

**Milan, 19 May 2014**

**PRESENTATION OF UNIPOL IDEAS,  
THE BUSINESS INCUBATOR FOR SOCIAL INNOVATION  
OF THE UNIPOL GROUP**

- Registration open at [www.unipolideas.it](http://www.unipolideas.it) for the selection of ten start-ups
- Two months of intensive acceleration with support during the search for business partners and investors

The first edition of *Unipol Ideas* is ready to go, the Unipol Group's business acceleration project dedicated to entrepreneurs with innovative, economically and socially sustainable ideas that are able to contribute to the reduction of inequality and improve citizens' quality of life.

The presentation of *Unipol Ideas* today in Milan was attended by, among others, the Chairman of the Unipol Group, Pierluigi Stefanini, CEO Carlo Cimbri and Stefano Firpo, Head of the Technical Secretariat of the Ministry of Economic Development.

*Unipol Ideas* is born with the aim of transforming innovative ideas into employment opportunities. The project is looking for individuals capable of designing **products, services, solutions** and **technology** that can **improve quality of life and meet the needs of the future**.

The project is also an **open innovation platform**, set up to promote the collaboration and convergence of the resources and skills developed by Unipol in over 50 years of experience and the most innovative ideas in circulation.

In particular, *Unipol Ideas* is looking for innovative answers and proposals for the challenges at the heart of the social, economic and technological changes of our times: from Welfare, with the aging of the population and the emergence of new forms of poverty and inequality, to climate change, emerging needs related to health and nutrition, enhancement of underused resources, the evolution of mobility, the coverage of new risks for individuals, businesses and communities and savings protection.

The call for tender is open to all adult citizens of any nationality - to both aspiring entrepreneurs as well as already founded activities that have been operative for no more than 36 months - who should submit **their application by 12:00 on 10 July 2014** by registering on the website [www.unipolideas.it](http://www.unipolideas.it).

The **10 best start-ups** will be chosen, by 15 September 2014, based on criteria regarding the innovation of the business idea, ability to meet current or future needs, prospective economic sustainability, quality and completeness of the team, and progress of the business plan.

The Unipol Group will provide an intensive **two-month acceleration programme** for the selected businesses **between October and December 2014**, at the Villa Cicogna space in Bologna, where,

with the assistance of the main protagonists of social innovation and technological and business development, the teams will be followed by corporate mentors who will guide them through the creation of a solid and credible business model.

At the end of the residential acceleration programme, the incubator team and corporate mentors will continue to follow the start-ups for a **support period of 4 months** with the purpose of indicating the **best financing opportunities** for the growth of the business. Furthermore, all successful projects will be entered in the Register of Unipol Suppliers.

With *Unipol Ideas*, the Group assumes a leading role in social innovation and support for the creation of new employment and development opportunities, also following the success of “Culturability - working together in a cooperative”, the national call for tender promoted by Fondazione Unipolis in 2013 to support the foundation of new cultural and creative businesses, as cooperatives, in which 824 teams from across Italy participated, for a total of almost 3,000 under 35s, and that led to the creation of 15 start-ups animated by 66 young neo-entrepreneurs.

**Unipol Ideas Online**[www.unipolideas.it](http://www.unipolideas.it)[www.facebook.com/Unipolideas](https://www.facebook.com/Unipolideas)[twitter.com/unipolideas](https://twitter.com/unipolideas)**Contacts****Unipol Group Press Office**

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**Unipol Gruppo Finanziario S.p.A.**

Unipol is one of the leading European insurance groups, the second in the Italian market (first in Non-Life business), with an insurance income of €16.8bn at 31 December 2013.

Unipol adopts an integrated offer strategy, providing a full range of insurance and financial products, being particularly active in supplementary pension and health sectors. In the insurance business, the Group operates primarily through its subsidiary UnipolSai Assicurazioni S.p.A., which was founded in early 2014 following the merger of three historic companies operating on the Italian market, Unipol Assicurazioni, Fondiaria-SAI and Milano Assicurazioni, as well as Premafin, financial holding company of the former Fondiaria-SAI Group. UnipolSai Assicurazioni and the parent company Unipol Gruppo Finanziario S.p.A. are both listed on the Italian Stock Exchange.

The Unipol Group is also active in direct MV insurance (Linear Assicurazioni), healthcare (UniSalute) and oversees the bancassurance channel (Arca Vita Group and Popolare Vita Group).

Finally, Unipol operates in the banking business through the network of Unipol Banca branches, and manages significant diversified businesses in the real estate sector, in the hotel industry (Atahotels) and in agricultural business (Tenute del Cerro).

**ANNEX**

The projects, in line with the mission of the Unipol Group, which operates with the aim of ensuring sustainable and long-term growth, accompanied by adequate profitability, benefitting all stakeholders, should present an innovative response to some of the greatest social challenges of our times:

- **Welfare and Health**

Products, services and solutions that address the changes in social, welfare and health needs as well as balancing work and family (e.g. customised medical assistance, preventive telematics, eHealth, mHealth, childcare services, active aging, assistance for the elderly, lifelong learning, support for occasional employment and self-entrepreneurship).

- **Mobility**

Products, services and solutions to innovate the mobility of people, improving road safety, livability of cities, citizens' quality of life and reducing pollution (e.g. assisted transport, Intelligent Transport Systems, urban density, areas with low population density, 3D road directions, transport sharing, inter-modality and promotion of soft mobility, road safety technology, obsolescence and danger of vehicles, shared areas and 30 km/h zones).

- **Sharing economy and resource enhancement**

Products, services and solutions to promote the use (even temporary or shared) and enhancement of underused assets and resources, whether these be spaces, objects or skills (e.g. shared and collective use of goods, instruments and services; peer-rating and collaborative dynamics; traceability of transactions and responsibilities).

- **Insurance, credit and finance**

Products, services and solutions that contribute to innovating the response to risk protection, credit and savings protection needs of individuals and families, and/or to improving customer relations (e.g. financial and risk management education; automation and dematerialization of transactions; micro payments and micro credit; financial services customization).

- **Adaptation, climate change and prevention**

Products, services and solutions that contribute to promoting a culture of prevention, risk management or sharing, particularly in relation to climate change, resilience and prevention of natural disasters (e.g. prevention, emergency and post-emergency management; creation of environmental databases and maps of risk, recycling and reuse; disposal of technological products; territorial monitoring; emission monitoring and reduction, information crowdsourcing).