

**GREENER CITIES AND GREENER BUILDINGS:  
ONLY 8% OF ITALIANS WOULD MAKE ENERGY EFFICIENT RENOVATIONS  
NOW TO COMPLY WITH THE EU DIRECTIVE**

- **52%** of Italians are not aware the **energy class** of their homes.
- In the past 3 years, 1 Italian out of 5 (**21%**) has carried out energy efficient renovations. The use of **Government subsidies**, in particular the 50% tax break (**34%** of those who carried out new works), has been widespread (**8 out of 10**). Followed by **28%** of interviewees who benefited from the 65% tax break on energy-saving construction works referred to as *Ecobonus* and **27%** from the 110% tax break on energy efficient renovations referred to as *Superbonus*.

These are the findings of a [Changes Unipol](#) research, processed by Ipsos, on the state of the art of Italian cities in terms of environmental sustainability, which also showed:

- **The Italians' opinion on the sustainability/energy efficiency of our cities is that the situation is severe and insufficient (5.4 average mark on a scale from 1 to 10).**
  - ✓ Only 27% expressed a positive evaluation (giving a mark of at least 7), but nearly 1 out of 2 (45%) was very disapproving.
- **Only 20% of those living in city areas were very satisfied with air quality, against a national average of 30%.**
  - ✓ Only in Cagliari was the situation more positive with nearly 1 inhabitant out of 2 being very satisfied (48% of interviewees giving marks of 8-10). The cities where air quality was perceived as having the lowest quality were Rome and Milan, followed by Turin and Naples.
- **7 Italians out of 10 are in favour of enlarging pedestrian areas. The level of agreement in this regard was high and widespread throughout the various city areas.**
  - ✓ Across generations, the level of agreement grows with age, with Baby Boomers having the highest percentage of very favourable interviewees, i.e. nearly 4 out of 10.

- **Nearly 1 Italian out of 2 stated that they had a charging station for electric vehicles within 2 km of their home or place of work/study.**
  - ✓ The most efficient cities were Bologna, Rome, and Milan, where the percentage rises to 62%.
- **The proposed “30km/h speed limit within cities” is very divisive and splits the population almost in half, but includes more people in favour than against.**
  - ✓ In Milan there was the greatest aversion and push-back: 1 inhabitant out of 2 was against and feared more complications and problems than benefits.

Bologna, 3 April 2023

In recent days, the European Parliament has given the first green light to the so-called greener buildings directive for the improvement of the energy efficiency of buildings throughout Europe. A decision that has aroused many reactions while awaiting the negotiation phase between European institutions leading to the final text. The new [Changes Unipol](#) research<sup>1</sup>, created and processed by Ipsos, **examined the Italians’ point of view on this issue and, more generally, on the state of the art of Italian cities in terms of environmental sustainability.**

Two significant findings, among others, emerged from the survey: to date, **only 8% of Italians would be willing to carry out energy efficient renovations to comply with the EU directive on greener buildings.** Furthermore, **52% are unaware of the energy class of their houses**, proving that it would be appropriate to provide Italians with a more complete and in-depth picture of the state of their buildings and of the advantages deriving from improving their environmental efficiency.

**In the next 12 months, due to fewer subsidies than in the past, 23% of interviewees will not be renovating their homes.**

**The reduction in building subsidies has had an impact on the Italians’ future intentions:** nearly **1 Italian out of 4 (23%)** believes that in the next 12 months they will not be carrying out energy efficient renovations due to fewer subsidies, while **1 out of 3** will not be stopped by the reduced

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<sup>1</sup> The survey was carried out on a representative sample of the national population aged 16-74 (over 44 million individuals) and residents of the main City Areas (over 13 million individuals), according to gender, age, geographical area, size of town, education, standard of living, profession, and family unit. 1,720 interviews were conducted using the CAWI method (Computer Assisted Web Interviewing: a data collection method that involves completing a questionnaire via the web).

subsidies. The inhabitants of Florence (48%) and Bari (43%) are the most willing to proceed with renovations, including if lower subsidies are granted, while Turin (21%) is the least inclined city.

**In the past 3 years, 1 Italian out of 5 (21%) has carried energy efficient renovations and the use of subsidies has been widespread (8 out of 10).**

On the other hand, in the past 3 years, **1 Italian out of 5 (21%) has carried out renovations aimed at improving the energy efficiency of their homes.** The highest figure was once again recorded in Florence (34%), followed by Verona (29%), and by Cagliari (27%). Bologna (15%) and Naples (18%) were the city areas with the least activities.

**Among those who have carried out renovations or new works, nearly 80% used subsidies and facilitations**, in particular the 50% tax break (**34%** among those who have carried out new works). Followed by **28%** of interviewees who benefited from the 65% *Ecobonus* and **27%** from the 110% *Superbonus*.

In addition to a focus on the energy efficiency of buildings, the Changes Unipol research extended the state-of-the-art analysis of Italian cities in terms of environmental sustainability, which revealed some interesting facts.

**The Italians' opinion on the environmental sustainability and energy efficiency of cities fails to reach a sufficient approval rate.**

The research showed that the **Italians' opinion on the environmental sustainability and energy efficiency of cities** in the peninsula was very critical and failed to reach a sufficient approval rate (**5.4** was the **average mark** on a scale from 1 to 10). Only 27% expressed a positive evaluation (giving a mark of at least 7), but nearly 1 out of 2 (45%) was very disapproving.

Among the cities, Bari (21% giving marks of 8-10) and Bologna (20% giving marks of 8-10) expressed the highest scores. Naples and Rome, on the other hand, were the city areas expressing the greatest disapproval, with percentages of dissatisfied inhabitants (marks of 1-5) equal to 59% and 55%, respectively.

In this negative context, one figure quite obviously bucks the trend: nearly **1 Italian out of 2** says that they have a **charging station for electric vehicles within 2 km** of their home or place of work/study. The most efficient cities are Bologna, Rome, and Milan, where the percentage rises to 62%.

**Only 20% of those living in city areas are very satisfied with air quality, against a national average of 30%.**

**Only 1 Italian out of 5, among those living in city areas, was very satisfied with air quality**, against a national average of 30%. Only in Cagliari was the situation more positive, with nearly 1 inhabitant out

of 2 being very satisfied (48% of interviewees giving marks of 8-10). The cities in which air quality was perceived as the lowest were Rome (51% giving marks of 1-5) and Milan (50% giving marks of 1-5).

The study also shows that **there is a widespread perception among Italians that air quality has been worsening in the past two years (34%)**, particularly in the city area of Turin (-50 the delta between 'worsened' and 'improved') and in Verona (-32).

**Satisfaction with the extension of urban green areas is also limited: in city areas only 1 inhabitant out of 4 (26%) said they were very satisfied**, with Naples being the city expressing the greatest dissatisfaction in this regard (52% dissatisfied). The most positive opinions were recorded among the inhabitants of the Cagliari area (47% being very satisfied), but positive judgments were also recorded in Turin and Bologna (39% and 38% respectively).

**7 Italians out of 10 are in favour of enlarging pedestrian areas. The level of agreement in this regard is high and widespread throughout the various city areas.**

Interviewers did not limit the survey to analysing the state of the art, but also examined the **solutions to be implemented to improve the environmental sustainability of cities** in the Italians' opinion. In this respect, **7 Italians out of 10 were in favour of enlarging pedestrian areas**. The level of agreement in this regard was high and widespread throughout the various city areas. In particular, more than 1 inhabitant out of 3 in Verona and Florence was very favourable. Across generations, the level of agreement was directly proportional to age, with Baby Boomers (people aged 57-74) having the highest percentage of very favourable interviewees, i.e. nearly 4 out of 10.

**With regard to the near future, the Italians show greater propensity (58%) for travel by car to the detriment of light and sustainable mobility.**

Despite their negative judgment in terms of air quality, with reference to the near future **the Italians showed greater propensity for satisfying the needs of individual citizens in terms of mobility (58%)**, facilitating travel by car for business, study, or personal reasons, to the detriment of light and sustainable mobility. In particular, this propensity was stronger among the inhabitants of the city areas of Turin (67%) and Rome (65%). Surprisingly, across generations, the members of Generation Z (aged 16-26) stated the possibility of facilitating the needs of individuals (61%) in terms of mobility as a priority.

**The proposed "30km/h speed limit within cities" is very divisive and splits the population almost in half, but includes more people in favour (53%) than against (39%).**

The findings showed that **the proposed "30km/h speed limit within cities" was very divisive and split the population almost in half, but included more people in favour (53%) than against (39%)**. At the local level, **Milan** was the city where the greatest aversion and push-back was found: **1 inhabitant out of 2 was against** and feared more complications and problems than benefits, an

increase in pollution and a slowdown in travel, with consequent widespread difficulties. The most inclined cities were in Southern Italy: in the top spot Naples (66%), followed by Bari (61%) and Cagliari (59%).

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