

UBI Community Social Bonds win the Italian Banking Association “Charitable Bank” award for innovation

The UBI Banca Group gains recognition for the socio-environmental and innovative value of the initiative for the “common good”

Bergamo, 27th March 2013

UBI Banca’s “UBI Community Social Bond” project won the 2013 edition of the Italian Banking Association prize for innovation in banking services in the “Charitable Bank” category.

The recognition came **following the selection of projects, submitted by banks taking part**, which brought **improvements and benefits to the community as a whole** through initiatives of a social and humanitarian nature, attention to the environment, the promotion of charitable initiatives and the development of action to support growth.

The “Italian Banking Association for Innovation” Jury declared the “UBI Community Social Bond” project the winner of the “Charitable Bank” Prize for *“its concreteness and effectiveness in generating immediate positive impacts on the social and environmental context, contributing directly to support development of the welfare economy, by increasing social cohesion”*.

“We are particularly proud of this important acknowledgement”, commented Riccardo Tramezzani, head of the UBI Banca Group’s Retail Market, “which bears witness to the value of social bonds in a macroeconomic context which remains difficult. These initiatives allow us to further value our closeness to local communities, a cornerstone of the UBI Banca Group’s operations and they confirm the Group as a point of reference for the nonprofit sector with particular regard to enterprises that generate social value. Put briefly, we have the chance to do good by being a good bank”.

UBI Community social bonds are bonds which offer subscribers the opportunity to **obtain a return on their investment and at the same time to help support high social value initiatives.**

More specifically, with this project the bank donates **a set portion of the funding acquired to support nonprofit organisation initiatives** or to **allocate the amount of the issue to grant loans** at particularly competitive terms in order to help **develop social enterprise initiatives in local communities**. It is an important innovation in the sector nationally and it confirms **the particularly careful attention paid by UBI Banca to support the virtuous initiatives of public-private protagonists in the communities in which it operates**, especially at a time of a growing shortage of financial resources in the world of social co-operation.

One of the **UBI Group’s** objectives with this initiative is to support the **growth of projects which create value for society and encourage the development of the “common good economy”**, promoting its importance in local communities.

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