

# Multi-stakeholder Forum 2014

February 20, 2014 - Milan, Sala Conferenze, Piazza Belgioioso, 1

Over the past few years, Intesa Sanpaolo has implemented several initiatives of stakeholder engagement, taking significant steps to make the cycle of engagement - action - reporting increasingly virtuous.

The **Multi-stakeholder Forum 2014** aimed to gather the opinions of qualified stakeholders representatives on **changes in socio-economic and environmental scenery under way in Italy and in the broader global context, which could influence the activities and performance of the Bank in the medium term.**

The Forum also investigated **the contribution the Bank may give to respond to requests that emerged and to manage them proactively** with the aim of business growth and creation of value for its stakeholders.

## TOPICS AND GUESTS

The workshop was organized in four discussion tables, without an audience, except for the final plenary session.



### **Table 1: The role of the Bank facing a socio-demographic framework and a welfare system in evolution**

What kind of implications will the changes taking place in Italian society, including an ageing population, the increasing difficulty of organizing a public response to the new welfare needs, the affirmation of multiculturalism and the transformation of "families" and their single components, have in terms of offer, contact channels and staff management policies?

**Virginio Brivio** (Sindaco di Lecco); **Johnny Dotti** (Presidente Welfare Italia Servizi); **Maria Luisa Mirabile** (Direttrice Politiche Sociali – ed. il Mulino); **Maurizio Marotta** (Presidente Consorzio Sociale Gruppo Darco ); **Giuseppe Roma** (Direttore Generale CENSIS)



### **Table 2: The Bank's role in supporting the relaunch of Italy, supporting economic empowerment and social innovation of the areas in which the Group operates**

In a context of structural weakness of the Italian economy, how can the bank fulfill its function of supporting the entrepreneurial fabric and individuals to support the country's growth and social inclusion in the communities in which the Group operates?

**Lorenzo Allievi** (AD Oltre Venture – Venture Capital Sociale); **Donatello Aspromonte** (Partner ECBA project); **Alessandro Messina** (Responsabile Ufficio Relazioni con le Imprese e Progetti Speciali Federcasse); **Valentina Sanfelice di Bagnoli** (AD Centro Agroalimentare di Napoli - Quotati); **Flaviano Zandonai** (Segretario Generale Iris Network - Istituti di Ricerca sull'Impresa Sociale)



### **Table 3: The Bank's role as a catalyst in the transition to a more environmentally sustainable economy**

How can the Bank exploit its ability to decide the conditions for financing customers and projects, to guide savers in the choice of loans and to select its suppliers in order to support the relaunch of Italy through the dissemination of innovative business models able to reduce risks and negative impacts on the environment?

**Stefania Crotta** (Responsabile settore sviluppo energetico sostenibile - Regione Piemonte); **Giuseppe Gamba** (Coordinatore Enti locali Kyoto Club, Presidente E.S.CO. AzzeroCO2); **Marco Carlo Masoero** (Docente Dipartimento di Energia del Politecnico di Torino); **Paola Pucci** (Docente Dipartimento di Architettura e Studi Urbani del Politecnico di Milano); **Fabio Renzi** (Segretario Generale - Fondazione Symbola)



**Table 4: The relationship between the Bank and stakeholders in the "web 2.0 culture"**

With the "web 2.0 culture" the potential of self-organization for individuals and non-institutionalized groups and expectations of transparency grow as well as the possibility for the Bank to collect and convey external stimuli and organize working methods and in-house sharing. How will these changes reshape not only the Group's relationship with customers and other stakeholders, but also the organizational models and internal relations?

**Andrea Di Turi** (Giornalista, blogger "mondosri" e "occupycsr"); **Marta Mainieri** (Blogger Collaboriamo.org – organizzatrice Sharitaly); **Carlo Mochi Sismondi** (Presidente Forum PA); **Federica Scaringella** (Co-fondatrice The Hub - Milano);

Chairman: Prof. **Marco Frey** (Scuola Superiore Sant'Anna)

The results of the workshop will be published in the Sustainability Report and on the website. During the plenary sessions, it was possible to provide graphic highlights of the topics that emerged as particularly important from the debate.







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www.housatonic.eu the diversity of opinion.

**It is not the first time that our Bank implemented a listening initiative of this kind..**

**On the basis of forecast scenarios identified by the OECD, in 2008 the Multi-stakeholder Forum examined, social emergencies that could have emerged over the coming years, to assess the risks and opportunities for the Group. The works were divided into four macro-areas: Environment and Energy, Macroeconomic Trends and Social Globalization, Population and Immigration, Quality of Life.**

**Within hindsight, the analysis of the issues appeared to be precise:** the most important aspects identified for the country system proved to be the hub of the public debate in recent years and the recommendations expressed can be found in the guidelines within which the Bank's commitment was developed and monitored.

For example, with respect to the reconfiguration of the international economic situation in favour of the newly industrialized countries, the Forum stressed the importance of providing support to local production systems, not only by facilitating access to financing channels, but also by supporting businesses in the process of innovation and internationalization. In these areas, the Bank has expanded its service over the years by offering assistance and advice. The Forum drew attention to the assessment of social and environmental issues in projects to be financed, which today resulted in the adoption of operational guides for the application of the Equator Principles.