

# The Unipolis Foundation – Summary of 2010 Mission Report

The Unipolis Foundation has decided to draw up its first Mission Report, covering activity during 2010. The reporting procedure is very structured and transparent, thus providing a good overview of the Foundation's commitment to the community as well as to the founder member and all its stakeholders.

This document is a summary of the Mission Report, which is published in full on the Foundation's website at [www.fondazioneunipolis.org](http://www.fondazioneunipolis.org).

## Who we are

Unipolis is the Foundation set up by the Unipol Group and is one of the most important ways in which the Group implements its social and civic responsibility initiatives as part of its more wide-reaching sustainability strategy.

This non-profit-making Foundation carries out scientific and cultural research and promotes security and social inclusion by running projects, both direct and in partnership with other bodies working in the community, and by giving grants to community initiatives.

## MISSION

As part of the Unipol Group, the Unipolis Foundation shares all its values – Charter of Values and Code of Ethics – and its mission is in line with that of the Company to which it belongs.

The Unipolis Foundation has adopted a strategy of long-term sustainability, its objectives being the cultural, social and civic development of individuals and the community. It operates in four fundamental areas – culture, research, security and support for the community – the focus being on increasing opportunities for education and training, in particular for the younger generation.

## HOW THE FOUNDATION IS GOVERNED AND MANAGED

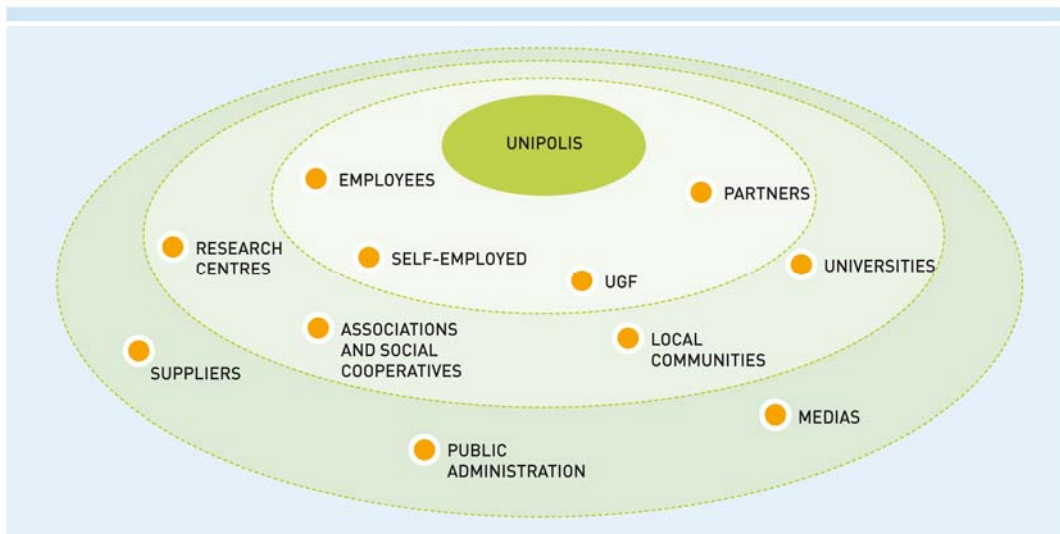
Under its By-Laws the Foundation is governed by a Board of Directors approved by the founder member, Unipol Gruppo Finanziario. The Board appoints a Chairman and a Manager.

The Unipolis Foundation is managed by a team, currently comprised of five members and led by the Manager.

## STAKEHOLDERS

The Foundation has drawn up its own stakeholder chart, which only partially overlaps with that of the Unipol Group, to which it belongs, since it evidently takes account of the specific nature of its own role and mission. The chart consists of a series of concentric rings with Unipolis at the centre and shows the degree of relationship between the various stakeholders and the Foundation.

## Stakeholder chart



Source: Unipolis Foundation Mission Report

## What we do

The Unipolis Foundation works in four fundamental areas: Culture; Research; Security and Solidarity (support for the community).

### CULTURE

An increase in knowledge and the promotion and spread of culture are essential ingredients of the social and civic wellbeing of individuals and communities today: culture means providing individuals and groups with the tools they need to exercise freedom and autonomy, participate in society and relate to others.

On the basis of this knowledge, the Foundation sets up and carries out projects, both independently and in partnership, that provide fresh opportunities for expression and, in particular, make access to culture, knowledge and education easier for vulnerable or disadvantaged individuals who are usually excluded from such opportunities.

2010 was the year in which the project launched the previous year, 'culturability – culture's responsibility for a sustainable society', really got off the ground. Numerous cultural and social organisations and individuals helped to design the project, deciding on its vision and strategic choices and drawing up a 'culturability manifesto'. Two very popular public events took place (the first as far back as July 2009) during which ideas were aired and suggestions put forward freely. Once the manifesto had been drawn up the various initiatives were put into practice. A separate website was set up (with links to that of the Unipolis Foundation), the main aim of which was to provide information on projects and cultural activities, specifically covering the social and inclusive aspects of culture, the second aim being to promote and develop discussion on important cultural topics, as laid down in the manifesto. Then a cultural project of considerable social value was identified, one that could be supported by Unipolis but actively involve organisations and individuals working in the relevant field who could provide continuity. This was the Bibliocasa project in Aquila.

In order to promote culture for social purposes, especially to young people, the second 'Keys to Smiles' competition was expressly aimed at supporting projects that used culture to promote inclusivity.

## RESEARCH

Gaining in-depth knowledge and expanding horizons are the foundation stones of this new initiative and therefore of the processes that can improve wellbeing and quality of life, quite apart from the merely financial aspect. Hence the Unipolis Foundation's decision to support research, the focus being on fields with direct and indirect links to its mission.

Unipolis therefore carries out and promotes economic, social and cultural research, studies and analyses covering the huge transformation taking place at all levels, both national and global, including changes in markets and society. Demographic and lifestyle changes, partly brought about by new technology, require a new analytical approach and new solutions as regards, for instance, welfare and assistance but also the education system, with businesses needing to rethink their social role in the light of globalisation.

The decision to establish relations with universities and academia and with research centres involved in studying and analysing society formed part of this new approach.

To be specific, since 2009 there has been an agreement with the University of Bologna and the Alma Mater Foundation to support research work carried out by young academics.

To this end young people working in the Department of Economics and the Faculty of Economics completed two studies on welfare and published their findings in 2010. In addition two other research projects were approved: one in the Department of Jurisprudence being the second phase of the study on 'Governance and social responsibility' (the first part, carried out in 2009, having analysed the Codes of Ethics of Italian companies); the second, in the Department of the Theory of Education, being a survey of health and safety at work, part of the Health and Safety at Work project carried out at the Alma Mater Foundation, of which Unipolis is a partner.

## SECURITY

Security is one of the central problems of modern society. It cuts across many aspects of people's lives, being linked to themes ranging from individual to group risks, from protection of the environment to food security, from personal safety to protecting whole communities from aggression and organised crime, from protecting society as a whole to safety at work and on the roads.

Security is at the heart of the work of the Unipolis Foundation, being intrinsic to Unipol's mission and social role. The matter is therefore looked at from various points of view and tackled using initiatives that often, as in the case of culture, involve all four cornerstones of the Foundation's activities.

The aim of the work that the Unipolis Foundation has been doing with the Demos & Pi research institute since 2007 is to take security back to its original meaning and social objective, the result of which has been the annual report on security. This innovative work has been expanded over time with the addition of other specific contributions, starting with research carried out by the Osservatorio di Pavia on the role of television, and led to the European Observatory on Security being set up in 2010 and producing regular reports in addition to its annual report, which has become a real point of reference for all those who deal with this type of problem.

Thus road safety has historically been the most common topic tackled by the Foundation, through its 'Sicurstrada' project, which introduced new ways of dealing with the problem during 2010. In particular under the 'Sicurstory' project Unipol Group employees and agents entered a competition to identify the most dangerous situations on the roads in order to transform them into 'stories' that would be turned into animated cartoons to be used as a means of raising awareness of the topic.

Health and safety at work, one of the banes of today's society, is being tackled by a new initiative carried out jointly with the Alma Mater Foundation, which once again combines research (Unipolis having sponsored a young researcher) and social commitment.

One aspect that is so important that it deserves a chapter to itself is the work that has been carried out in partnership with *Libera – Associations, numbers and names against the Mafia*. The commitment to combat organised crime and the oppressive way of life resulting from it is closely linked to the promotion of an ethos of legality and justice so that it is not essential to resort to bribery in order to obtain work. In addition to Unipol's work to support setting up and developing cooperatives on property confiscated from the Mafia, the Unipolis Foundation provides financial and other concrete help to enable Libera to extend awareness-raising, education and cultural and civic growth, particularly among young people.

## SOLIDARITY

The Unipolis Foundation uses the term solidarity in a much broader sense than the one usually given to it: not so much and not only providing charitable financial assistance but being actively committed to organisations that help vulnerable people in our society. Thus many of the initiatives undertaken during the course of the Foundation's other activities – culture, research, security – have a social and community side to them. In fact with a view to subsidiarity and social responsibility the Unipolis Foundation allocates some of its resources to social and community initiatives by carrying out joint projects with non-profit-making organisations and charities. These may of course include cultural projects such as the one in Aquila and *The Keys to Smiles* as well as support for Libera. Mention should also be made of the two-year project, which ended in 2010, to help Unisol to develop small-scale social enterprises in the poorest areas of Brazil. Unipolis also provides ongoing support through the Barberini Foundation for the History and Culture of Cooperatives for members of cooperatives in financial trouble, which have lost work and find themselves in straitened circumstances.

## Resources and resource allocation

The Unipolis Foundation received €1,238,000 from the founder member, Unipol Gruppo Finanziario, in 2010 which, added to approximately €178K set aside in the previous year for projects already in the pipeline, meant that it broke even. In particular operating costs, including staffing costs, were kept down in favour of allocating resources to projects and initiatives. Whilst the former fell by approximately 2% the latter rose by almost 3%. Approximately €100K was also earmarked in 2010 for projects scheduled to be carried out during 2011.

The breakdown of resources allocated in 2010 shows the Foundation's firm commitment to security and legality (32%) and culture (32%), in line with the Company's core activity and the guidelines it has set itself.

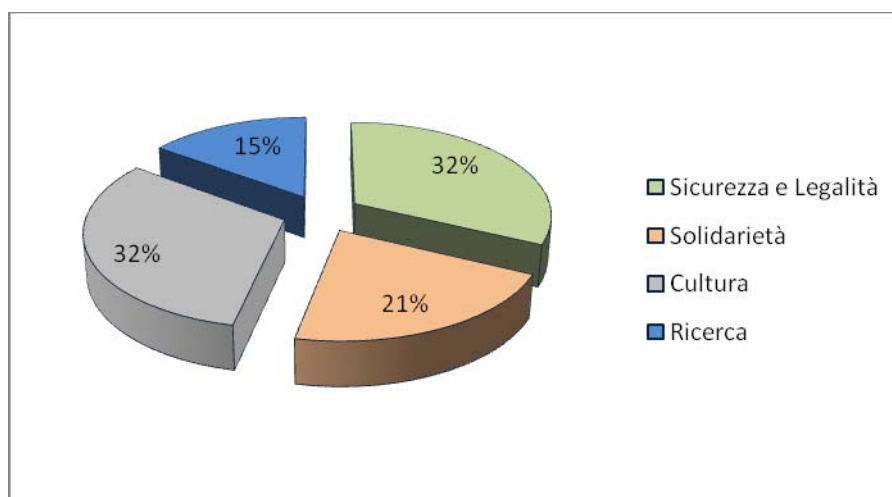
These activities were carried out by a network of a total of 363 organisations, 27 of them institutional bodies, 279 associations and 13 other types of organisation.

### Summary of income and expenditure for 2010

<b>INCOME</b>	
FOUNDER MEMBER'S CONTRIBUTION	1,238,000
AMOUNT SET ASIDE IN 2009 FOR FUTURE PROJECTS	178,000
MISCELLANEOUS INCOME	9,000
<b>TOTAL</b>	<b>1,425,000</b>
<b>EXPENDITURE</b>	
OWN OR JOINT PROJECTS	618,000
DONATIONS	253,000
OPERATING EXPENSES	214,000
STAFFING COSTS	212,000
MISCELLANEOUS CHARGES	8,000
AMOUNTS SET ASIDE FOR FUTURE PROJECTS	120,000
<b>TOTAL</b>	<b>1,425,000</b>

Source: Unipolis Foundation Mission Report

### Breakdown of resources allocated according to theme



Source: Unipolis Foundation Mission Report