

5 June, World Environment Day: Intesa Sanpaolo confirms its awareness commitment



The **World Environment Day**, promoted by the UN since 1972, this year will take place in China. The current edition is dedicated to “**Beat air pollution**”, to raise awareness of citizens, businesses and governments on this issue by explaining the main causes of pollution and how you can act to contrast them. An impressive fact makes clear the dramatic relevance of the topic: in the world, nine out of ten people breathe polluted air.

Intesa Sanpaolo, always attentive to environmental issues, promotes for the eleventh year in a row, several communication initiatives related to this day: messages on ATM, social networks, news for colleagues and for customers. As usual the event was also joined by the International Subsidiary Banks, that have launched several internal and external communication initiatives.

The core messages of the day concern simple and affordable behaviors: reducing the use of the car, preferring public and/or electric means of transport, optimizing the heating systems inside the houses are among the main actions that everyone can accomplish to help improve the air we breathe.

On 5 June, at 13.30, at the skyscraper in Turin, there will be an "Innovation Coffee", sponsored by the Innovation Center of Intesa Sanpaolo, starring Gianluca Iorio, Founder & CEO of MiMoto, first start up Italian scooter sharing, which will explain how MiMoto has revolutionized the concept of urban mobility, favouring an easy and environmentally sustainable mode of transport with the added incentive of a high component of fun.

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