

SERVICE CHARTER

1. INTRODUCTION

The Service Charter is the document that identifies the principles, provisions and quality standards of the services offered by CUBO within the regulatory framework that governs the provision of public services, and in particular:

- Regional Law 18/2000: Regulations on libraries, historical archives, museums and cultural heritage;
- Italian Ministerial Decree of 10 May 2001: Guidance document on technical-scientific criteria and on the operation and development standards of museums;
- Regional Council Resolution no. 309/2003: Standard approval and quality objectives for libraries, historical archives and museums pursuant to Art. 10 of Regional Law 18/2000;
- Regional Council Resolution 1888/2008: recognition of the museums of the Emilia-Romagna Region on the basis of quality standards and objectives pursuant to Regional Law 18/2000: "Regulations on libraries, historical archives, museums and cultural heritage - year 2009";
- Regulations and resolutions of the Presidency of the Council and the President of the Emilia-Romagna Region in terms of health safety in public places.

The Charter is therefore designed to identify the services that CUBO undertakes to provide on the basis of its own regulations and current regulations, while respecting visitors' needs. It represents the commitment to provide clear information on how to provide services and their quality, acting on the clarity of the relationship with visitors and on strategies for the constant improvement of the service. Furthermore, the service charter helps to clarify the rights and duties of all those who use the services offered by CUBO.

Lastly, the aim is to offer visitors the opportunity to interact with CUBO so that it can become an active part of a pathway of growth and involvement, also with the aim of formulating proposals for improvement in order to make the services more complete and suitable for each person.

The Charter is published on the CUBO website and is available in paper format at the museum, where any interested party may request a copy.

2. PRESENTATION OF CUBO

CUBO is the Unipol Group's corporate museum, created to share experiences through the language of culture.

We tell the story of Unipol's identity, **cultural heritage** and history through art and education aimed at the younger generations, always putting people at the centre. We appeal to both adults and young people, encouraging innovation and research through educational initiatives and experiences on issues relevant to the Group.

At CUBO, we collect, preserve and promote the Group's **artistic and historical heritage** with the aim of promoting knowledge of the past to foster greater awareness of the present and build confidence in the future.

We support collaboration with institutions and organisations of excellence at local, national and international level to promote corporate values, in the belief that culture is the main vehicle for development, inclusion and social dialogue.

CUBO was founded in Bologna in 2013 within the elevated square of the **Porta Europa** headquarters with an exhibition space, areas for events and meetings, gardens for outdoor events, multimedia spaces for viewing

the historical archive and a space dedicated to safety for simulations of the educational programme on road safety.

CUBO opened its second office in **Torre Unipol** in Bologna in 2021, including an exhibition space, spaces for events and meetings, a multimedia space and simulation of the educational programme on health and well-being, as well as interactive skylines.

CUBO opened its third location in the **Unipol Tower** in Milan in 2025 with an artistic and multimedia exhibition open to visitors and young people.

CUBO's three locations can be found in Bologna and Milan:

- Porta Europa - Piazza Sergio Vieira de Mello 3 and 5 - Bologna
- Torre Unipol - Via Larga 8, on floors 25, 26 and 27 - Bologna
- Unipol Tower - Via Fratelli Castiglioni 2 (entrance from Piazza Gae Aulenti) - Milan

3. PRINCIPLES

CUBO guarantees visitors' impartial, free access thanks to the presence of suitable structures and routes. The services are provided within the limits of compliance with regulations, inspired by the principle of maximum staff availability and collaboration and are based on clarity and comprehensibility, and an easy and accessible language is constantly sought for all types of audiences. Staff is required to identify themselves with their name in relations with visitors, in any type of communication. The services are provided continuously and regularly, in the set manner and times. Any changes or interruptions in the provision of services are communicated in a clear and timely manner, taking all necessary measures to reduce any inconvenience to visitors. CUBO encourages and promotes the participation of visitors, individuals or associates in order to encourage their collaboration in improving the quality of services, identifying the ways and forms through which they can express and communicate suggestions, observations, requests and complaints. CUBO guarantees the compliance of the services provided with current safety regulations and full compliance with the provisions of the law for the protection of privacy.

4. SERVICES

The museum provides the following services:

- a) Open to the public and guided tours
- b) Temporary exhibitions
- c) Teaching and educational activities
- d) Cultural events and shows
- e) Promotion of the Unipol Group's Artistic Heritage
- f) Consultation of the Historical Archive of the Unipol Group

4.a Open to the public and guided tours

CUBO guarantees the public access to its spaces through specialised service staff, at the times established in accordance with the rules on safety of spaces and persons. Guided tours are available on request, to cover all the spaces or single themes. It is also possible to book and reserve the Cultura, Live, Vega, Altair and Sirio spaces for private groups or associations for public initiatives, without political connotations or discrimination.

The free Wi-Fi network can be used for temporary personal use by CUBO guests who request it via the appropriate online procedure.

4.b Temporary exhibitions

- **Contemporary Art Projects:** CUBO organises temporary and site-specific exhibitions in the exhibition spaces of CUBO and at the Unipol Group's locations, exploring the cross-pollination between different forms of contemporary art.
- **das (experimental artistic dialogues):** CUBO produces special artistic projects dedicated to contemporary languages, involving different generations of media artists and promoting innovation in the artistic landscape with a keen eye on the new generations.

4.c Teaching and educational activities

- **Adolescents and Secondary Schools:** CUBO organises workshops, intensive courses, training programmes and simulations on specific topics, also available via streaming, with a significant impact at national level. These activities provide insights and innovative content, stimulating curiosity and learning among young people.
- **Adults, University Students and Professionals:** CUBO offers courses and seminars on current topics, research and social issues, promoting continuous professional development and growth.
- **Proprietary Educational Programmes:** CUBO develops two educational programmes dedicated to both young people and adults: one focused on road safety and prevention, the other on well-being and proper nutrition, promoting healthy and responsible lifestyles.

4.d Cultural events and shows

- **Annual Programme:** Throughout the year, CUBO organises meetings with experts, talks, shows and concerts, creating opportunities for cultural enrichment and entertainment.
- **CUBO LIVE** (places, ideas, voices, events) is a travelling festival of live shows that we produce during the summer months throughout Italy, bringing culture to an ever wider audience.
- **Non Ballo da Sola (I Don't Dance Alone):** On the International Day for the Elimination of Violence against Women in November, we organise a travelling exhibition of meetings, shows, educational workshops and the installation of symbolic red benches to raise awareness of this crucial issue within the community.
- **Thematic Podcasts:** CUBO delves into various topics through our podcast series, ranging from the history of insurance to current events and innovation, including interviews with curators and artists of experimental exhibitions, as well as insights into our artistic heritage. The categories covered are: art, current affairs, history and education.

4.e Promotion of the Unipol Group's Artistic Heritage

- **Artwork Management:** CUBO catalogues and digitalises the works of art belonging to the Group's artistic heritage using specific management systems, such as Paguro, ensuring their care and monitoring their state of conservation.
- **Enrichment and Acquisition:** CUBO promotes existing artistic heritage through loans, temporary exhibitions and publications. Unipol Group's Artistic Heritage, the result of various collections and mergers with other insurance companies, contains important works spanning over a century of Italian art.

4.f Consultation of the Historical Archive of the Unipol Group

- **Cataloguing and Digitalisation:** CUBO manages the corporate documentation of the Unipol Group companies through dedicated management systems, such as Pergamo, defining the history of the group. We digitalise all historical material to make it accessible to the public in museum spaces via touch tables and multimedia tours.
- **Special Projects:** CUBO organises themed exhibitions, videos, podcasts and educational activities for schools, focusing on the history of insurance and the role of archives as guardians of historical memory.
- **Consultation:** Everything is available during opening hours through a special app on touchscreen tables, and you can even check it out in person if you ask and have specific needs. The consultation of the original material is free, but no external loans are possible.

5. VISITOR RIGHTS

All visitors can access CUBO and benefit from the services in the manner prescribed by the regulations and reproduced in this Charter, and they are entitled to:

- receive clear and effective information about offers and on how to access services and initiatives;
- communicate through all the means made available for this purpose.

CUBO has reception points for information. It is possible to communicate with operators by phone, e-mail or directly in person. The opening hours to the public are set by the Management, in compliance with current standards, and are adequately publicised through information leaflets, on the website cubounipol.it and on social media channels.

Admission to the museum is free. To ensure regular programming, reservations for all educational activities, exhibitions, cultural events and guided tours are mandatory. Reservations can be made on the CUBO website, unless otherwise indicated in the communication material. Correspondence can be sent to: CUBO, c/o Unipol, Via Stalingrado 45, 40128 Bologna (BO).

6. VISITORS' RESPONSIBILITIES

In CUBO's physical and digital spaces, visitors are required to observe the rules of good manners and correct behaviour towards everyone. Any behaviour not in compliance with these regulations, with the restrictions indicated at the entrance and with the indications provided by staff may be grounds for being asked to leave the museum.

Visitors are required to leave bulky bags at the entrance to CUBO and to store large bags and backpacks in the lockers provided.

The following is prohibited at CUBO:

- animals, with the exception of those approved for accompanying disabled people, and any object that may represent a risk to the safety of people;
- taking photographs or videos without the specific authorisations envisaged by the legislation for the protection of the privacy of people and for the copyright protection of the works on display;
- smoking in all rooms;
- consuming food and drinks in the exhibition and educational spaces, unless specific, previously agreed upon authorisation is given.

7. VISITORS' PARTICIPATION

In order to evaluate the quality of the service rendered, compliance with standards, the degree of satisfaction and the possibility of further improvements, CUBO carries out, also with the involvement of visitors, periodic checks on the quality and overall effectiveness of the services provided by evaluating the approval rate of the proposals and the degree of satisfaction of expectations. CUBO measures the appreciation and satisfaction of visitors in particular through surveys and questionnaires. All visitors can send suggestions in writing or by e-mail.

8. DONATIONS

CUBO accepts documentary and artistic donations from private citizens, bodies and associations. Donations are an important and appreciable form of integration and enrichment of cultural, historical and artistic heritage; however, needs relating to management and coherence in the collections' development require that CUBO only accept materials after a careful examination of the availability of space, consistency with its themes and availability of collection management staff. Donors must therefore provide a detailed list of the material proposed as a donation, which is indispensable for the evaluation of the material. If following the checks carried out, the CUBO staff has no interest in acquiring the donation, they can identify and suggest other local institutions with a documentary heritage more closely matching the characteristics of the materials offered as gifts. If the donated material is accepted, CUBO will draw up specific documentation to regulate the donation between the parties.

9. COMPLAINTS

All visitors can report any poor service or inconvenience. Complaints and reports can be received in writing. The Regulations and the Service Charter inform visitors of their rights and responsibilities, as well as the service standards that can be expected.

Complaints can be anonymous or contain the sender's general information, address and contact details. CUBO guarantees a response within a maximum of 30 working days.