

BUSINESS-NONPROFIT PARTNERSHIP: UBI BANCA WITH THE SODALITAS FOUNDATION FOR SOCIAL INNOVATION

The Sodalitas Foundation presented the six best projects today selected by “Sodalitas Social Innovation”, which made a call for ideas addressed to the Italian third sector. UBI Banca will support the Seneca Association to improve health and welfare for elderly people discharged from hospital and the Albero della Vita Foundation to tackle the dramatic problem of juvenile poverty.

Milan, 22nd February 2017 – The Sodalitas Foundation presented the six business-nonprofit partnerships in Milan today at the event “the partnership factor in social innovation”, that will be implemented thanks to the sixth edition of “Sodalitas Social Innovation”, which made a call for ideas addressed to the Italian third sector.

UBI Banca, which has been a Sodalitas Foundation partner since the first edition of the initiative, will support the development of two of the six initiatives selected.

One social bond will be dedicated to the Albero della Vita project entitled *Varcare la Soglia* (cross the threshold).

According to 2015 ISTAT (Italian Office for National statistics) data child poverty in Italy affects 571,000 families for a total of 1,045,000 minors who may not receive regular nutrition, adequate and heated housing, medical care and access to leisure, sports, cultural and social activities. The aim of “Varcare La Soglia” is to increase the potential of families in difficulty by facilitating awareness of their internal competencies and resources, while always keeping the main focus on children and growth in the social and civil commitment of the people involved as a factor for more widespread change at community and social level. Since its inception, the programme “Varcare La Soglia” has given support to 1,058 beneficiaries, 661 of whom are minors, in the cities of Milan, Palermo and Genova. It started work in Rome just a few days ago.

[WATCH THE VIDEO](#)

On the other hand, part of the commissions on POS terminal transactions from the Enjoy Special Edition cards exclusively for employees go to the Seneca Association project “Protected Discharges of Fragile Elderly persons”, designed to make up for the serious shortcomings in the government provision of homecare. The initiative is designed to help elderly people mainly living alone, also on low incomes, who live in Milan and are returning home from a hospital stay. It provides integrated social and welfare services.

Five projects were also presented at today’s event from which UBI Banca employees may choose the initiative they wish to support by means of their Enjoy Special Edition cards:

- **Hikikomori:** Let us build your future together
- **Gaudio Onlus:** Blue Diary
- **PIAM Association Onlus:** Terre di Monale social enterprise
- **Mission Bambini:** Adottapp
- **Ai.Bi. Association:** Support for the start-up of a mobile kitchen in Syria