

MISSION

We tell the story of Unipol's identity, cultural heritage and history, interpreting the Group's challenges in terms of stories, experiences and journeys. We are the guardians of Unipol's memory, gathering testimonies from the past to inspire the Group's future actions.

We communicate the social role of insurance using the language of culture and art, always placing people at the centre of our initiatives.

We promote innovation through educational initiatives and experiences that demonstrate the impact of technology on issues important to the Group, such as risk perception and safety.

We convey the value of responsibility by offering cultural and educational events that improve quality of life, demonstrating the Group's sincere commitment to being close to people and their needs.

We encourage interaction. We are a meeting point for people, a place openly welcoming different experiences and valuing diversity. We work in partnership with local, national and international centres of excellence to promote the company's values, conscious that culture is the main tool for development, inclusion and social dialogue.