

## UBI Banca and the Region of Lombardy's Schools Office present “*Futurità*” (futureness), an educational programme for pupils and teachers on the subject of sustainability.

*Futurità is the first project which brings a completely new approach to sustainability into schools, designed specifically for young people of the Z generation. The initiative is organised by UBI Banca in co-operation with the Region of Lombardy's Schools Office. The digital partner in the programme is WeSchool, a leading player in Italy in digital education. Awards and scholarships are planned for schools and pupils that produce the best work on this subject. Around 40,000 pupils will be potentially involved in the pilot phase of the programme.*

Milan, 10<sup>th</sup> January 2020

To pretend to be the founder of a social network who must protect the privacy of its users, while safeguarding the profits of your company at the same time, or to be in the shoes of an energy manager who works on assessing the environmental impact of the everyday activities of the company for which you work, or yet again to discover how a search engine can nurture the flora of Amazonia, these are just some examples of the activities planned for young pupils and teachers involved in the educational programme *Futurità*.

The aim of *Futurità* is to help spread a culture of sustainability in schools and more specifically among pupils in the third and fourth years of high schools. It will help them to understand mechanisms that can be used to implement medium and long-term sustainable economic development strategies and it will teach them the role that firms and professions can play to support this aim.

The initiative is organised by UBI Banca in co-operation with the Region of Lombardy's Schools Office. The digital partner in the project is WeSchool, a leading player in Italy in digital education.

The project is designed to involve young pupils in a completely new and “contemporary” way and to teach them how the professions of tomorrow will help us to develop a more sustainable economy. It is a project with remarkable content and learning methods thanks to its use of a “blended” method of teaching, which combines activities carried out in the classroom led by teachers with a collaborative learning platform.

The main subjects taught include the sustainable development objectives of the United Nations' 2030 Agenda and safeguarding the environment, together with the latest current affairs issues closely connected with sustainability. Others not found in school curricula are those of privacy and data on social networks, smart mobility and the new digital professions.

As a programme, *Futurità* is career guidance oriented. Thanks to contributions from a variety of figures from industry, it helps young people become aware of their aptitudes and vocations on the job market and it guides them in their understanding of emerging professions and the relative specialist abilities required. It shows them that “sustainability” is not just about the environment but also, for example, about the proper use of digital tools and about data protection, as well as about the quality of relationships at work. It may also be a very useful tool to assist Italian schools in their development towards greater digitalisation.



**UBI** > **Banca**

**WESCHOOL**

The first schools to be involved in the pilot phase of the project are secondary schools in the provinces of Bergamo and Brescia, which have been invited to take part in the programme in the second term of the 2019-2020 academic year. Around 40,000 young people in the third and fourth year classes will be potentially involved in the programme. Events to present the initiative to senior school staff and administrators in the two provinces will be held on the 13<sup>th</sup> January in Brescia and 16<sup>th</sup> January in Bergamo.

The digital partner in the project is WeSchool, a leading player in Italy in digital education, recognised by the Ministry of Education, Universities and Research as an accredited institution (in accordance with Directive 170/2016), which is teacher-training certified, amongst other things. Its mission is digitalisation in Italian schools. WeSchool is among the 25 winners in Europe of a Google Educator Grant for the best teacher-training and digitalisation in schools initiatives. Over 90,000 teachers are registered on their website.

Important awards are planned for pupils and schools that take part in the project. Scholarships for a total amount of €100,000 will be awarded to the best theses or work projects produced by pupils on the basis of the course they followed. Schools will receive IT equipment to support the digitalisation of their teaching activities.

Application forms for participation will soon be available with all the details, together with information on the jury which will judge the results of the work carried out.

For further information please contact:

**UBI Banca Media Relations**

Tel +39 027781 4213 - 4139 - 4938

[media.relations@ubibanca.it](mailto:media.relations@ubibanca.it)