

MEDIA RELEASE

Circular economy for saving resources

Banca Intesa organizes workshop for children to mark World Savings Day

Belgrade, November 6, 2019 – Banca Intesa has marked the World Savings Day through the continuation of its financial education program under the auspices of its parent group Intesa Sanpaolo and the Museum of Saving in Turin, whose 2019 edition was dedicated to the importance of saving resources through circular economy and environmental protection.

Educational workshop entitled “Less litter – more glitter” was organized on November 5 for first grade pupils of elementary school St Sava in Pančevo. The children first attended a specially-devised school class dedicated to circular economy and environmental protection. After that, they brought to the workshop recyclable objects or materials from their homes such as newspapers, notebooks, cardboard boxes, plastic bottles and other packaging that they were supposed to use in a creative way. In order for them to understand that objects no longer in use can be transformed into useful things with new value, the children made musical instruments out of these materials and played them.

The “Less litter – more glitter” workshop is part of a wider program of Intesa Sanpaolo group dubbed “The Art of Saving”. The program was devised by the Museum of Saving, the Group’s innovative multimedia laboratory, and is being implemented through a series of workshops, exhibitions and various educational content across Italy and countries of ISBD members. A list of all activities to be carried as part of the “The Art of Saving” initiative this year is available at www.museodelrisparmio.it and www.gallerieditalia.com.

* * *

Banca Intesa ad Beograd, member of **INTESA  SANPAOLO**, is the leading bank in the domestic market, a reliable partner of 1.33 million clients - individuals and legal entities. With a net balance sum of EUR 5 billion, EUR 3.7 billion in total customer deposits and EUR 3 billion in total loans, Banca Intesa is at the helm of the list of the most successful banks in Serbia. Owing to a unique combination of digitalization of business processes and a developed network of 156 branches across Serbia, as well as its constant focus on the needs of households and the economy, innovative products and top-quality service, the Bank is recording stable results in all segments of operation.