

PRESS RELEASE

## Unipol Gruppo Finanziario presents its Sustainability Plan and Sustainability Report in Potenza

*UGF's 2010-2012 Sustainability Plan and 2009 Sustainability Report were presented today at the Park Hotel in Potenza, in the presence of the Mayor of Potenza Vito Santarsiero, the Chairman of the Chamber of Commerce Pasquale Lamorte, the Chairman of LegaCoop Basilicata Donato Scavone, the Chairman of the Province of Potenza Piero Lacorazza and university lecturer Giuseppe Martelli. The meeting was opened by Nino Falotico, Chairman of Unipol's Regional Board in Basilicata and the session was concluded by Giacomo Lovati, UGF Assicurazioni's Claims Director.*

*The meeting concluded with the social cooperative Betania being presented with the Unipolis Foundation's 'Keys to Smiles' grant for its cultural project 'Io...Racconto' ('My Story'), the aim of which is the social inclusion of young people.*

*The meeting concluded with the social cooperative Lule being presented with the Unipolis Foundation's 'Keys to Smiles' grant for its cultural project 'Imparo cucinando' ('Learning by cooking'), the aim of which is the social inclusion of young people.*

In a year that is still seriously affected by the financial crisis, Unipol Gruppo Finanziario has decided to act responsibly in pursuing its business objectives, taking sustainability as its strategic long-term goal in order to balance the interests of its stakeholders. This strategy was translated into specific and detailed objectives in the 2010-2012 Sustainability Plan, which was drawn up to fit in with UGF's Business Plan for the next three years, which in turn was drawn up with the help of a large number of people working in the Group.

Sustainability was chosen because it looks to the future, to the type of development that can combine economic growth with social fairness and the wellbeing of all. For an undertaking such as Unipol that means operating with a view to the long term in order to ensure that its activity is profitable and remains viable in the long run. All this is based on *'a distinct identity'* and, as it says in the Mission Statement, *'a fair relationship with all stakeholders: shareholders, customers, agents, employees and suppliers'*.

Moreover, it is significant that Unipol Gruppo Finanziario should, as the new Group Chief Executive, **Carlo Cimbri**, stated, *"undertake to develop a strategy of sustainability in the current very complex and difficult economic circumstances. But it is precisely at times such as this that it is essential to understand how society has*

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*changed and make different choices in order to ensure that conditions are right for helping to build the future."*

*"The history of our Group," recalled **Pierluigi Stefanini**, Unipol's Chairman, "shows that our commitment to compete in the market has never failed to pay close attention to the social aspect of how the economy works. One of the things that has made this possible is close collaboration with the associations of small and medium enterprises, both private and cooperative, and with the unions. Today our joint efforts and the ability to innovate are more important than ever for ensuring that we emerge from the crisis on a positive note."*

Unipol Gruppo Finanziario is able to face up to this challenge by calling on its values of looking ahead, responsibility and respect and on its firm social and local base, which hinges on the workplace. The workplace is where the Group can express its trust in others and in particular inspire trust in others, trust being a fundamental factor in the relationship between the undertaking on the one hand and its customers and society as a whole on the other, especially in the current economic situation. This helps the Group to interpret its customers' requirements for prevention of and protection from risks and for a safe home for their savings, using its experience, expertise and professionalism in insurance and banking to provide appropriate, reliable and innovative products and services. This is relevant in Non-Life insurance but in particular in the case of pensions, health and assistance as a supplement to public services. Thus Unipol is in favour, from both the economic and the social point of view, of a modern welfare system that is capable of tackling the new and urgent requirements of individuals, families and businesses effectively.

### ***The Keys to Smiles***

*The Group also carries out cultural and community activities through its charitable foundation, Unipolis. These include **'The Keys to Smiles'**, a national scheme split into regions, which supports social inclusion projects for young people between the ages of 12 and 18 who are at risk of marginalisation. This year 300 voluntary organisations and social cooperatives from all over Italy each submitted a project. Each of the 20 projects selected received a grant of €5,000.*

In Basilicata **Betania** was awarded a smile. This non-profit-making social cooperative works with people with disabilities and their families, promoting social integration and inclusion and involving the various local institutional and social organisations in providing services to both individuals and the community. The meeting concluded with the grant being presented to the project selected, **'Io...Racconto'** (**'My Story'**). The aim of the project, which is in three stages and will last four months, is to hold meetings to raise awareness of and provide training in disability, using materials produced by the cooperative to promote the integration of differently able people by fostering a culture of acceptance and respect. It is also expected that minors held in the Young Offenders' Institute in Potenza will be actively involved in telling stories in the form of comics ([www.disabilitabetania.it](http://www.disabilitabetania.it)).

The full version of Unipol Gruppo Finanziario's 2010-2012 Sustainability Plan and its 2009 Sustainability Report are available on [www.unipolgf.it](http://www.unipolgf.it).

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