the cultural enrichment of the community as well.</p>

## 5 ARTS AND CULTURE



Attention to art and culture is a priority element of the strategy that drives the community supporting activities. Progetto Cultura, a strategic reference framework containing the multi-year planning of the Bank's cultural initiatives, has several objectives. On the one hand, it aims to encourage the access by an increasingly large public to its important artistic, architectural, publishing and documentary heritage, coming from the history and tradition of patronage of the financial institutions that have become part of the Group. On the other, it aims to contribute to safeguarding Italian cultural heritage.

Promotion of the Bank's artistic heritage is implemented along various lines:

- study and scientific cataloguing of the works;
- restoration activity;
- museum projects creating permanent displays of a part of the collections (Gallerie d'Italia in Milan, Naples and Vicenza);
- planning and organisation of exhibitions;
- support of scholarships for training opportunities and research in collaboration with the Universities;
- loan of works to temporary exhibitions.

In 2016, the programme for the conservation and public enjoyment of the artistic heritage owned by the Group continued with the dissemination and enhancement of historical, artistic and cultural knowledge, both with restorations and loans of works, as well as with the exhibitions held at the Gallerie d'Italia. Collaboration with universities and centres of excellence in scientific research (for the restoration, preservation, protection and enhancement of archaeological, historical and artistic heritage) continued, and scholarships were granted to young graduates.

With reference to the exhibitions, worthy of note at a national level were the Francesco Hayez exhibition (about 120 works presented) and the one dedicated to Venetian landscape painting ("Bellotto e Canaletto. Lo stupore e la luce", with about 100 exhibited works at the Gallerie d'Italia - Piazza Scala in Milan.



## Historical Archive

The primary objective of the Historical Archive is to increase accessibility to documentary heritage - including special photographic, iconographic and multimedia sections - through an increased supply of inventory and digitised documents (hundreds of thousands of pages available online). The digitisation campaigns concerned particularly valuable archival funds and key documents (minutes of the Boards of Directors) of the Group Banks.

The offering of guided tours to the public, lessons for university students and professional seminars is steadily increasing. The involvement of the Universities has continued also through the funding of research projects aimed at offering young scholars the opportunity to gain further scientific insight into the sources preserved in the Historical Archive.

The necessary archival source protection work has continued both through the recovery and acquisition of documentary archives at risk of dispersion and through the strong increase in the restoration work of the documentation already preserved. Finally, the strong development in the management of iconographic and museum collections is to be noted.

## Editorial and musical initiatives



The initiatives promoted and fulfilled in the editorial and musical sectors were geared towards sharing Intesa Sanpaolo's cultural heritage with the community, supporting public enjoyment, disseminating knowledge, enhancing book heritage and training young people.

On the editorial side, the dissemination of the knowledge of opera was developed, giving continuity to the Vox Imago multimedia collection. Historical and architectural insight guides of the Group's historical sites and the Milan Museum and Gallery collection were completed - along with the scientific cataloguing of the works of the city's artistic heritage by young researchers - and an editorial series for children, created to enhance and promote the permanent and temporary collections of the Group's museums.

In the musical field, specific interventions for the dissemination of the knowledge of the different genres (ancient, classical and contemporary), were launched in collaboration with accredited and innovative musical organisations.

Special attention was paid to the creation of innovative programmes, the knowledge of works of emerging composers in the music scene, including at the international level, and the creation and training of young performers. A series of free concerts open to all citizens was organised, held by young talents from music schools of excellence in public administration venues.

On the subject of training, in addition to a series of in-depth sessions open to the public, training courses recognised by the MIUR were held for secondary school teachers, along with educational projects dedicated to children and teenagers belonging to disadvantaged social categories.



### **Project “La scena delle donne” (Women’s scene) between Forcella and Palazzo Zevallos Stigliano - Naples**

The Gallerie di Palazzo Zevallos Stigliano in Naples, subject to renovation work in 2014, provide the public, with the exhibition of more than 120 works, with the opportunity to retrace the fundamental events of figurative arts in the city in a chronological period spanning from the beginning of the seventeenth century until the early twentieth century.

The Gallerie in Naples aim to represent a place of reference in the social and cultural context in which they are embedded through a rich schedule of events, temporary exhibitions, concerts, symposia and conventions conducted in collaboration with the leading local, Italian and European cultural institutions. In this context, the collaboration between the Gallerie and the theatrical workshop “La scena delle donne” (Women’s scene) pursues this same aim.

“La scena delle donne” (Women’s scene) is a project developed in Naples with the aim of exploring the female universe through performing arts. The project focuses on women in the Forcella district of Naples, a particularly vulnerable area of the Neapolitan city centre.

The proposed theatrical experience stems from the belief that art can act on one’s quality of life through the involvement of women who share the emotions of a family and social community. The theatre is indeed able to bridge cultural gaps, get people to socialise, form a group, integrate diversity and create the best conditions for a balanced growth of the person in the community in which he/she lives.

The show “Lo splendore di un Regno – La scena delle donne tra Forcella e Palazzo Stigliano” (The splendour of a Kingdom - Women’s scene between Forcella and Palazzo Stigliano) proposed in the Gallerie is an original artistic tale inspired by the history of the Kingdom of the Two Sicilies, put together in collaboration with Civita and the Councillor for Culture of the City of Naples. The protagonists are all non-professional actresses who come from the theatrical workshop that involved women from the Forcella district and other complex city districts.

The stories, created by the same protagonists, were mostly presented in Neapolitan dialect. The training activity entails various rehearsals held in the Gallerie di Palazzo Zevallos Stigliano, during public closing times, and culminates in two final performances staged in the premises of the Gallerie for the benefit of all visitors. The activity is curated by the “f.pl. femminile plurale” association with the collaboration of Civita - Opera Laboratori Fiorentini, which offers the experience of its teaching staff and museums.

## Project impact assessment in 2016

<b>What's contributed</b>	€ 14,000
<b>What happens?</b>	<p><b>40 women</b> participated in the theatrical staging, from writing to acting, weaving life experiences and knowledge of the art and history collection of Palazzo Zevallos Stigliano.</p> <p><b>16 didactic and museum operators from Civita</b> - Opera Laboratori Fiorentini, contributing to content creation (4 people) and logistics organisation (12 people).</p>
<b>What changes?</b>	<p><b>Impact on the beneficiaries</b> The 40 protagonists gained a greater understanding of the historical and cultural heritage through theatrical expression. The beneficiaries and their families developed a positive change in their behaviour or attitude, through increased self-esteem and the organisational and relational skills that were derived from the theatrical experience.</p> <p><b>Impact on the community</b> The initiative promotes women's individual development and social integration from a working-class neighbourhood by getting them close to the reality of an art gallery and using theatre as an engine capable of establishing social and cultural ties. The project can become a reference model for other museums.</p> <p><b>Impact on the Gallerie and its project partners</b> The Gallerie d'Italia experienced a new way of cultural and social integration, creating a greater awareness of diversity.</p>

## Careers in Art

Careers in Art is a job placement programme, through the rediscovery and enhancement of Italian excellence in the fields of art, crafts and creative economy. Promoted by the Gallerie d'Italia in Milan, Naples and Vicenza - the programme falls within the framework of the national "school-work" project. A first pilot phase took place in Naples in July 2016, divided into two proposals: the former addressed to secondary school students, focusing on orientation to the professions surrounding the theatre world in relation to the exhibition "Arlecchino allo specchio di Picasso" (Harlequin in Picasso's mirror), at the time held at the Gallerie di Palazzo Zevallos Stigliano in Naples; the second one for secondary school students as a discovery of the Campanian craftsmanship.

The very positive results of the pilot phase made it possible to continue with a specific offering in the three different venues of the Gallerie d'Italia for the 2016-2017 school year.

Orientation courses were organised for work/artistic areas: the "Cultural Heritage" course, dedicated to the professions dealing with the preservation and enhancement of cultural heritage; the "Artisan Handicrafts" course that had the "Raw material" as the common thread (fabric, iron, ceramics, etc.); the "Art and New Media" course focused on visual arts and design.

The project was implemented in collaboration with Next Level, an association that takes care of social and cultural projects devoted to young people by creating orientation, training and school-work courses that help them express themselves more effectively, take on new challenges and become more autonomous and independent.





## Project impact assessment in 2016

<b>What's contributed</b>	<b>€ 50,000</b> of cash contribution
<b>What happens? (*)</b>	<p><b>Over 400 secondary school students</b> from Milan, Naples and Vicenza involved in the project</p> <p><b>More than 30</b> professionals involved in approximately <b>150 hours</b> of orientation and training</p> <p><b>Over 30 products</b> created by students in <b>600 hours of work</b> with school tutoring</p> <p><b>3 final presentation events</b> in the Gallerie d'Italia with <b>over 600 people</b> attending</p>
<b>What changes?</b>	<p><b>Impact on the community</b></p> <p>Supporting youth employment in the world of culture as a tool for the country's social growth and a barrier against the dispersion of the wealth of skills that characterise this sector in Italy.</p> <p><b>Impact on the beneficiaries</b></p> <p>The project provides young people with an innovative and concrete vocational guidance tool which, thanks to the direct relationship with art professionals, craftsmen and creative economists, aims to make them more aware of the professional opportunities that the world of culture can offer and more capable of facing their challenges. The initiative is also aimed at fostering the knowledge and enhancement of Italian excellences ranging from artistic craftsmanship to the development of technologies at the service of culture, thanks to the impetus that can arise from the relationship with young people and their dissemination capability.</p> <p><b>Impact on the Gallerie d'Italia</b></p> <p>Widening the audience of the Gallerie d'Italia to a younger age group enables to develop loyalty among participating children through wide-ranging cultural offerings.</p>

(\*) The results refer to the total number of beneficiaries at the end of the 2016-17 school year.

## The Savings Museum



The Savings Museum (Museo del Risparmio) is a multimedia and interactive workshop born in 2012 out of Intesa Sanpaolo's initiative which proposes an "edutainment" project through the development of activities that allow one to learn while having fun. Dedicated to families, adults and children, it aims to explain the concepts of savings and investment in a clear and simple language and thus raise the level of financial literacy.

In 2016, a programme of activities dedicated to the female world was launched with the aim of contributing to improving financial education. Specifically, the new format *'Rischiare? È un mestiere da donne' (Taking risks? It's a women's job)* is designed to stimulate the reflection of adult women on how to gain more awareness in managing and enhancing their savings. In conjunction with the International Federation of Finance Museums, a review of concrete proposals (*'Addressing the gender gap in financial literacy: a practical toolkit'*) was drafted in order to encourage greater proactivity among women on financial issues.

Numerous projects were also launched with schools in 2016, including 'MOney LEarning', developed in collaboration with the European Investment Bank and the Fondazione per la Scuola della Compagnia di San Paolo. The objective of MOney LEarning was to offer new learning opportunities to elementary school children in Piedmont, who access the Savings Museum for free for a guided tour on the meaning of savings and the history of money.







## Project impact assessment in 2016

<b>What's contributed</b>	<p>€ 177,000 of operating costs            € 120,000 corresponding to the salary of 3 full time employees dedicated to the project</p>
<b>What happens?</b>	<p><b>200 women</b> participated in the pilot project on financial education for women.</p> <p><b>600 participants among the students and teachers</b> involved in the 'MOney LEarning' project</p> <p><b>12,000 people</b> were directly involved in the Museum initiatives through on-site visits or attending promotional/training events held off-premises.</p> <p>The Museum's commitment to the dissemination of financial education received very positive feedback from visitors also in terms of appreciation of the means of transferring concepts based on multimedia tools and interaction with tutors.</p>
<b>What changes?</b>	<p><b>Impact on beneficiaries</b></p> <p>200 participants with positive feedback from visitors' experiences measured by specific effectiveness and satisfaction assessment tools, prepared respectively by the CeRP (Center for Research on Pensions and Welfare Policies) and Collegio Carlo Alberto of Turin and the University of Naples. The participants stated that the experience helped them change their perception of risk and stimulated a greater need for gaining further insight into economic and financial issues.</p> <p>In the case of the 600 'MOney LEarning' participants, the project allowed the children involved to approach the world of savings by increasing their knowledge.</p> <p><b>Impact on the community</b></p> <p>Higher financial literacy levels of the segments of the population with less awareness of savings matters.</p>

## 6 EMPLOYEES' VOLUNTEERING

As for employees' volunteering, some of the Group's International Subsidiary Banks have been particularly active for several years, 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 addition, an employees' volunteering programme was launched in Italy in 2016, where the Group has committed itself to giving colleagues an allocation of hours, in the form of paid leave, to carry out voluntary work for volunteering activities.

A total of 904 Group employees made a contribution to their communities through 11,713 hours of voluntary work (during or outside working hours as Bank funded time).

### Employees' volunteering initiative in Italy

With the signing of the second-level collective labour agreement of the Intesa Sanpaolo Group, 5,000 hours of paid leave were made available to colleagues to carry out volunteering activities in favour of social initiatives, also promoted by external bodies, selected through the Fondazione Intesa Sanpaolo Onlus and Banca Prossima.

The initiative, launched in the second half of 2016, involved 75 colleagues who collaborated with 10 associations across the country, in the cities of Bari, Bologna, Florence, Milan, Naples, Padua, Palermo, Rome and Turin. These are religious or non-religious organisations engaged in interventions focused on social solidarity (e.g. distribution of food and clothing for the poor, assistance to disabled people, solidarity gardens, reception and assistance to sick and poor people).

The volunteering experiences support both solidarity initiatives developed locally and broader national projects.

At the same time, the participation of the Group's staff in volunteering activities enables them to acquire, in terms of emotional and social skills, experiences that enrich one's personal life with a positive impact also on the professional sphere.



## Volunteer Mentoring Initiative

The project was developed by Intesa Sanpaolo Bank Albania and covers an initiative of entrepreneurship education targeted at high school students, organised in collaboration with *Junior Achievement of Albania*, an entity that promotes and supports business education, encouraging young people to acquire an entrepreneurial approach and mindset. Within the project, a competition was organised between 23 teams composed of students engaged in the creation and development of an entrepreneurial project for the production and marketing of products or services with innovative criteria. Each team presented the project developed with the assistance of teachers and mentors with professional experience gained in companies located in the country (among the mentors, 16 employees of Intesa Sanpaolo Bank Albania). The best business plan received a prize.

### Jozef, student and CEO of the winning "company"

"For us the competition was a real challenge, as each team was made up of the best students of all the upper secondary schools in Albania. The team pursued the aim of promoting Albania's natural environment and the benefits of the medicinal plants growing in the North of the country through the production and sale of hand-made candles, natural beauty products and tea blends. At first it was difficult to select the many ideas that could be developed and we did not know what to choose.

By working in groups however we managed to produce the goods ordered and make profits from the sale of the products. I must thank the whole team and, in particular, the teacher and the mentor who guided us in this extraordinary experience."

### Arla, Intesa Sanpaolo Bank Albania Human Resources and Organisation, mentor

"It was a great experience to see young 17-18 year old students working as a team, (...) with great spirit of initiative. The competition was real: each team created a small corporate structure, appointed the Board of Directors and identified the product or service they wanted to market. Each team prepared a business plan, with a letter from the Chairman, a CSR statement; they then defined the strategy and financial management in order to achieve a significant marketing campaign to promote product sales. The role of the teachers and mentors helped guide the students' decisions in the right direction, in order to create a successful business initiative."



## Project impact assessment in 2016

<b>What's contributed</b>	€ 5,000 of time contributions
<b>What happens?</b>	<p><b>3,150 students from 13 high schools</b> participated in the project</p> <p><b>16 volunteer employees</b> carried out mentoring activities for a total of 560 students (35 students for each mentor)</p> <p><b>Leverage: € 3,600</b> of additional contributions to the project paid by the Albanian-American Development Foundation (AADF) and other partners</p> <p>Estimated monetary value of media coverage equal to € 4,000.</p>
<b>What changes?</b>	<p><b>Impact on beneficiaries</b></p> <p>The students tested their critical thinking skills and learned new notions useful for implementing a business plan and leading a micro-enterprise. They were also able to improve their communication skills, teamwork, and creativity.</p> <p>Students' feedback was positive. In 70% of the cases, the students stated that they had experienced an improvement in their analysis and assessment skills.</p>





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