

Intesa Sanpaolo joins the "European Waste Reduction Week – SERR"

"Know, Change, Prevent": new life for objects and waste

The 2019 edition of the European Waste Reduction Week (SERR) will be held from 16 to 24 November, with the slogan "Know, Change, Prevent". The aim is to correct the inclination to generate waste and promote an alternative to the elimination of the superfluous: instead of throwing away the objects, unused goods can be exchanged and donated.

Intesa Sanpaolo, always attentive to environmental issues, supports for the eighth year in a row the SERR organizing Wednesday, November 20 from 13:30 to 14:10 an Innovation Coffee at the Innovation Center with the following program:

- the presentation of the **Plastic free Movida initiative**, designed by students of the University of Turin to reduce disposable plastic cups from nightlife, favoring the use of rigid, washable and reusable glasses with the logic of "empty to make";
- the intervention of the social cooperative **Triciclo**, that collects, recovers and resells unused objects of small and medium size avoiding the creation of waste.

To make a concrete contribution to Triciclo, colleagues are invited to join the initiative by donating on 20 November objects that are no longer used but can have a second life.

Intesa Sanpaolo's support for the "European Waste Reduction Week" will also be broadcast on social media channels and with messages on ATM equipment screens.

The Group's commitment to sustainable waste management is reported in the Consolidated Non-Financial Statement, which outlines, among other things, Circular Economy projects to give new life to objects and waste.