

PRESS RELEASE

YOUNG PEOPLE – NEW ENTREPRENEURS MAKING THEIR OWN WAY IN THE KNOWLEDGE ECONOMY

THE UNIPOL GROUP PRESENTS ITS 2010 SUSTAINABILITY REPORT

Milan, 16 June 2011

The meeting on 'Young people – new entrepreneurs making their own way in the knowledge economy' took place at 9.30am today at the Palazzo Visconti Socrea in Milan.

Milan is the Italian city that over the past few years has seen the greatest increase in the number of young people choosing to work in non-traditional jobs not linked to any professional body. They choose to be self-employed because it enables them to find the right balance between their philosophy of life and the rules of the workplace in today's society.

Young people are choosing to ignore geographical boundaries, making full use of new technology and considering networking to be essential for their business activities.

Young people look not for offices but for places where they can use services and meet people, a small community of individuals who yearn for 'new frontiers' in order to face up to the most urgent social challenges, inspired by a concept of growth and wellbeing very different from the one prevailing in the previous decade but at the same time having purchasing power and a need for services.

What do these young people require? Which welfare model is best for them? How can businesses used to dealing with structured permanent organisations interact with them?

Among those discussing this topic were **Dario Banfi**, author of 'Life as a freelance', **Giuseppe Roma**, General Manager of Censis, **Giorgio Vittadini**, Chairman of the Fondazione per la Sussidiarietà (Foundation for Subsidiarity), **Luciano Balbo**, Chairman of Oltreventure, **Giacinto Botti**, Secretary of the



Lombardy branch of the CGIL (General Federation of Italian Trades Union), **Aldo Bonomi**, Chairman of AASTER and **Anna Soru**, Chairman of ACTA.

Drawing the discussion to a close, the Chief Executive Officer of the Unipol Group, **Carlo Cimbri**, reaffirmed the strategic vision on which the Unipol Group's policies are based: "Our idea of sustainability is closely linked to the sustainability of our business activities: offering products and services that prevent risks, provide protection from risks and provide individuals, families and businesses with peace of mind. Our approach to them is based on the knowledge that our values and social and geographical roots place us in the best position to interpret their needs and transform them into solutions that enable them to live their lives as they wish."

Unipol Group's 2010 Sustainability Report was also distributed at the meeting.

Unipol's commitment to sustainability is linked to its business activities, to its range of products and the way it does business and is based on the concept of joint responsibility for building a sustainable and fair future. Therefore having produced a Sustainability Report since 1993 the Unipol Group has drawn up a Sustainability Plan for the three-year period 2010-2012 and integrated it into its Business Plan in order to help the company to make the appropriate strategic choices and carry out the correct actions.

Unipol Gruppo Finanziario S.p.A.
www.unipolgf.it

Contacts

Institutional and Media Relations

Carla Chiari
Unipol Gruppo Finanziario S.p.A.
Tel. +39 02 518 15021/338 720 7314
carla.chiari@unipolgf.it

Sustainability

Marisa Parmigiani
Unipol Gruppo Finanziario S.p.A.
Tel. +39 051 507 2062
marisa.parmigiani@unipolgf.it