



STUDIES INCREASINGLY CENTRAL TO THE COMPANY STORYTELLING PROCESS

At the *International Journalism Festival*, the Unipol Group presented an analysis of the role of Company Studies as research and business tools, carried out in collaboration with SCS Consulting.

Perugia, 5 April 2019

A round table organised by the **Unipol Group** and dedicated to the role of *Company Studies* as research and business tools was held at the *International Journalism Festival* this morning.

The meeting entitled "*Gli Osservatori sono strategici per lo storytelling dell'azienda?*" ("*Are Studies strategic for the company storytelling process?*") was held at Hotel Brufani and involved the participation of **Fernando Vacarini**, head of *Media Relations* at the Unipol Group and Editor of *Changes*, **Liliana Cavatorta**, Head of the Unipol Group *Reputational & Emerging Risk Study*, **Fiammetta Fabris**, CEO of UniSalute, and **Marco Lanzoni**, Head of the Finance Market at *SCS Consulting*. It was moderated by **Giampaolo Colletti**, Head of Digital Communications at Sanofi Italia and contributor to *Il Sole24Ore*, *StartupItalia!*, *Millionaire* and free press publication *Metro*.

Fernando Vacarini, Head of Media Relations at the Unipol Group, commented: "*In recent years, businesses have transformed into media companies in order to tell their story directly to the public. The Unipol Group's choice stems from a combination of traditional and innovative communication tools, founded on the solid base of Company Studies*".

The debate revolved around the results of an analysis carried out by the Unipol Group together with **SCS Consulting** on Italian businesses currently active in the production and dissemination of *Studies* on socio-economic issues. The analysis was performed on a sample of **80 Italian businesses** using public sources (web), with particular reference to the **2016-2019 period** and a focus on ongoing Studies, thereby excluding one-off initiatives. According to the results, **15** businesses have adopted this form of communication, with 33 reports produced in the period in question, **84%** of which ongoing and **16%** occasional. The issues covered are mainly connected with the business in which the companies operate (82%), while 9% of the studies are on topics related to corporate social responsibility and the remaining 9% on social issues. The survey shows how *Company Studies* are increasingly transforming into genuine protagonists of the company storytelling process, even if their scope still remains quite limited. However, as the analysis underlines, there is a positive correlation

between the communication efforts of the businesses that carry out *Company Studies* and the general public's trust in them, even if few companies have successfully adopted this practice so far.

Of this handful of companies, the Unipol Group represents a best practice with its three major projects: the *Osservatorio UnipolSai sulle Abitudini di Guida degli italiani* (the *UnipolSai Study on driving habits in Italy*), the *Osservatorio Reputational & Emerging Risk* (the *Reputational & Emerging Risk Study*) and the *Osservatorio UniSalute* (the *UniSalute Study*), which led to the creation of the digital magazines *Changes* and *InSalute*. The follow-up on the studies and the entire study is available on the Group website at the link: <http://www.unipol.it/en/our-identity/unipol-group-observatories>.

Unipol Gruppo S.p.A.

Unipol is one of the main insurance groups in Europe with total premiums of approximately €12.2bn, of which €8.0bn in Non-Life and €4.3bn in Life (2018 figures). Unipol adopts an integrated offer strategy and covers the entire range of insurance and financial products, operating primarily through the subsidiary UnipolSai Assicurazioni S.p.A., founded at the start of 2014 and a leader in Italy in the Non-Life Business, particularly MV TPL. The Group is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute) and supplementary pensions, and maintains a presence in the bancassurance channel. Lastly, it also operates in the banking realm through the network of Unipol Banca branches, and manages significant diversified assets in the real estate, hotel and agricultural (Tenute del Cerro) sectors. Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

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