

Economics and finance explained for young Juventus athletes: a one-year training course which involved 100 pupils and students from Juventus College was concluded with a conference entitled “Choose what I want”

The financial education training course for the 2017-18 academic year brought together UBI Banca and Juventus in co-operation with the FEduF (financial education foundation) in four training sessions for pupils and students in the age groups 14-17 and 18-20.

Turin, 21st September 2018 - The final lesson in the financial training and education course for 100 students attending the Juventus High School was held at the J College in the auditorium of the WINS – World International School of Turin. This initiative, the result of an agreement between Juventus, UBI Banca and the *Fondazione per l'Educazione Finanziaria e al Risparmio* (Foundation for Education in Finance and Savings), brought together speakers and students in lessons and work groups which supplemented the Juventus College scholastic curriculum for the year.

The event opened with a welcome from **Stefano Braghin**, Head of the Academy's Organizational Department and Juventus Women and from **Vincenzo Algeri**, the Manager of UBI Comunità, a commercial division of UBI Banca specialising in various spheres of the third sector, the civil economy, public authorities and networks of associations, which holds responsibility, amongst other things, for financial education programmes. Both underlined the importance of attending courses right from school age that educate pupils on how to make personal economic decisions and to use money correctly.

A seminar addressed the issue of how urgent it was to teach and disseminate the knowledge and skills of economic citizenship among the population starting with the youngest as a matter that is now indispensable in society today. It focused above all on the value of providing these very young sports professionals with the tools they need to make knowledgeable choices.

Stefano Braghin (Head of the Academy's Organizational Department and Juventus Women), **Marco Franco Nava** (Manager of the North West Macro Geographical Area of UBI Banca), **Franco Cossard** (Headmaster of J College) and **Igor Lazzaroni** (Head of the Press office and Publishing Projects at the *Fondazione per l'Educazione Finanziaria e al Risparmio*) each put their viewpoints.

These young people received an interactive lesson in economic behaviour at the conference “Choose What I Want”, organised by the scientific training and communication company Taxi1729. The mechanisms of the most basic of economic operations, which is choice, were explained in this conference. This is for example the choice between buying a house by taking out a mortgage with a bank or continuing to pay rent, or between purchasing a smartphone in cash or being bound by signing a 24-month contract with a telephone operator.

During the course of the school year this financial education initiative which UBI Banca and Feduf took to J College involved 100 pupils and students with different contents for the 14 to 17 age Group than for their 18 to 20-year-old companions. The former learnt about and discussed the subjects of labour, income and consumption with professionals from UBI and FEduF as well as looking at cases relating to savings, investment and how to manage money. The older students tackled more technical subjects relating to savings and investment instruments and how to evaluate a mortgage or use payment systems. For all pupils and students the course included group work presented and discussed in class using role-playing techniques.

“Education on how to make rational and ethical economic choices fits perfectly into the curriculum and educational aims of our high school” said **Stefano Braghin, Head of the Academy's Organizational**

Department and Juventus Women. *“The approach employed in the classroom by UBI Banca and Feduf was clearly effective because by actively involving these young people it concretely transferred concepts and notions to them of fundamental importance in their lives”.*

*“This day concludes a joint programme organised together with FEduF and Juventus”, said **Vincenzo Algeri, Manager of the UBI Comunità Area** at UBI Banca, “designed to offer young pupils and students at J College an opportunity to develop the financial skills they need in their personal lives both now and in the future. We have provided these youths with the concepts and basic notions they require to commence making knowledgeable use of money in response to the growing demand for financial expertise that is now necessary at all ages. This course forms part of a broader programme in which UBI Banca works on these subjects in all the local areas in which it operates by creating partnerships with Provincial Scholastic Offices, universities and lecturers”.*

*“The literacy challenge faced by teachers in schools during the last century has not lost its relevance today”, remarked **Giovanna Boggio Robutti, General Manager of the Fondazione per l’Educazione Finanziaria e al Risparmio.** “While teaching Italian and mathematics is still a priority, there is no doubt that children must face new contexts and learn new languages, especially those related to financial education. It is therefore fundamental today to start effective co-operation between schools and the world of work and in the financial sector in particular in order to help young people to broaden their fundamental financial skills ranging from knowledgeable use of money and the instruments used to manage it to savings and planning”.*

UBI Banca

UBI Banca is the third largest commercial banking group in Italy by market cap, with a market share of around 7%, 1,812 branches in Italy and over 21,100 employees. Since 2011 the Bank has had a unit specialising in business with both Church and non-Church clients belonging to the third sector. A new organisational structure and positioning with regard to the world of public authorities was defined in 2016 with the 2019-2020 Business Plan. A new strategic Area named UBI Comunità was established with the purpose of overseeing and developing commercial relations both with the third sector and the civil economy as well as with public authorities and with the various groupings of associations. UBI Banca promotes partnership initiatives between the public, private and private social sectors with this strategic Area, by involving local communities and by innovative leverage of the Group’s abilities and expertise. With UBI Comunità, UBI Banca adds to a range of services designed for simplified banking operations that are secure and economical, with diversified credit solutions to pay advances on contributions and revenues, together with a range of flexible and customisable financing solutions to support the pursuit of institutional aims and to launch or accelerate economically sustainable paths to growth and social innovation. In 2013 UBI Banca received the Italian Banking Association “Charitable Bank” prize and the National Prize for Innovation awarded by the President of the Republic.

FEduF

The Fondazione per l’Educazione Finanziaria e al Risparmio (foundation for financial education and savings) was established by the Italian Banking Association to create a unified centre formed of parties committed to education on this subject within the framework of the broader concept of education for citizens on economics and legality. The foundation acts as a centre which brings together players in the financial private sector with the aim of making the very many success experiences they have developed available to the country. This explains why its action is based on a far reaching policy of dialogue and co-operation with the Ministry of Education, Universities and Research, through protocols for collaboration with Regional Governments and Regional and Local Scholastic Offices and with other public and private players working in this field.

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