

PRESS RELEASE

How to promote employment, young people and innovation: a Unipol project for generating fresh entrepreneurial ideas

Milan, 25 September 2013 – In Europe 85% of new jobs are created by micro-businesses that a few years ago did not exist. This means that stimulating, supporting and making the most of this entrepreneurial drive must be one of the priorities that Europe, including Italy, adopts in order to help relaunch the economy – starting with young people, innovators and good ideas.

This is the main reason why, when presenting its **2012 Sustainability Report** at La Triennale in Milan, the Unipol Group sponsored the meeting '**How to promote employment, young people and innovation: current experience**', which was chaired by **Luca De Biase**, the editor of Nova24, and attended by the Chief Executive Officer of the Unipol Group, **Carlo Cimbri**, the CEO and founder of LVenture Group Spa, **Luigi Capello**, and the Chief Executive of H-Farm, **Riccardo Donadon**.

In the current socio-economic climate in Italy, where according to Istat 39% of young people are unemployed, large businesses wishing to become more sustainable must tackle the problem of the lack of opportunities for young people in addition to the need to promote and boost employment.

Over the past few years schemes, models and trials have been developed in Italy to support and promote large-scale self-employment, with innovation, expertise and competitiveness as the key elements. However the success of these initiatives – more than 1,100 new start-ups being listed in the Special Register of the Chamber of Commerce, the highest number of them, 189, in Lombardy – and their effectiveness partly depend on the ecosystem supporting them.

In fact the support given to start-ups by public policies is still weak in Italy today: the intervention of the private sector, in the form of public-private partnerships, is therefore of fundamental importance for setting up the local infrastructure (services, human resources, financial and time) that start-ups require in order to concentrate on developing their products or services.

There is therefore a potentially very important rôle to play for any incubation-friendly, fast-track business organisations that can help by providing fully equipped work spaces

Unipol Gruppo Finanziario S.p.A.

Sede Legale: via Stalingrado, 45 - 40128 Bologna (Italia) - tel. +39 051 5076111 - fax +39 051 5076666
Capitale sociale i.v. Euro 3.365.292.295,47 - Registro delle Imprese di Bologna, C.F. e P. IVA 00284160371 - R.E.A. 160304
Capogruppo del Gruppo Assicurativo Unipol iscritto all'Albo dei gruppi assicurativi al n. 046

www.unipol.it

along with opportunities for disseminating relevant information and technical and managerial expertise.

Large businesses can make a real contribution to encouraging innovation in Italy, combining a social rôle with the benefits attained from the buzz of activity surrounding new businesses, which spreads throughout the country.

Against this background, through the Unipolis Foundation the Unipol Group has sponsored Culturability, the competition that supports cultural and creative start-ups established by people under the age of 35, which has been entered by almost 3000 young people submitting more than 800 projects. Also being planned is a support project to promote social innovation, combining social value (welfare, safety, security and health) with technological innovation. Qualified mentors will enable budding entrepreneurs to concentrate on developing their businesses while upholding the values of a sustainable economy that is compatible with the needs of society as a whole. This incubator arena in Bologna will be active alongside the other services that are being developed in the city to enable talents and ideas to spread throughout Italy, and much of this will be due to the way in which Unipol's Regional Committees have always cooperated.

Contacts

Group Communications

Andrea Gaudenzi
Unipol Gruppo Finanziario
Tel. +39 051 507 7705
pressoffice@unipol.it

Carla Chiari
Unipol Gruppo Finanziario
Tel. +39 02 5181 5021 +39 338 720 7314
carla.chiari@unipol.it

Barabino & Partners

Massimiliano Parboni
m.parboni@barabino.it
Tel. +39 06 679 2929 - +39 335 830 4078

Giovanni Vantaggi
g.vantaggi@barabino.it
Tel. +39 02 7202 3535 - +39 328 831 7379