

INTERVIEW WITH MARINA DONATI ON FERRY BOAT – RADIO24

(Journalist): Good morning and welcome on the Sunday show of Ferry Boat. We'll begin the show with "5 Stages for the Environment," a road show focusing on energy, water, waste, transport and paper, on the way eco-sustainability is tackled at the Generali Group. Our guest today is Marina Donati, head of CSR at Generali.

Good morning Marina Donati...

(Marina Donati): Good morning and good morning to all listeners.

You have just completed an initial round of meetings, and you are now gearing up for a new one at the beginning of the New Year. Can you tell us a little more about "5 Stages for the Environment" and what it is all about.

The initiative is based on two principal aspects: the road show itself, with stopovers in our five main cities, namely Milan, Trieste, Mogliano Veneto, Rome and Turin, and the related e-learning course which will involve all our Group employees – 17,000 overall in Italy.

E-learning, should anyone have missed out, takes place online, with the computer.

That's right, online... By avoiding to move around too much we are helping the environment...

We would like to point out that Generali's commitment has been recognized by the Daily Beast ranking, conducted in cooperation with the international magazine Newsweek, according to which the Generali Group ranks 30th in the 2011 list of the world's 500 greenest companies. Now that's quite an achievement...

It is indeed an achievement, all the more so if you consider that among insurers we are third, which is even more important for us.

In other words, you are third in the world among financial companies in terms of sustainability...

Exactly, because the rankings cover the whole world.

Can you tell us what lies behind this outstanding result? Can you pinpoint some of the key traits that have made Generali so successful in this field?

I believe our commitment towards the environment has been awarded. We have set ourselves specific targets in minimising environmental impact; we have scaled down our consumption of energy, water, paper, while keeping down CO₂ emissions and increasing our reliance on renewable sources of energy. Allow me to make you a small example, currently - out of every three bulbs - two are of the energy saving kind.

This is once again proof that a responsible behaviour combined with sustainable policies are convenient to all concerned, last but not least the enterprises themselves.

Indeed, it does. I should additionally point out that working on CSR allows you to measure environmental impacts and manage them by setting targets that deliver improvements to all concerned, not only to the companies themselves. In this light, our approach is international, and we are implementing a system that covers several countries, which together account for approximately 80% of the entire Group's premium volume.