

“M’illumino di Meno” confirms its commitment to energy saving

On February 24th the thirteenth edition of **M’illumino di Meno**, an important radio campaign on environmental issues, energy saving and sustainable mobility, is back.



This year the campaign created by Rai Radio 2 program Caterpillar, in which Intesa Sanpaolo has taken part for many years, is dedicated to "**condiVivere**" (Share & Live), highlighting how the largest energy loss is caused by wastefulness.

Our Bank, since long committed to environmental issues, promotes several activities:

- the Museo del Risparmio organizes **an event for secondary school children** which deepens in a simple and playful way themes of climate change and renewable energies;
- the Gallerie d'Italia display totems to remind all visitors the theme of the day and **symbolically turn off the illumination of façades** from 6 and 7.30pm;
- a message will be issued through ATMs screens and receipts **rising customers' awareness** of the themes of the Day;
- the Associazione Laboratori Intesa Sanpaolo **publishes a banner** on the initiative in its site's home page.

Read more: <http://caterpillar.blog.rai.it/milluminodimeno/>