

I DON'T DANCE ALONE

Unipol Group's initiatives to mark the **International Day for the Elimination of Violence against Women**

Today in Florence, a new **red bench** in Piazza della Libertà

Florence, 24 November 2023

The *red bench* is a symbol adopted by the Unipol Group to exemplify its commitment to spreading a culture of defending women from hateful and unfortunately still common gender violence. This morning, **Benedetta Albanese**, Councillor for equal rights and opportunities and urban safety of the Municipality of Florence, and **Enrico San Pietro**, Unipol Gruppo Insurance General Manager, inaugurated a new *red bench* near the Florence headquarters of the insurance company, in Piazza della Libertà.

On the occasion of the **International Day for the Elimination of Violence against Women**, **CUBO** - the **Unipol Group's** corporate museum - with the **patronage of the Municipality of Florence**, organised **Non Ballo da Sola (I Don't Dance Alone)** for the fifth year running, a programme of initiatives and events that invites the public to reflect on this topical issue.

The day was established by the United Nations General Assembly on 17 December 1999, based on the assumption that violence against women is a human rights violation. Even today, a large number of women in Italy continue to fall victim to violence, while violence against women in the workplace remains a widespread problem. According to the latest data from the Ministry of Internal Affairs, **80** femicides occurred in Italy in the first nine months of 2023, with **65** women killed in a family or emotional environment and 41 of these by partners or ex-partners.

The bench, red like the colour of blood, bears the phrase "*Love generates love and not violence*" and **1522**, a toll-free number that victims of abuse and stalking can call to request help and support. This bench follows the **first** one inaugurated in 2019 in the Porta Europa gardens in Bologna, the **second** inaugurated in 2020 in Piazza della Torre Unipol in Bologna, the **third** inaugurated in 2021 at THE DAP - Dei Missaglia Art Park in Milan, and the **fourth** in Galleria San Federico in Turin, all realised in collaboration with the Equal Opportunities Commission of the Unipol Group's insurance sector and the Libellula Foundation.

In addition to the *red bench*, a series of initiatives and events aimed mainly at younger generations were organised to celebrate the 2023 edition of **I Don't Dance Alone**; in recent days, CUBO held a talk in Turin on the growth of respect for women with the participation of the Abele Group and Telefono Rosa Piemonte and, in collaboration with the Libellula Foundation, an interactive workshop for

secondary school students aimed at promoting the importance and respect of diversity and uniqueness was organised in Milan.

Last night in Florence, at Sala Vanni in Piazza del Carmine, writer and women's issues activist Giulia Blasi held a reading on how essential it is to focus education on male responsibility to give space to new awareness. **At 9:00 pm this evening**, again at Sala Vanni, singer and songwriter Maria Antonietta will perform *Di parole e di musica (Of words and music)*, an acoustic concert featuring keyboard, cello and baritone guitar which alternates music with words on the free and independent women who have influenced her songs in secret and underground ways. A musical reading with high lyrical intensity in a celebration of female pride, an anthem of love and sisterhood towards her icons.

Finally, **tomorrow at 9:00 pm**, at the Unipol Auditorium Enea Mazzoli in Via Stalingrado 37, Bologna, Centro Studi Euterpe Mousikè and the Filarmonica del Teatro Comunale of Modena will present *Note di Donne (Women's Notes)*, a female musical journey that sets out to reinterpret the history of music by highlighting the fundamental contribution of women, too often marginalised or forgotten. A journey from the 19th century to the present day to discover the music of numerous female figures, including *Clara Wieck* (wife of R. Schumann), *Fanny Mendelssohn* (sister of the famous Felix), *Cécile Chaminade* and *Consuelo Velázquez* (composer of the well-known song *Bésame Mucho*), who not only interpreted, but created and innovated the history of music.

CUBO is the Unipol Group's corporate museum, a place where culture is shared. We illustrate Unipol's cultural heritage and history as well as the social role of insurance through the language of culture and art, aware that culture is the main tool for social development, dialogue and inclusion.

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