



Varese, 11th December 2017

**AGREEMENT BETWEEN UBI BANCA AND THE VARESE CONFARTIGIANATO (artisans' association)
FOR A WELFARE PLATFORM SPECIALLY DESIGNED FOR LOCAL SMEs**

This partnership offers tailor-made company welfare solutions for around nine thousand small and medium-size firms in the Province of Varese and in Lomellina designed to increase the productivity of these firms and the well-being of their workers

UBI Banca and Confartigianato Imprese Varese (Varese association of firms and artisans) have signed a collaboration agreement, assisted by the services company Artser, which opens the doors to **company welfare for small to medium-size industrial and artisan firms** and their workers. UBI Banca is the first Italian bank to enter the company welfare sector with a vision arising from its existence as a local bank attentive to the needs of its local communities. Confartigianato Imprese Varese is the first trade association to adhere to UBI Banca's welfare platform.

This agreement makes it possible to provide around nine thousand member firms and their forty thousand employees with the **advisory services, assistance and support (including dealing with red tape)** needed to introduce a company welfare programme with full outsourcing solutions, which in terms of quality and the breadth of the services provided are only easily available today to large size corporations.

A "UBI Welfare Network" has been created with Confartigianato Imprese Varese and its services company Artser. It is a dedicated platform of products and services designed for use by member firms, including the smaller, less structured realities. Firms can now start up a full company welfare programme thanks to an aggregated solution based on a platform of products and services that Confartigianato Imprese Varese in its capacity as the "aggregator" and accelerator of demand is making available to its member firms **simply** and **at reduced costs** resulting from economies of scale generated by the network of member firms and from **support provided directly by the association**.

As a result, amongst other things, of the availability of **high-quality local services and "zero food miles" leveraging of local economies**, the employees of individual member firms of Confartigianato Varese can find concrete answers to their personal and family needs, especially in terms of services that can impact on the quality of life: **assistance with health, pensions, income**

support, education, culture and the environment. Special events have been programmed in cooperation with Confartigianato Imprese Varese, both locally in the province of Varese and in the Lomellina area, to spread knowledge and awareness among workers of the nature and advantages of company welfare.

From an operational viewpoint, **firms can count on total management of company welfare programmes** which minimise administrative and operational costs for them, while employees are provided with easy-to-use platforms on PCs, tablets and smartphones, with constant support services.

“The decision to become an **aggregator and distributor of company welfare services** for the benefit of small to medium-size firms was the result of **the knowledge that well-being in firms today is not just a value in itself but also a strong driver of satisfaction amongst managers and their workers.** As such it acts to retain personnel and increases the ability to attract the most talented” commented **Mauro Colombo, Director General of Confartigianato Imprese Varese.** “This investment, made both by firms and the trade association will **not involve additional costs for firms already weighed down by too much red tape,** but rather it will increase “**net take-home pay**”, a key factor for improving the quality of life for employees, competitiveness, the well-being of local communities and the vitality of the domestic market”. At the same time it will offer “**SMEs opportunities at competitive prices similar to those normally only available to large corporations**”.

“This partnership with Confartigianato Varese allows us to consolidate our vision of company welfare as an ecosystem of people, firms and local communities” said **Rossella Leidi, Deputy General Manager and Chief Wealth and Welfare Officer at UBI Banca.** “Given the nature of the association’s member firms, we decided to develop a platform specially designed to meet the needs of both firms and their workers and thereby achieve one of the goals that drove us to develop our company welfare services. It is our intention to support innovation and growth also among small and medium-size artisan firms and as a consequence to improve the well-being of all their employees”.

For further information

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