

**UniCredit Group and the Italian Consumer Associations working together in the schools to help students “earn their future”**



For the first time, with the support of both the Italian Economic Development Ministry and the Youth Ministry, UniCredit Group employees (from UniCredit Banca, UniCredit Banca di Roma and Banco di Sicilia), together with Consumer Association experts (from Adiconsum, Federconsumatori and Movimento Difesa del Cittadino), offered lessons to 17 year old students in Italy with a fun and innovative approach.

Unicredit developed the “**Earning our future**” Project within the activities defined by the Framework Agreement signed, in 2008, by UniCredit Group and Consumer Associations in Italy.

“The actual crisis – according to **Roberto Nicastrò**, deputy CEO of the UniCredit Group – has increased the risks for families and young people, who represent the most vulnerable and weak clusters. We developed the project “Earning our future” to satisfy the need for greater financial/banking knowledge starting from adolescence”.

The **Project’s goal** is to improve the knowledge of young students on the:

- **running of a bank**
- **concept and reasons for “over- indebtedness”**
- **main banking products for young customers such as credit cards, debt cards, etc.**

Moreover, classes will be given the opportunity to enter a national competition, creating posters containing a list of practical suggestions to help prevent over-indebtedness for other schools in the territory.

Finally, the Project will provide students with the opportunity to receive banking education at home by playing the “**Independence Game**”.

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