

# When good will meets on the net

SINCE 2009 "GENERATION-RESPONSABLE.COM" HAS BEEN EXPRESSING GENERALI FRANCE'S SOCIAL COMMITMENT.

generation  
responsable.com



This 2.0 website expresses – by supporting solidarity plans and by making people more aware – the dynamism of a company fully sharing today's context: participative and committed to a better future.

Over the last decade Generali France has started its engagement in sustainable development, which has become the catalyst of all the Company's activities: HR policy, assets management, risk prevention and the sustainability-oriented products. The creation of the **generation-responsible.com** website follows this approach, in order to support and emphasize the best social initiatives within the community, in personnel recruiting, in fair trade economy, in saving plans and environmental protection.

The platform uses 2.0 web's collaborative tools (blog, multimedia archives, shared planners...) and is addressed to associations, projects promoters and all those willing to volunteer for single initiatives, with the possibility to get a direct feed back. The promotion of participants and their projects leads to immediate web visibility – thanks to the editorial activity of **Reporters d'Espoirs** press agency – and to the publication on different supports (newsletter, brochure, web banner, **Twitter** etc.).

Téléthon



### A brand supporting website

While Generali France's pay off "responsible generation" was launched with a specific communication campaign the "generation responsible" site - concretely representing social engagement - benefited from this media leverage. The Manifesto publication on the press, the focused distribution of gadgets showing the website logo, and an e-mail campaign marked the beginning of the project. Then the purchase of web spaces and an institutional campaign on traditional media (advertisements, billboards and tv slots) contributed to spread the new pay off.



So far the outcome - considering the innovative aspects and the target audience having sometimes little experience with new technologies - is encouraging. The website celebrates its first anniversary with 200 projects involving 15 000 potential volunteers. Nevertheless this results does not reduce the ambition to respond even better to the needs of participants. In fact its positioning improves and allows the tool's constant evolution. In fact a number of changes are planned by the end of October: improving usability, increasing visibility and adding a pedagogical dimension to the web experience.

Generali France is on the volunteers' side in strongly witnessing its social engagement by encouraging responsible behaviour in order to limit ordinary risks. That's a collective project - not the action of a single person - supported by coherent underlying principles.