

PRESS RELEASE

Volunteering campaign of renovation of the Carska bara reserve marked the launching of 'Intesa od srca' (Intesa from the Heart) corporate volunteering programme

Banca Intesa's volunteering campaign

Belgrade, September 23, 2013 - Banca Intesa organized last Saturday a volunteering campaign of renovation of the Carska bara nature reserve, near Zrenjanin. The campaign marked the beginning of the corporate volunteering programme entitled "Intesa from the Heart", within which the bank staff will invest their time, energy and knowledge in the well-being of the community and the environment protection.

Nearly 40 representatives of Banca Intesa management, divided in four groups, took part in the removal of invasive plants from the riverside, painting of the playground, wooden benches and tables in Izletište (Picnic spot), as well as in marking of seedlings in Eko staza (Eko path). All of them are focal points of the reserve.

"By renovating this unique eco-system, we wished to personally promote the environmental responsibility and the value of social engagement, including the concept of volunteering as an important segment of Banca Intesa's corporate social responsibility. I believe that we have launched the "Intesa from the Heart" corporate volunteering programme in the right way, encouraging the employees and demonstrating, through own engagement, that we can change things for the better in deed", said Maja Kolar, Marketing and Communications Director at Banca Intesa.

Carska bara is a special nature reserve in the area between the Tisa and the Begej rivers. This protected area is known, also, for versatility of plant and animal life, with 250 kinds of birds, including endangered species.

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