



UNIPOL GROUP SUPPORTS THE PROJECT “MAI IN SILENZIO: LA MUSICA CONTRO LA VIOLENZA DI GENERE”

Florence, 12 December 2017

The Unipol Group is sponsor of *“Mai in silenzio: la musica contro la violenza di genere”* (*“Never in silence: music against gender violence”*). The project, organised by the radio station Controradio in cooperation with the Tuscany Region and SIAE, involved seventy students from six music high schools across Tuscany in the composition and interpretation of an equal number of original pieces focused on gender violence. A theme that, unfortunately, appears frequently in the Italian and international news and is thus becoming increasingly relevant.

“A culture of respect is at the basis of all civil cohabitation and is necessary for the development of the insurance relationship,” stated **Marisa Parmigiani, Head of Sustainability at the Unipol Group**. *“This is why we have decided to support this project that aims to activate “risk prevention” mechanisms, raising awareness among young people and avoiding the emergence and development of intolerant, disrespectful and violent behaviour.”*

The project came to life in an educational program that, with a view to increasing student awareness, started with an information campaign on the topic by specialised operators and continued with the participation of three tutors, renowned musicians and songwriters Francesco Guasti, Tommaso Novi and Diana Winter, who guided the students throughout the composition of their songs.

Tomorrow at the Human Rights Meeting organised by the Tuscany Region at the Mandela Forum in Florence, four of the six music schools will have the opportunity to perform their songs live in front of around 9,000 students who are expected to attend from across the region. In addition, a CD of the

songs is being produced with 2,000 copies to be distributed at schools, and will be available as a free download on digital platforms and promoted by the media.

The Unipol Group's wish to support the project is consistent with the Corporate Sponsorship Program and shows, once again, the closeness of our company to people and the community by supporting important cultural and social initiatives.

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