



**THE NAPLES ACCADEMIA DI BELLE ARTI  
AND  
THE UNIPOL GROUP**

**TOGETHER TO PREVENT  
THE RISKS OF GAMBLING**

*The Art for U competition is presented to promote a culture of awareness regarding the effects of gambling on society and to define the economic and social risks*

**Naples, 13 November 2015** – The awareness campaign ***Per gioco. Non per azzardo.*** (For the game. Not the gamble) arrives in Naples, the Unipol Group initiative that wishes to effectively contribute to addressing the risks associated with gambling. The initiative presented today in cooperation with the Naples Accademia di Belle Arti (Academy of Fine Arts) has the objective of launching the “**Art for U**” competition, open to first and second level students of the Naples Accademia who wish to contribute to the promotion of awareness regarding the effects of gambling on the social and economic fabric of the country and at the same time spread behaviour protecting against the risk of gambling.

Participants, through paintings, graphics, decoration, video, photography, design or sculpture, will be able to interpret the risk of gambling, focusing particular attention on the most fragile and vulnerable people and communities.

All of the works entered will form part of an exhibition that will be open to the public in many Italian cities, including Bologna, Milan, Florence, Turin, Naples and Rome.

The students may base their artistic proposals on the following areas:

- The impact of gambling on the elderly
- The impact of gambling on access to goods
- The impact of gambling on health
- The impact of gambling culture on the relationship between internet/technology and youth
- The impact of gambling culture on businesses

The five best entries will win a prize of €1,000.00 each, awarded by the jury for the best work for each topic.

*“The Unipol Campaign Per gioco. Non per azzardo. has the objective of promoting, in line with the values of solidarity, farsightedness and responsibility, and drawing on the experience of the insurance company in the management of risks and unforeseen events, the raising of awareness aimed especially at the most vulnerable people and their families, supporting them in predicting, preventing, cooperating and helping each other manage the negative impacts of gambling,”* stated Pierluigi Stefanini, Chairman of the Unipol Group.

In particular, the approach adopted by the Group focuses primarily on cultural knowledge aimed at raising awareness in relation to the motivations and desires of people who compulsively gamble and the elements that favour gambling addiction.

The Ministry of Health estimates that between 0.5% and 1% of the Italian population has developed problematic gambling habits, a precursor of “pathological gambling”, listed by the WHO among forms of addiction.

In particular, this competition wishes to engage young people as they are particularly exposed to the issue, as shown by the survey “Young Millennials Monitor” carried out by Nomisma, which involved over 10 thousand students between the ages of 14 and 19, according to which 10% of young people gamble at least once a week.

Every day when carrying out its business, the Unipol Group undertakes to counter the risks of gambling by providing transparent, comprehensive and timely information with a clear and simple objective closely related to the professional and cultural dimension of the insurance and banking industries: containing and managing risk. UnipolSai agents are the first to support the Campaign at their agencies, thanks to their direct relationship with customers during the key phases when people choose how to protect themselves against risks and how to safeguard their wellbeing.

It was with great enthusiasm that the Naples Accademia di Belle Arti immediately agreed to cooperate with the UNIPOL initiative. *“The project is of great value to the students and teachers, falling perfectly within the scope of the various awareness activities that our institution for higher education in art supports or directly carries out in the social sphere,”* stated Paolo Ricci, President of the Accademia.

*For more information or to download the competition announcement, visit:*

<http://www.unipol.it/CSR/Pagine/Pergiocononperazzardo.aspx>

<http://www.accademiadinapoli.it/00aba/?p=316>

Contact the Unipol Group Press Office, Tel. 051 5077705 [pressoffice@unipol.it](mailto:pressoffice@unipol.it)

Contact the Naples Accademia di Belle Arti Press Office, 339 72.52.425 [ufficiostampa@abana.it](mailto:ufficiostampa@abana.it)