

# *il bollettino*

## 14 **Suspended cities**

2 Focus on environment

26 Margherita Hack: a life among the stars

40 An expedition to the North Pole





# Index

This issue begins with an article that reasserts Generali's interest in environmental matters. It describes **the Group's sustainability strategy [page 2]** and is followed by an interview with **Paolo Frapiccini [p.6]**, the new Chief Executive Officer of Europ Assistance Italia.

The third article looks at the impact of **the Valencia Grand Prix event [p.10]**, of which Generali was title sponsor. We then look at images from **the photographic competition [p.14]**, which presents a new view of city life.

The next article describes the activities of **the ANIA Road Safety Foundation [p.19]**. It is followed by two cultural features, an account of **the educational initiatives [p.22]** promoted by Generali and an interview with **Margherita Hack [p.26]** at her home in Roiano, Trieste.

The usual **low impact column [p.30]** in this number suggests an initiative that everyone can follow to enrich the green heritage of our planet.

There follows a brief review of the creativity that has been a historical feature of **the Genertel advertising campaigns [p.32]**, an item on **the Generali Trophy initiative [p.34]**, which has significantly benefited the children of an orphanage in Lisbon this year, and the story of **United World Colleges [p.37]**, one of which, the College of the Adriatic, numbers Generali among its supporters.

We close this issue with an impressive adventure story, **an expedition to the North Pole [p.40]** by hot-air balloon, and an item describing how **a virtual walk from Cologne to Trieste [p.44]**, benefited walkers and others.

*Enjoy your read*

## feature

Focus on **environment**

2

## the interview

**Paolo Frapiccini**,  
CEO of Europ Assistance Italia

6

## from the group

**Grand Prix Generali**

10

**Photographs** from the  
"Suspended cities"  
competition

14

The Genertel **campaigns**

32

## society

Let's **halt** this pointless  
slaughter

29

The Generali **Trophy** evolves

34

An expedition to the **North Pole**

40

A virtual **walk**

44

## culture

Generali's **educational** projects

22

**Margherita Hack**: a life among  
the stars

26

The **United World** Colleges

37

## low impact

Happy **green** year!

30

# Focus on environment

## Generali Group's sustainability strategy

“Achieving long-term sustainable growth” and “encouraging a lower environmental impact” are two closely related pillars of Generali Group's sustainability strategy. Economic growth cannot be sustainable if social values linked to quality and availability of primary natural resources such as water, air and soil, are compromised by careless management, which can threaten the quality of life of future generations. For this reason, Generali has decided to carry through an important international project to introduce an Environmental management system designated EMS.

### EMS: a tool for continuous improvement

EMS comprises those aspects of business management that relate to the organisational structure, and the responsibilities, procedures, processes and resources (human, technical and financial) defined and implemented for the management of environmental problems arising from business activity. The ultimate aim is constant and continuous improvement of environmental performance through the adoption of a

*first, the “environmental aspects” were identified, the areas that have the greatest environmental impact*





*Generali intends to contribute to the development of an environmental culture bearing the stamp of sustainability*

management model based on an iterative cycle of 4 principal phases: planning (Plan), implementation (Do), verification (Check) and action (Act). In following such a scheme, defining goals and procedures is not enough; when plans have been implemented it is also important to verify whether expected results have been achieved, and thus whether the system is functioning as intended, and to intervene with timely corrective actions where ineffectiveness is identified.

#### The GEMS project

A number of sequential steps have been taken to identify a system structure that will meet the Group's particular needs. First, the environmental aspects were identified, in other words those areas that most typify the Group's activities and which therefore have the greatest environmental impact. Aspects directly linked to the conduct of business (direct aspects) include the consumption of natural resources (e.g. paper, water and electric power), waste generation (paper, IT materials etc.) and emissions of substances that influence global climate change, principally greenhouse gases. The ones on which Generali can exert some influence by taking appropriate measures (indirect aspects) include those associated with supplier activities, issuing companies, clients and the wider community. Generali can make an important contribution to educating and informing these stakeholders, thus encouraging the development of an environmental culture bearing the stamp of sustainability.

Defining **Environmental Policy** was the first important step in the implementation of GEMS (Generali Environmental Management System). The Policy “establishes the guiding principles underlying Generali’s actions to protect the environment and prevent pollution, and defines the Group’s goals and the tasks it must set itself in order to achieve them”. It lays down commitments relating to climate change, lower consumption of natural resources, and continuous and transparent communication with all of the Group’s stakeholders, internal and external alike.

The commitments to improvement established in the Environmental Policy have been reformulated as **Group Goals and Objectives**; these set standards for the companies worldwide, which will define specific programmes to meet them, locally identifying possible areas of action and available resources (*think globally, act locally*). In the short and medium term, Generali’s principal goals include greater use of renewable energy and reduced consumption, increased separate waste collection, and the involvement of suppliers in environmental protection. Generali also intends to encourage eco-responsible attitudes in clients by offering “green” products.

**Education and communication** are key factors in integrating the environmental aspects of Generali’s activities, and are common to all implementation stages of Gems. Internally, this is a matter of continuously educating and informing

*Group goals and objectives set standards for the companies worldwide*





*the solid foundations of the Environmental Management System are a prerequisite for obtaining long term effective results*

employees, increasing their awareness of the impact of their work and empowering them to play a more active role in environmental protection. Externally, communication is fundamental to the spread of the environmental culture that Generali seeks to promote.

#### **Future commitments and expectations**

From the very start of this project, the wide cultural diversity of the various countries in which Generali operates has required great commitment. Nevertheless, solid and lasting foundations have been built over a few months for gradual development of the System, which should produce beneficial results in the longer term. The next steps will involve constant monitoring of results measured through ad-hoc key-performance and management indicators, to adjust the System and define new improvement targets as necessary.

In this way, one of Generali's principal stakeholders, the **environment**, will be "listened to" and, above all, cared for.

*Barbara Campisi  
Consuelo Bossi*

Materials and Natural Resources Department,  
University of Trieste

# Life is all about people

interview with Paolo Frapiccini,  
CEO of Europ Assistance Italia

Ph. Marco Scarpa



**On July 6 the Board appointed you as Chief Executive Officer of Europ Assistance Italia, an important day in your professional career.**

It was definitely an important moment, not only in the professional sense but also for personal reasons, since this job has brought me back to Italy.

**Do you feel close ties to your country of birth?**

Very much so. Although my family lives in Rome, I'm from Recanati in Italy's Marche region, and I feel strong ties to this area and to my roots, but even more so to my parents, who did so much for me. At the end of senior school I knew that my leanings were towards subjects like maths, physics, chemistry and English, and I wanted to take a degree course that would give me a wide range of possibilities. A friend of mine who had gone to the Turin Polytechnic spoke about his experiences in such glowing terms that I decided to enrol on a civil engineering course there. My parents supported me and gave me this great chance, and I owe everything to them.

**What was your first job?**

It was with Miroglio Tessile at Alba. It was a very important first step because it took me to a successful entrepreneurial operation that had a very wide range of working relationships with a network of foreign commercial and manufacturing companies, and was already investing in China. I lived in Alba for



*“for the best results people can make a difference by the way they interact”*

three years during which I worked in sales first in Greece and later in Scandinavia and England. However, it eventually dawned upon me that I didn't know much about economics, so I decided to return to my studies. I took a one and a half year Master course in economics at the Bocconi School of Business Management, which opened up other opportunities. After finishing the course I joined American Express in London, where I arrived in 1989.

**It must have taken some courage to start again from fresh...**

To be honest I found pure engineering too restrictive very early on. After graduating I went to work in a very successful consultancy in Turin, but realised after one week that it was not for me.

I wanted something different from life, I wanted to measure myself against others day by day, to have business objectives and work in a team to achieve them, and things of that kind.

**Would it be fair to say that as an engineer you have swapped narrow specialisation for a broader view?**

Yes, I think that's true. In some ways I think I'm rational and down-to-earth, but the further my time studying engineering – which I call my rational period – was fading into the past, the more I was beginning to appreciate the great pleasure that philosophy and literature can bring, and I return to them whenever I have the time. I have always been convinced of the necessity to accept

change, and to see things from different perspectives.

**Is this a personal *modus vivendi* that also applies to professional life?**

I think so, because I believe that people around you, at work and elsewhere, can always help you to improve. They can be a stimulus, perhaps holding views that are different from your own, views that you can profit from. Basically I think that while the organisation and hierarchical structure of a business or office are important, the success of an enterprise depends on individuals. A business needs to have certain rules to function properly, but for the best results people can make a difference in the way they interact. When there is genuine co-operation between different functional areas, everyone benefits, and both the business and its clients receive added value.

**Ultimately, then, the human factor is important even in professional life.**

I think it counts for a great deal, although you can't make progress unless you are technically prepared. When I assess a manager I have to think about leadership as well as goals. Anyone who is competent and technically prepared can attain pre-set objectives, but not everyone has leadership qualities. To my mind if you get the results, but you can't work in a team and haven't encouraged collaboration or provided growth opportunities for everyone, then you haven't completely achieved your

objectives. In my experience those who make the fastest progress are those who have marked leadership qualities. I recently read an article by Alberoni about personal fascination. It struck a chord with me because it dealt with the matters we're discussing. The word "fascination" comes from the Latin *fascina*, which has connotations of wrapping, and fascination is something that draws you in and envelops you. Some people show this quality very clearly, and can often inspire others and create followership with just a look or a word or two at the right moment. It's a quality that we often think of as empathy.

**What were your impressions of Europ Assistance when you first arrived?**

It's a young company, 40 years old last year, which has built its success on understanding its clients and always reacting innovatively to their requirements. I realised from the start that this constant attention to the client is part of the company's DNA and brings a competitive advantage, because a happy customer is unlikely to leave or look elsewhere.

**How would you sum things up after six months? Have you come across anything that has particularly surprised you?**

I must say that I've been particularly impressed by the ability of managers to come up with strategies that put the client at the

centre of affairs, and to introduce change when required, continually offering new products that promptly address real needs. Certainly some of them are less successful than others, but the important point is that there is a common thread running

through every product that also links every strategy and every new idea, no matter which of our business areas it belongs to. I would like to see managers having more opportunities for growth, since I have seen a number of people who are very talented

*"I'm from Recanati in Italy's Marche region, and I feel strong ties to this area and to my roots, but even more so to my parents"*

in my view and deserve the chance to prove it.

**Your mission statement declares that assistance must be timely and effective, and have a human face. Will the human aspect survive the changes brought by technology?**

The human element is fundamental to assistance services; you can't ignore the fact that it's all about people. That's how it was fifty years ago when Pierre Desnos developed these new services in France, and that's how it remains, even though the tools and the methods have changed. If you're sitting in a broken-down car on a



motorway with three children in the back and you haven't a clue on what to do, or if you have a medical emergency, perhaps when you're abroad, a Europ Assistance operator at the other end of a phone can be of great help, or even seem like a life saver, and the human aspect is absolutely essential.

**Before long all customers will be familiar with the new technologies. Will that change anything?**

It means that we will need to be prepared.

**But will they have different requirements?**

I don't think so, because

ultimately life is about people rather than robots or technology; needs and expectations may change a little, but it's a person who makes the final decision, and as far as possible, that's how it has to be...but then, people can't decide everything.

*“life is about people rather than robots or technology; needs and expectations may change a little, but it's a person who makes the final decision”*

However, we're drifting into the realm of philosophy; perhaps it's a topic of conversation for the next interview!

*Elisabetta Delfabro*

*Alongside:  
a view of Piazza Leopardi  
at Recanati*



# GP Generali de la Comunitat Valenciana

The Lion impresses the Spanish public in an outstanding event

**13 million**

television viewers in Italy and Spain alone

**175,240**

spectators at the circuit over the two days

live television coverage

in **207** countries

**730**

journalists from **32** countries

**657,265**

web visits

**GENERALI**

**GENERALI**



**GENERALI GROUP**

Although staging an event is perhaps the most demanding form of communication for a company, there is nothing to match it for immediate impact. A publicity campaign, a logo, and all the values they represent, can be united in one physical location and presented to the public in a thrilling atmosphere that would be difficult to reproduce in more restrained circumstances. A well planned event takes account of all these elements, exploiting and co-ordinating them to make an impact that will live long in the memory. The Company has been sponsoring Ducati Racing since May 2009, with the Lion sitting alongside the historic Borgo Panigale brand logo. As we emphasised in the previous issue, this strategy is founded on shared values, brings significant business

opportunities and provides a new showcase for Generali. Primarily this is because our activities in the world of MotoGP bring us to the attention of a huge, young at age and potentially new public, certainly a varied one, which is emotionally involved and therefore particularly receptive. Consider the figures: 175,240 spectators over the two days of the event, 730 accredited journalists from 32 countries, 657,265 web visits, live television coverage in 207 countries, and around 13 million television viewers in Spain and Italy alone. Secondly, it's because the characteristics of the MotoGP brand and the Generali brand merge in a process of automatic association on the part of spectators when they see the Lion in a context that's

familiar to them.

Let's make the picture a little clearer. As a follow-up to sponsoring Ducati, Generali decides to be title sponsor of the final World Championship event in Spain, which is called the GP Generali de la Comunitat Valenciana. Little more than a month after the announcement of an important Group restructuring in Spain, with Estrella Seguros and Vitalicio Seguros merging in Generali España, Generali presents a powerful image to the Spanish public. As a piece of theatre it's perfect, with the Company Lion above the starting grid and an impressive visibility to the media. Everything, the curves, the best viewing angles, the announcer's voice, the bikes, the leathers of the Ducati riders, the Umbrella girls – everything is co-ordinated. And it works: it's a picture of quiet strength, confidence, dominance almost, and refinement.

But if the event comes across primarily as spectacular, it also has another quieter and more telling dimension. Those who have the principal responsibility for driving the Group's business forward – the CEO, managers and the sales network – are following every detail of the event at close quarters, assembled in the VIP Village where Generali entertains important guests. An occasion of this kind is the result of a series of choices to share and communicate, it allows people to come together in a pleasant and informal atmosphere with time for a

*little more than a month after the announcement of an important Group restructuring in Spain, Generali presents a powerful image to the Spanish public*



little constructive reflection; it offers new opportunities and stimuli; it symbolises the pride of working in Generali Group; above all it means co-operation

We discuss these things with Jaime Anchústegui, Chief Executive Officer of Generali España. After the important operational integration of recent years, which has seen Generali

*Group's Spanish companies co-operate in the area of IT, administration, accounting, finance, human resources and claims processing - all the company's back-office operations - we are now facing a more important merger exercise: the integration of technical functions and above all, the organisation of sales territories and networks, which will end in June with the creation of Generali España.*

*“we are now facing a more important merger exercise, which will end in June with the formation of Generali España”*

*Jaime Anchústegui*



*The commercial networks have so far been successfully managed under the double model of Vitalicio and Estrella, but now need to be co-ordinated in a single strategy, under one brand and with a single vision of the future. The networks are taking a positive and optimistic approach to the merger, in the knowledge that agents will be handling a strong brand that will be significantly more powerful*

*than the previous “dual” brand and more effective in facing the challenges of the insurance market place. In actual fact, the Valencia event takes place before the market launch of the Generali brand, but it is a great boost to the sales networks, our guests here at GP Generali, as they observe the Group's strength: this is Generali's future in Spain!*

*Alessandra Gambino*



*Left: Generali España CEO Jaime Anchústegui (second from left), Sergio Balbinot and Valter Trevisani with a few representatives of the Spanish commercial organisation in front of the Generali area outside the Ricardo Tormo circuit*

*Right: Sergio Balbinot, CEO of Assicurazioni Generali, and Valter Trevisani, deputy general manager, with Alessandro Cicognani, new team manager of Ducati Racing*

*Photo. Milagro - Truglio*

## The integration of Estrella and Vitalicio

by Sergio Balbinot, CEO of Generali Group

The merger of Estrella and Vitalicio will give birth to a company with over 3.2 million clients and a business turnover of 2,575 million euros, representing a market share of 4.7%. The new company will benefit from an extensive distribution network that will give it a strong position in both retail and business sectors.

The greater operational and commercial efficiency of Generali España will boost the Group's competitiveness in the Spanish

*“the Valencia event has been the first of a series of initiatives designed to reinforce the Generali brand in Spain”*

market. The creation of a single entity will produce greater synergies that are unattainable with the current operational model, and will make it possible to develop a plan for significant growth based on one sales network and one Generali brand. With a single commercial strategy and a single brand in Spain we shall have a stronger strategic position in what is the Group's fourth most important foreign market, achieving a more dynamic sales force and improved client service. The Valencia event has been the first of a series of initiatives designed to reinforce the Generali brand in Spain, and in view of the large number of spectators at the circuit and the prominence awarded to the GP by the Spanish press, I am confident that the Lion of Trieste will be more immediately recognisable in the Iberian market.

The integration of our activities in Spain marks the completion of a comprehensive restructuring plan that has involved our German, French and Italian companies in recent years, and has provided constant gains in operational efficiency and effectiveness, to the benefit of our profitability. It has also been assisted by the Group's strategy of using the particular strengths and characteristics of individual countries to best advantage.





# Writing with light

the photographs of the  
“Suspended cities” competition

Tales of long journeys, frozen images of moments that will never return because, like the passage of time, nothing remains unchanged for ever. Magical moments caught in a camera’s lens, that speak of different cultures and take us to landscapes of dreams. Like paintings, the photos entered in the photography competition “Città appese a un filo. Il giro del mondo in 20 aule (*Suspended Cities. Around the world in 20 classrooms*)” show intense moments of captured time gloriously presented in blazing colour, subdued tones, or black and white. Much is left to the observer’s imagination, which can wander freely wherever thoughts lead it. There are views of famous cities and the historical buildings that grace them, but also less familiar details that lead observant eyes to new insights within the “captured” scene. Photographs



27 November 2009, at the Mogliano Veneto Conference Room: award ceremony for the photography competition

The jury: Lodovico Floriani, Pedro Martins, Elena Cannataro, Andrea Baradel, Italo Zannier, photographer Fulvio Roiter (President)

*"The literal meaning of photograph is 'Writing with light'. That is what I try to do, find meaning through light"*

*"Photography is the language of today. It's not possible for an event to take place without there being an image. We photographers are interpreters, story tellers possessing a special sensitivity that allows us to enshrine the essence of a fact in a single image. Personally, I photograph to inspire, to convey my inner feelings, and to expose my state of mind."*

Fulvio Roiter

Left:

LISBONA - NUVENS

Photo: Alvisè Bonazza

Above right:

LONDRA - TATE

Photo: Renzo Zanetti

TOKYO - MEETING A GEISHA

Photo: Massimo Novello





that take on a life of their own and offer more than mere images to express the competition's leitmotif - city stories: we see Rome, Trieste, Milan and Venice, Vienna, Berlin, Brussels, Paris and London. There is more: New York, Beijing, Tokyo, Sydney, Lisbon, Athens, Madrid, Barcelona, Lugano, Prague and Amsterdam. These cities will give their names to the

classrooms of the Academy at the Mogliano Veneto and Trieste sites.

The acute observers who entered this competition, sponsored by the Generali Group Innovation Academy and the Mogliano Veneto's "Circolo Ricreativo Aziendale – Gruppo Generali Italia", have succeeded in catching the moment, breathing life into images of



*Above left:*

*PARIS - AUBE SUR LA SEINE*

*Photo: Francesco Di Pol*

*LISBONA - THE VASCO DE GAMA  
BRIDGE*

*Photo: Giampaolo Berno*

*Above right:*

*LONDON - TRANSFORMATIONS*

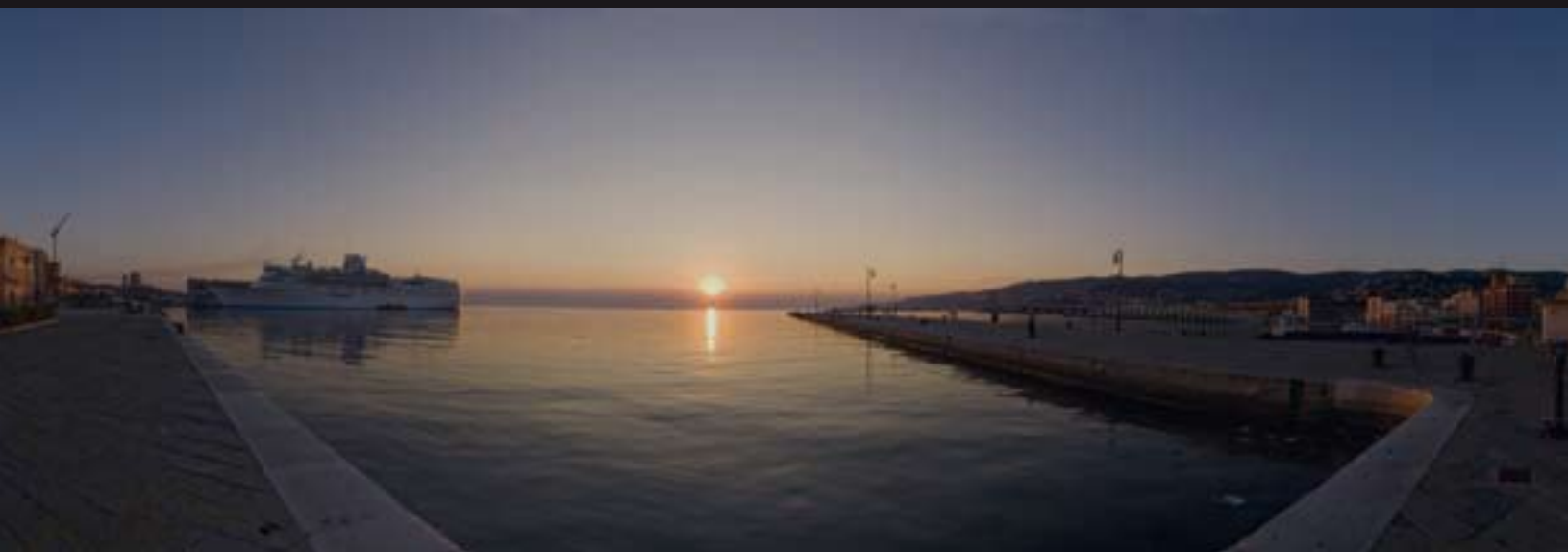
*Photo: Annalisa Pizziga*

*TRIESTE - SEA, PANORAMA*

*Photo: Laurentiu Claudiu Alimpie*

a city's soul that they reveal in snapshots of its daily life. They notice details that escape those who have no time to stand and stare, and capture silent microcosms of an alternative reality that allows us to fantasise, and to dwell in rediscovered harmony. A host of scenes vividly portray subjects of every kind that are elevated to iconic status and rendered "immortal" in their

very simplicity. They reveal worlds of gentle light, harsh glare and iridescent colours in images that seem totemic to our eyes; in their very immobility they attain a state of becoming. Each snapshot is a harmonious visual account of movement and colour in which the spectator finds a union of spirit and place, body and soul, and music and



movement, like a wave rolling back and forth to unknown destinations and reminiscences of a past.

Competitors took on the role of historian, researcher, poet or writer, to produce photographs in which emotional qualities are tinged with a delicate lyricism. Colour photographs display the city's natural adornments alive in their own light, resplendent in their being; black and white photographs show "different" cities, and reveal details, people and water features that take possession of the images to make them meaningful and familiar; and others reveal clearly the extent to which that "click" has influenced the photographer's life. There are shots of hidden corners that engage the observer's mind in a constant quest for the spirit's needs; intriguing in their use of novel angles, techniques, processing methods



and fluorescent colours, they raise a smile and set the imagination free to travel to unknown destinations. The over 550 entries from Generali Group employees reveal a passion for photography as a tool with which to experience reality and hold it in perpetual motion. These are not static images: they are ablaze with the artist's work and soul by virtue of their magnetic power.

*Federica Martufi*



*Above:*

*ATHENS - ATENE BY NIGHT*

*Photo: Massimo Vidotto*

*BAD THOUGHTS REMAIN AT THE TEMPLE*

*Photo: Nicola Fasolato*

*SYDNEY - CHILDS WAVE AT THE SYDNEY OPERA HOUSE*

*Photo: Matteo Sponchiado*

# Let's halt this pointless slaughter

the new activities of the ANIA Foundation for Road Safety



1,380 road users killed in accidents involving two-wheeled vehicles, 288 more if bicycles are included; 543 deaths recorded on weekend nights (source: Aci-Istat 2008). It's a slaughter of the innocents which, on average, claims 86 victims aged under 15 each year, and is the principal cause of death among young people. Apart from the pain and suffering inflicted on those directly and indirectly involved, it also imposes a significant

burden in terms of social costs, amounting to at least 30 billion Euros each year (source: Aci-Istat 2007).

Under the banner of the ANIA Foundation for Road Safety, an organisation set up by the insurance industry in 2004, motor insurance companies are addressing this problem by promoting projects and initiatives to reduce traffic risks for all road users. The target for 2010 is to reduce deaths by half.



*how can it be brought home to drivers that 20 times more people are killed on the roads each year than died in the Abruzzo earthquake?*

The ANIA Foundation has been working to reduce road traffic risks through practical initiatives and support for driver education since it was first created, paying particular attention to young drivers. Each insurance company has also created the post of “road safety person”, evidence of a commitment to promote new prevention strategies, not only through financial support but also by drawing on the ideas and experiences of the companies involved.

One of the principal obstacles to improving road safety is driver apathy

towards the daily toll on the roads. How can it be brought home to drivers that 20 times more people are killed on the roads each year than died in the Abruzzo earthquake? This very problem is being addressed through the *lo dissuado (Human speed hump)* publicity campaign, which seeks to educate as many people as possible about dangerous behaviour, such as speeding or drink driving, that is all too often the cause of fatal road accidents. The thousands of people who turned up to form a “chain of human speed humps” in Rome on 11 October 2009 were demonstrating their conviction that drivers must be constantly reminded of the need to abandon irresponsible driving habits. In these pages we record some of the successful initiatives launched by the insurance industry through the unfailing dedication of the ANIA Foundation. The future will see us deeply committed to programmes of road safety education designed to help children and young people to develop a sense of personal and social responsibility.

*Aldo Coli  
Riccardo Petrarulo*  
road safety persons for the Generali Group

### Good news: the ANIA initiatives



Another original initiative, **Black Point**, will use information provided by the public, and subsequently confirmed by local police and experts in this particular area, to maintain updated maps showing criticalities on the entire Italian road network, from pot holes, to bad roads and dangerous junctions. The websites of Generali and Ina Assitalia will link to the relevant banner which anyone can use to enter information.



In another project, **Truck Tour**, which is directed primarily at drivers of heavy vehicles, CB radio kiosks have been set up at sites such as motorway service stations, freight depots and ferry ports, where drivers typically break their journeys. They can use the kiosks to obtain news of training courses, receive invitations for eye tests, and hear other information. Their breaks tend to be of an ideal length for this kind of activity, and drivers can also use simulators to experience particularly dangerous driving situations and compete to win prizes of safe driving courses and discount vouchers from the SNAV ferry company.



Finally there is the *Guido con prudenza (I Drive safely)* initiative addressing the drink-driving issue, which seeks to reduce “Saturday night slaughters” by persuading young people of the need to appoint a non-drinking “designated driver”. It is reinforced at Christmas time by the *Brindo con prudenza (I drink and toast safely)* campaign, which features a designated driver called Bob who can be recognised by an identification device; if Bob passes a breathalyser test on leaving the discothèque the traffic patrol rewards him with a free entry voucher for the following weekend.



*Heading the article and on this page: two images from the “Io dissuado” campaign which culminated in the Rome’s demonstration on 11 October 2009, in which thousands of people formed a “chain of human speed humps”.*



**5100 MORTI ALL'ANNO  
PER INCIDENTI STRADALI.  
BASTERANNO A DISSUADERCI DAL GUIDARE UBRIACHI?**

Se hai bevuto alcolici o preso stupefacenti, fai guidare qualcun altro.  
Campagna promossa dalle compagnie di assicurazione. [www.iodissuado.it](http://www.iodissuado.it)

MENO INCIDENTI, MENO VITTIME.



# Tell us about the exhibition

Generali's educational projects,  
from "Radici del presente" to "Salvagranaio"

*There have been previous articles about the events organised for the Company's 175th anniversary, but nothing has yet been written about developments arising from the educational exhibition Radici del presente (The Roots of the Present) staged at Generali's Trieste headquarters and at Mogliano in 2007.*



After Roman artefacts from the 1<sup>st</sup> century BC were unearthed during excavation work for the Generali building in Rome's Piazza Venezia at the beginning of the 20th century, it was decided to display them in an educational exhibition designed to give young people a sense of the continuity of Italy's cultural history and help them to understand the close links between the past, the present and the future. It led to a stimulating and well designed project that made extensive use of interactive activities and went beyond the conventional idea of an exhibition. Teachers and students invited to attend were sent a kit that allowed them manage their visits autonomously, free to roam at will around the *ad-hoc* arranged exhibits at the two Generali sites.





Positive responses from students and teachers led to the idea of producing a questionnaire to record their opinions, which could then be analysed to assess the educational value of their experiences. The results were published, along with an account of the exhibition and its archaeological exhibits, in a volume entitled *Radici del presente, mostra didattica promossa dal Gruppo Generali* (“Roots of the Present, an educational exhibition sponsored by Generali Group”), which relates visitors’ experiences and describes what the exhibition meant to them.

Having been persuaded by the success of this venture to continue its educational activities for the young, Generali has embarked on a new project entitled *Salvagranaio: le origini agricole dell’economia* (*Salvagranaio:*

*the agricultural origins of the economy*). Upon its launch, in March 2010, it will allow young people to visit Genagricola’s Ca’ Corniani farm. It will look at agriculture from various angles and trace mankind’s journey from the dawn of agriculture to the present day, examining how the land can be exploited with an intelligent and sustainable use of energy

sources. Visits will not be passive affairs. There will be a number of interactive activities to challenge visitors’ skills in understanding, forecasting, thinking, describing and planning, as they look for solutions that will lead to improvements in the current situation.

Deborah Zamaro

## The educational analysis

The impact of students’ visits on their opinions and knowledge was investigated by means of a questionnaire entitled *Raccontaci la tua mostra* (“Tell us about the exhibition”) which used an iconic language to allow students to describe their feelings.

The results revealed that students achieved a good understanding of the themes of the *Radici del presente* exhibition.

Most young people enjoy learning about the past as it is typically presented in school history lessons, but often fail to appreciate its relevance to life today. *Raccontaci la tua mostra* made it clear that students did recognise the influence of the past on daily life; the exhibits helped, on

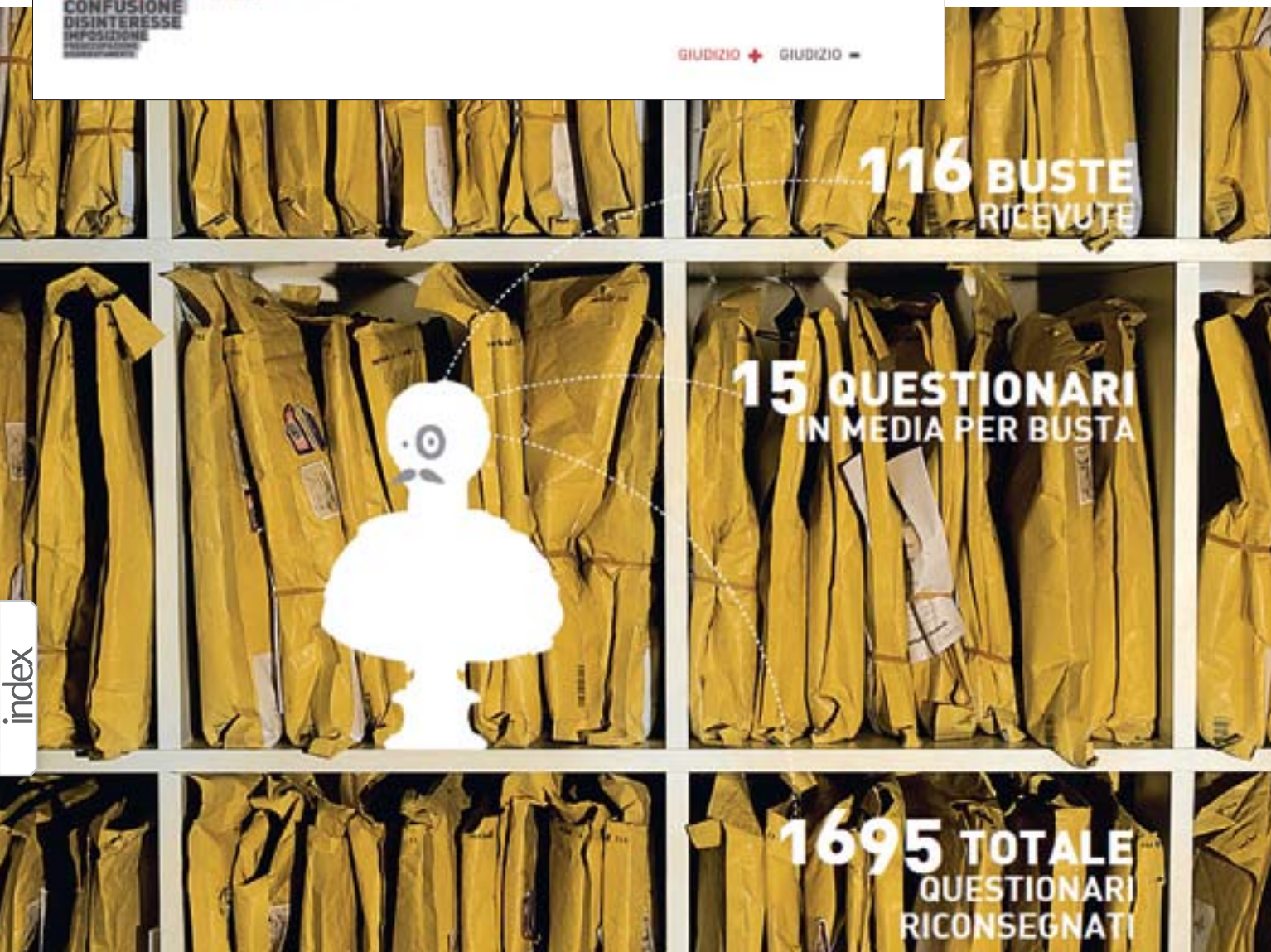




left:  
 student responses to the  
 questionnaire instruction  
 "indicate at least three emotions  
 that you experienced during your  
 visit to the exhibition"

Below and on the previous page:  
 images from the book Radici  
 del presente, mostra didattica  
 promossa dal Gruppo Generali

GIUDIZIO + GIUDIZIO =



one hand, to create a dialogue with the history of a city such as ancient Rome, and on the other to reveal the daily lives of those who lived in that part of the city 1800 years ago. It also confirmed the educational value of *Radici del presente*, which displayed interesting and well-documented exhibits of such variety that teachers have been able to introduce them into school subjects, using a variety of teaching methods to remind students of what they learnt during their visit.

Examination of the questionnaires showed that curiosity and interest were

*teachers and students were sent a kit that allowed them to visit the exhibition autonomously*

the feelings most commonly described by students. The positive nature of the feelings reported, and the students' striking ability to recognise and express these feelings in the questionnaires, confirmed that *Radici del presente* provided intense and moving experiences. In terms of motivation, interest and learning (viewed as new knowledge gained through an understanding of the objects on display) the greatest benefits were felt by students aged between 10 and 12 years, who in fact made up

the majority of visitors. The responses of one student, who declared a wish to discover ancient relics and create a museum, suggest that many students may have been stimulated to look beyond knowledge and the mere acquisition of facts about the objects on display. In his case knowledge had evolved into a need for action expressed as a desire to exhibit his own finds. The results of *Raccontaci la tua mostra* were presented at the 11<sup>th</sup> European Congress of Psychology held in Oslo in July 2009. The Congress recognised the scientific methods used and the international scale, as well as the results, of Generali Group's commitment to promoting culture in the young.

Anna Rita Orlando



*Meeting to present the Salvagranaio: le origini agricole dell'economia project. Present: Giuseppe Perissinotto, President of Genagricola, Roberto Leoni from the Ministry of Public Education, representing Minister Mariastella Gelmini, and Daniela Beltrame, General Director of the Education Department of Friuli Venezia Giulia.*

*All directors of education from the Region and the Provinces of Treviso and Venice were invited to the event in the Baroncini Room of Generali's Trieste headquarters. Each received the book Radici del presente and the kit for the new Salvagranaio project.*

# SALVAGRANAIO





# A life among the stars

Margherita Hack describes her passion for space and her love for the environment

**Margherita, I've brought you the last issue of our magazine; looking around, I have the feeling that you like books...**

I certainly do, I get a lot of pleasure from reading. Many documents come to me by e-mail, but with paper you can pause, go back, mark it – in short, it gives you more time to think.

**We are dealing with issues relating to eco-sustainability, and you care strongly about the environment.**

I've always had a love of nature, perhaps because my father passed on his own passion for it to me when I was a child. Unfortunately we are now seeing changes that are having a profound effect on the stability of the environment. Average temperatures have risen by one degree in little more than a century, and ocean warming has caused changes to life in the seas and disrupted the food chain, to say nothing of the melting glaciers. Scientists are divided, as we might expect, with some very concerned and others believing that these are naturally recurring phenomena. It's certainly true that our planet has undergone similar climate changes in its history, but I believe that there is now a variety of concomitant causes, of which one – atmospheric emissions of carbon dioxide and methane – is the result of human activity.

**If I may abruptly change the subject... what turned you to the stars?**

I enjoyed studying physics at my school, the *liceo classico Galilei* in Florence, and decided to continue on that path. I came to astronomy by chance, as I wanted to specialise in electronics, the emerging science at the time, but the head of department thought otherwise and gave me a thesis in electrostatics. This meant a summary thesis, because it was an old subject. It set me thinking about other possibilities, and a chance cropped up to study astronomy at the astrophysics observatory. I remember

meeting Mario Gerolamo Fracastoro, the young assistant at the department led by the great physicist Giorgio Abetti. He astonished me by eagerly accepting my proposal. Later on I understood why – it was his first thesis.

**So you finally managed to get an experimental thesis?**

Yes, this young assistant, who I met again at the Arcetri observatory, taught me how to use the telescope and develop photographic plates, and generally showed me the ropes. I used to go along at night to make observations, with him at first, but then alone, and it was very rewarding to feel responsible for a telescope that was quite small by world standards, but cost millions of lire nevertheless.

**The scientific community has no borders. No doubt you have friends all over the world...**

Yes, I lived through that wonderful time in the late sixties when space research really took off, and anyone working in the field was invited to collaborate with others in order to maximise observation times. E-mail didn't exist, and I remember telephone calls, faxes and magnetic tapes travelling around the world. It was an exhilarating period with wonderful friendships. It was also a good time for Italian astrophysics, which was in a rather moribund state at the time, and the chance to work closely with the world's foremost experts was crucially important for us.

*"Italian astrophysics was in a rather moribund state at the time, and the chance to work closely with the world's foremost experts was crucially important"*



*Margherita Hack, astrophysicist and world renowned populariser of science, was born in Florence (her surname comes from her Swiss paternal grandfather) but is now Triestina by adoption. The first woman to direct an Italian observatory, she has had over 250 articles published in foreign journals and has written numerous books. Her many awards include the Premio Accademia dei Lincei in 1980 and the Premio Cultura della Presidenza del Consiglio in 1987. In her younger days she was a fine athlete, twice winning third place in the high jump at the Italian championships*

**The sharing of knowledge and experience was important then. Do you think that is still true?**

I am convinced of the benefits of studying and working in research abroad. However, life is not easy for young scientists today, because they are often on short term contracts for years on end. I was fortunate; despite the war, I was on temporary contracts for just two years after graduating. In 1947 I was already employed as an assistant and in the following year I successfully applied for a permanent post.

**What brought you the greatest satisfaction in your academic career?**

Without doubt it was obtaining university professorship, which was still often thought to be beyond a woman's capacities, and running the Trieste Observatory. It was wonderful to see it develop, as it didn't amount to much when I arrived. There was one very small telescope which was scorned even by amateur astronomers. I immediately set about recruiting more staff, and we started to grow in numbers and importance. We had instruments for observing the variable stars and for radio-astronomy, and before that we found a suitable observation site away from the city lights that made it impossible to complete some projects.

**When did that happen?**

It must have been in 1968. We found a large piece of regionally-owned land that seemed perfect for our needs

at Basovizza, in the Karst region behind Trieste, and by the following year we had installed a radio telescope for solar observation. During that time, helped by the Physics Centre, we organised international symposiums which were attended by some of the world's leading astrophysicists, and were important in raising the profile of the Observatory abroad. Nowadays there is less activity here, and much of it is educational, because Italy is a member of ESO (European Organisation for Astronomical Research in the Southern Hemisphere) which has extremely powerful and specialised instruments in Chile's Atacama Desert. These include the world's largest telescope, which has four eight-metre mirrors.

**How has modern technology changed things since when you began work?**

From a certain point of view there have been enormous gains in our ability to see further and to process data accurately and rapidly; we are discovering objects that were previously unknown and finding unexpected features in familiar objects. It was also beyond imagining that we would be able to capture images of the early universe. We can now see it as it was thirteen and a half billion years ago, and we have a series of images at various epochs that enable us to study its evolution. On the other hand, perhaps we are less inclined to think about these matters, but we have to get used to these new ways.

**Weren't all those things known when you were studying?**

Absolutely not! Course notes of the time contained perhaps twenty pages on classical astronomy, and possibly two hundred on the stars, their classification, and the things that could be observed. There was virtually nothing on cosmology and the galaxies, which are the things that attract most attention nowadays. In the following decades we discovered almost everything about the stars, about how they form, evolve, age and die. We now believe that there is very little left to find in this field.

**Do you have a favourite star?**

It's difficult to pick just one... perhaps the ones I studied, the strange stars that showed certain anomalies that we attempted to explain through spectral analysis. *Epsilon Auriga* for example - the star Epsilon in the Aurigae constellation. The brightest stars are named after the first letters of the Greek alphabet, and this was the fifth brightest. I was able to study it for some time at Mount Palomar in California at the end of the fifties. I had a theory that its anomalous properties were in fact caused by an invisible hot companion, and was able to confirm it in 1978 when a satellite containing instruments for spectral analysis was launched. It detected a small hot star in the neighbourhood of *Epsilon Auriga*.

**What does Trieste mean to you?**

I have lived in Trieste now for around forty years, longer than I've lived in all other cities put together. I remained in Florence until 1954, when I was 32, and then worked at a subsidiary site of Brera Observatory in Brianza, at Merate to be precise, for 10 years, during which I spent long periods of time in America, the Netherlands and France. I became Professor in 1964, and have lived in Trieste ever since. I now think of myself as a Triestina, even if my accent still reveals traces of my origins!

*Elisabetta Delfabro*

*"I have lived in Trieste now for more than forty years, longer than I've lived in all other cities put together"*



*On these pages, some photographs of Margherita Hack taken at her home in Roiano, Trieste*

# Happy green year!

let's leave a *green trail*  
to help our planet



“The symbolism – and the substantive significance – of planting a tree has universal power in every culture and every society on Earth, and it is a way for individual men, women and children to participate in creating solutions for the environmental crisis.”

*Al Gore, Nobel Peace Prize winner, 2007*



Each of us can protect the environment and fight climate change by deciding to reduce, re-use and re-cycle every day. We have discussed this in previous issues and have supported the cause in the editorial policy of the re-vamped *bollettino*.

One year after its rebirth we would like to celebrate the magazine's birthday by proposing an initiative to underline the magazine's attention to the environment and to see the individual reader and colleague as protagonist - a gesture of solidarity towards the earth, to help green the environment and the land around us.

Do what? Plant a tree. Who? Each one of us, singly or sharing the moment with our dear ones. How? By getting our hands dirty. Where? Outside the house, in the countryside, in the vegetable garden of a family member, in our own garden, or in a friend's, or in any suitable and convenient spot. Why? We could debate this at great length, and many scientists would certainly come up with more or less doomsday predictions about climatic trends, but I believe we can set environmental and political arguments to one side because this is something with ancient roots in man's

*an initiative that sees the individual reader and colleague as protagonist - a gesture of solidarity towards the earth*

soul, the instinct and need for direct contact with earth and nature.



The idea of planting a tree has been part of a campaign that UNEP (United Nations Environment Programme, a UN organisation that encourages environmental protection and sustainable use of natural resources) has been promoting all over the world since 2006. Assisted by the *Plant for the Planet: Billion Tree Campaign*, which was conceived and championed by Wangari Maathai, Nobel Prize winner and founder of the Green Belt Movement, UNEP had set itself the ambitious goal of having 7 billion trees planted by the end of 2009, one for every person on the planet. Governments, industry, businesses, non-governmental bodies, associations, schools and countless individuals dirtied their hands in the cause at thousands of sites. At the time of writing (*mid-December: Ed.*) the figures were impressive and encouraging: 9,095,844,789 promised and 7,427,436,956 trees already planted

– objective reached!

To make your own contribution to this project, visit the [www.unep.org/billiontreecampaign](http://www.unep.org/billiontreecampaign) site, where there is wealth of practical information and news, plus a form in which you can record your commitment to plant your tree and register it when you have done so.

The editorial staff would welcome news of your contributions, which can be sent to ([editorialcommunication@generali.com](mailto:editorialcommunication@generali.com)). We could then use our facilities to highlight the initiative with photographs of your trees and accounts of your experiences, and to predict how dense our Group's wood will be by the end of the year.

Paola Cabas

## Let's get planting!

A few simple suggestions for planting a tree of your own as your personal contribution to nature:

1. *Dig a hole. It should be at least twice the width of the root ball.*



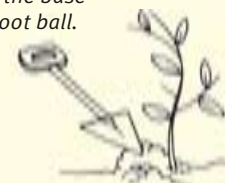
2. *Take the tree out of its container. Carefully cut off broken roots and slightly loosen the root ball.*



3. *Place the tree in its new home. Always lift the tree by the root ball, not by the trunk. Spread the roots out. To avoid planting too deep, make sure the soil line of the seedling is above the level of the surrounding ground.*



4. *Fill in the hole. Pat the soil around the base of the root ball.*



5. *Water thoroughly. A slow stream of water will settle the soil.*



6. *Take care of your tree. Remove nearby weeds: they compete with tree roots for moisture and nutrients; they also might harbour pests and diseases. Protect the tree from animals if necessary.*



lo  
+ amore

genertel.it

**VOGLIO UNA VITA...**  
tel  
**PROSPERANTE**  
**DA SCRIVERE**

800 20 20 20 **genertel.it**

**il futuro**  
+ tecnologia - sprechi + amore

800 20 20 20 **genertel.it**

**ti amG**

chiama 800 20 20 20  
clicca [www.genertel.it](http://www.genertel.it)  
**genertelG**

**VOGLIO UNA VITA...**  
life  
**INSOLITA**

800 20 20 90 **genertel/life**

**VOGLIO UNA VITA...**  
tel  
**ATTRIZZANTE**

genertel.it

**il profilo del futuro**  
+ tecnologia - sprechi + amore

800 20 20 20 **genertel.it**

**vuoi farti viziare?**

**io ti do**

**ti amG**

800 20 20 20 **genertelG**

**VOGLIO UNA VITA...**  
tel  
**SPORTIVA**  
**AL VENTO**

800 20 20 20 **genertel.it**

**il profilo del futuro**  
+ tecnologia - sprechi + amore

800 20 20 20 **genertel.it**

lo  
+ amore

genertel.it

**ti amG**

chiama 800 20 20 20  
clicca [www.genertel.it](http://www.genertel.it)  
**genertelG**

**VOGLIO UNA VITA...**  
life  
**COMODA**  
**MEMORABILE**

800 20 20 90 **genertel/life**

**il profilo del futuro**  
+ tecnologia - sprechi + amore

800 20 20 20 **genertel.it**

**vuoi farti viziare?**

**io ti do**

**ti amG**

800 20 20 20 **genertelG**

insieme?

**amG**

genertelG

**VOGLIO UNA VITA...**  
life  
**INSOLITA**

800 20 20 90 **genertel/life**

**il profilo del futuro**  
+ tecnologia - sprechi + amore

800 20 20 20 **genertel.it**

**VOGLIO UNA VITA...**  
tel  
**ESAGERATA**

800 20 20 20 **genertel.it**

**il profilo del futuro**  
+ tecnologia - sprechi + amore

800 20 20 20 **genertel.it**

index



# High profile communication

The story of Genertel's campaigns – value for money, convenience and dependability

Genertel's market approach is unique among Italy's direct insurers. It positions itself as a company offering value for money, convenience and dependability, with a strong focus on delivering high quality services and client satisfaction in a context of fierce price competition. Its advertising campaign, using photography by Oliviero Toscani, has portrayed these qualities over the years, and has evolved with its target audience - young people who use the Internet to find information and, increasingly, to buy goods and services.

The "ti amo (I love you)" campaign is launched in 2005; Genertel's declaration of love for its clients is written in large clear characters, with the company logo framed in the "O" of "ti amo". The (translated) message "I love you because I am the first on-line insurance, and first love is never forgotten" reflects its direct personal relationship with the public. The relationship is what counts.

Lifestyles change in the years that follow, and in 2007 the "il futuro (the future)" campaign shows Genertel's clients as modern and up-to-date, using technology to improve life, making intelligent use of time and money, and looking for high quality services to address real needs. From telling the client "I love you" and showing its own face, the company now shows profiles of its clients, the objects of its love.

During 2008, a year of change in a particularly difficult market, Genertel launches the "guida il futuro (drive to the future)" campaign that features a young woman's face framed in the large "G" of the logo, representing a crash helmet. Her face was felt to embody the values of Genertel's clients, people who make knowledgeable decisions and take advantage of innovation with an eye on value for money.

2009 is a watershed year in which La Venezia Assicurazioni is rebranded as Genertellife, Italy's first direct life insurance company, completing the Group's foray into the direct market. The new advertising campaign "voglio una vita... (I want a life...)" focuses on the life aspirations and desires of Genertel's and Genertellife's clients. After more than ten years there is a move back to radio and television, with advertisements phrased in simple and direct language that voices the hopes and desires of a young public familiar with new technology. The campaign slogan is expressed by various characters: the motorcyclist looking for a rock lifestyle, the young woman aching for a bit of colour in her life, the youth who wants a life that's worth writing about. They can all insure themselves with a direct company that offers dependability, convenience, and value for money.

Michela Bembich

# United we conquer

Generali Trophy evolves under the banner of solidarity

*the 2009 event was organised to improve environmental conditions for approximately fifty children*



Left:  
a view of Lisbon, in a  
photograph from the  
“Suspended cities” competition  
(see the article on page 14 of  
[this issue](#))

Since 2007, Group employees in Portugal have assembled each year for a day of outdoor activity in pursuit of the Generali Trophy.

The programmes of the first two years consisted of events for groups of 7 or 8, designed to test their skills in self-organisation, spatial orientation and psycho-physical tasks, and to foster a spirit of competition. Such events were considered important for the development and professional growth of employees, who were principally concerned to be good team members.

The Generali Trophy has since been remodelled focussing even more on the development of relationship skills among participants by encouraging feelings of solidarity within the groups, as well as a degree of cohesion and inter-dependence. The unequivocal utility and social importance of concrete objectives of this kind increase stimulus and motivation, and it is important to exploit their positive effect on employee morale, which involves pride in belonging to a company that counts social concern and moral values among its objectives.

The 3<sup>rd</sup> Generali Trophy meeting, held in Lisbon on 20 June 2009, was organised with humanitarian and social objectives to the fore. It permitted over 150 employees of Generali Portugal to apply their creativity, group spirit and solidarity to the task of improving environmental conditions for approximately fifty children, some orphaned and others from deprived families, living at a children’s home and orphanage in Monsanto.

Five groups were formed - Play Park (painting and decoration), Teaching Plot, Orchard, Gardening, and a Support Unit responsible for planning work activity. Each was given specific tasks to perform under a well-defined work plan and



## The objectives of Generali Trophy

- To improve communication between work groups
- To create and consolidate team spirit
- To motivate work groups
- To reinforce group cohesion

was observed by a team of specialists who could intervene if necessary. All the volunteers showed a spirit of harmony and teamwork that ensured a successful day in which the various work groups offered co-operation and assistance to each other in a natural and spontaneous manner, as if they had always worked in this type of environment. The volunteers completed their assigned tasks about an hour ahead of schedule, exhausted but in good heart, and conscious and proud of having participated in something of genuine importance.

Four new zones were created in the allotted space:

- a play park, decorated by the participants and equipped with a large stock of toys financed by employee donations;
- a teaching plot, already planted with various pulses;
- a large garden with shaded areas, plus chairs and tables for studying, playing, or simply relaxing in the open air;
- an orchard with an irrigation system installed as part of the task.

The 2009 Generali Trophy, with its focus on celebrating feelings of solidarity, allowed colleagues of daily working life to share an intense experience that will lead to still closer bonds and confirm that... **united we conquer!**

Under plans for 2010, the emphasis on social responsibility will be maintained, although the event may be developed to include themes of ecological interest as well as of human solidarity.

*Assur della Torre*



## The 2009 event

Location: Monsanto Children's Home and Orphanage.  
Objective: to restore and renovate, in one day, land fallen into disuse because of lack of resources.

*On this and preceding pages:  
some images from the Generali  
Trophy day in Lisbon*



# When education unites people

the ideals of the United World Colleges

“Through international education, experience and community service, United World Colleges enables young people to become responsible citizens, politically and environmentally aware, and committed to the ideals of peace and justice, understanding and cooperation, and the implementation of these ideals through action and personal example”.

This is the mission statement of the United World Colleges, legally recognised international institutions that provide a rich and stimulating environment for the final two years of secondary education. The Colleges offer advanced educational programmes that encourage mutual understanding among young people of different races, religions and backgrounds, foster commitment in social service and develop a spirit of initiative and adaptability through extra-curricula activities.

*the study programme follows the syllabus of the International Baccalaureate, which is accepted as an entry qualification by leading universities worldwide*



Further information on the  
United World College of the  
Adriatic can be found at  
[www.uwcad.it](http://www.uwcad.it)



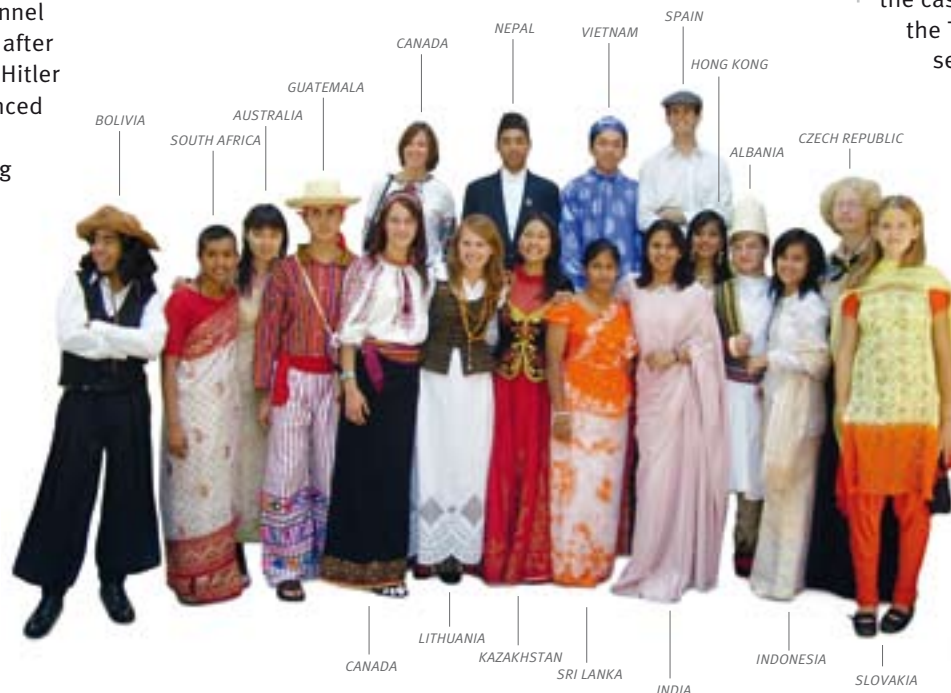
## Independence of thought

The first United World College, Atlantic College, was created in Great Britain in 1962, and promoted the ideas of German educator Kurt Hahn, who moved across the Channel from Germany in 1933 after publically criticising a Hitler speech. He was convinced of the importance of contact between young people of diverse cultures, believing that it would develop their critical faculties and independence of thought.

There are now thirteen colleges in four continents, with sites in Bosnia Herzegovina, Canada, Costa Rica, Great Britain, Hong Kong, India, Italy, Norway, the Netherlands, Singapore, the United States, Swaziland and Venezuela. Though inspired by common principles and ideals, each College respects the cultural, national and geographic aspects of its particular location. The most recent inauguration of a College was at Maastricht in 2009.

A large number of scholarships is offered to students aged between 16 and 19, who are selected on merit by special Commissions operating in 130 countries; the Italian Commission is led by the Head of State acting in an honorary capacity.

*a large number of scholarships is offered to students aged between 16 and 19, who are selected on merit by 130 national Commissions*



Teaching is in English, with all Colleges offering a preliminary intensive course. Teachers are recruited from around the world to ensure that students are exposed to a wide variety of teaching methods.

## The College of the Adriatic

In 1971, Gianfranco Facco Bonetti, First Secretary at the Italian Embassy in London, visited the Atlantic College in South Wales, and formed the idea of introducing its ideals and atmosphere into Italy, having in mind a location

where such an initiative would make a particular impact: the Province of Trieste, which had lived through the agonies of World War II and lay adjacent to a border that at one time symbolised the Iron Curtain dividing Europe. One of the first Italian politicians to participate in this dream was the Trieste parliamentarian Corrado Belci, Under-Secretary for Foreign Trade.

After years of preparatory work, the United World College of the Adriatic was founded (and its first academic year was inaugurated) in 1982 by the Region of Friuli

Venezia Giulia, supported by the Italian Government, with Mr. Belci as its first president. He is now the honorary president, Ambassador Bonetti now being the president. Since 1983 the College has occupied part of the castle of Duino, where the Trieste Karst meets the sea. Generali is one of a number of private benefactors that have supported its development over the years.

This was the fifth United World College, and the first to be established outside an English speaking country; it is also unique in not occupying an isolated campus. In fact it is located at a meeting point of three extremely different cultures

– Latin, Slav and Germanic. Every year its students, roughly 180 in total from around 80 countries, prove themselves to be among the most capable of the entire movement, consistently winning a large number of scholarships to the most prestigious universities of Europe and America.

*Roberto Rosasco*



*an ambitious itinerary, a present-day odyssey of 3,500 km by a most unconventional means of transport: a Rozière balloon*

## An expedition to the North Pole to help the planet

From the Svalbard Archipelago to the Alaskan coast, by way of the North Pole: an ambitious itinerary, a daily odyssey of 3,500 km by a most unconventional means of transport: Rozière balloon. This is the challenge that Jean-Louis Etienne has set himself for the *Génération Responsable* initiative, which was launched in 2008 by Generali France to encourage responsible behaviour and limit the environmental impact of human activity.

# GENERALI ARCTIC OBSERVER

*Jean-Louis Etienne, a doctor, was born in 1946 and has undertaken a number of expeditions to some of the planet's most vulnerable and mysterious places. He made a solo journey to the North Pole in 1986, hauling a sledge for 63 days, and spent 4 months drifting on sea ice in his Polar Observer capsule in 2002.*



## The expedition

The Generali Arctic Observer mission is scheduled to depart in early April. Precise dates cannot be given at this stage because of uncertainties about the weather. In the meantime the balloon, which uses both hot air and hydrogen for lift, will undergo a series of test flights in February, while the experts of the support team will leave for the Norwegian island of Spitsbergen in March. "The fact that I shall be alone in the gondola doesn't mean it's a solo voyage. Quite the opposite; the balloon is the product of remarkable teamwork", comments Etienne. First among equals in the supporting cast of this venture is Don Cameron, who has been building balloons for all conditions, from Polar to Sahara, since the Sixties, and holds the greatest number of world records for

endurance flights. Now aged 70, he was awarded the honour and responsibility of building the craft that will overfly the Pole. For practical reasons he gave it an elongated shape, this being the best compromise between the required carrying capacity and the need to fly at an angle that will prevent a build-up of snow.

Other leading cast members are flight co-ordinator Christophe Houver, expert meteorologist Luc Trullemans, who will monitor the balloon's position and progress, Gérard Guérin, who has already participated in an Antarctic venture with Jean-Louis, and Elsa Pény-Etienne, who is bound to the explorer, not only by this project, but also by marriage.

## The scientific aspects...

“My intention in this adventure, which is worthy of a Jules Verne novel, is to draw attention to the retreat of the sea ice, the consequences for native populations and Arctic biodiversity, and the possible chaotic effect on the world’s climates”. With these words Jean-Louis Etienne sums up the purpose of this unprecedented initiative. The world of science still lacks objective data on the zone around the North Pole, a sensitive region that is crucial to the planet’s stability. During the expedition there will be constant monitoring of atmospheric levels of CO<sub>2</sub> for the *Laboratoire des Sciences du Climat et l’Environnement (LSCE)*, and of the Earth’s magnetic field for the Paris Institute of Earth Physics and the CEA-LETI Institute in Grenoble (one of the main European electronic research centres).

## ...and the educational ones

“The best justification for these ventures is probably the intention to make them instruments for educating young people”. Etienne views the adventure and the scientific aspect as two sides of the same coin: the first is the stuff of dreams, inspirational to the young, and will help to communicate the scientific aspect that might otherwise be difficult to convey. The intrepid champion of Generali Arctic Observer, who views himself as a link between the world of science and the general public, has organised a vast educational programme in partnership with the French Ministry of Education, as well as a number of European programmes. In order to increase public awareness of the initiative, French football star Zinédine Zidane has agreed to back the expedition, and met Jean-Louis Etienne before he embarked for Spitsbergen.

## The commitment of Generali France

*Génération Responsable* is not merely the title of an initiative; it is a permanent commitment by Generali, involving a series of projects, personalities and concrete actions, to increase awareness of our duty to pursue sustainable development on behalf of future generations. Insurers suffer the consequences of natural events linked to climate warming, and need to assume a vigilant role in preventing risks to the environment. This expedition is fully compatible with the commitment of Generali France, since it will inform the public and furnish important scientific observations. Jean-Louis Etienne personifies the values of Generali France: courage, pioneer spirit, skill, dependability, responsibility and effectiveness. He trusts collective intelligence to find the solution to environmental problems, just as Generali relies on its employees’ intelligence for future progress.

The website [www.generation-responsible.com](http://www.generation-responsible.com) provides a medium for discussion and allows voluntary workers and organisations to come together, inspired by a shared commitment to promote solidarity and sustainable development.

Alessandra Podestà

*Jean-Louis Etienne personifies the values of Generali France: courage, pioneer spirit, skill, dependability, responsibility and effectiveness*

## Technical Details:

*Volume of helium:*  
2,220 m<sup>3</sup>

*Volume of the hot air cone:*  
500 m<sup>3</sup>

*Balloon height:*  
28 metres

*Diameter:*  
16 metres

*Fuel supply:*  
360 kg of propane, sufficient for  
15-20 days of sustained flight



*“my intention in this adventure, which is worthy of a Jules Verne novel, is to draw attention to the retreat of the sea ice and the consequences for native populations and Arctic bio-diversity”*

*Jean-Louis Etienne*

# There's no such place as too far away

A virtual walk from Cologne to Trieste  
combining health and solidarity



Central stands out among German insurers for its focus on health, with employee health ranking alongside the satisfaction and well-being of approximately 1.7 million clients.

On 14 September, 1173 employees of Central Krankenversicherung set out to walk from Germany to Italy, aiming to cover the distance from Cologne to Trieste, the Group's principal base, in three months. But at journey's end they were still in their city on the Rhine, not at the Adriatic coast. They had completed a virtual walk organised by Central's Health Management team (*Betriebliches Gesundheitsmanagement*). "Our aim was to make our colleagues appreciate the importance of daily exercise to health; we wanted to show that even in the working day there is ample opportunity to exercise and keep fit" states manager Jens Hellman. The message has taken root: since September employees have been more inclined to use stairs instead of lifts, and many take a lunchtime walk around the block. Some no longer use the internal post, preferring to deliver their correspondence personally.

## 10.000 steps towards Trieste

Walkers to the virtual destination of Trieste had to take at least 10,000 steps every day, and were given a digital pedometer to enable them to keep track of their daily totals, which they could

record in an online application that displayed their positions at any time during this virtual journey. Any distances covered by cycling or swimming were also converted into steps and entered into the system. Some fit triathletes working at Central managed to complete the journey in just a few weeks. There was no prize on offer, just the knowledge for all walkers that they had done something positive, not only for themselves but also for others, because Central donated 1 eurocent to the Cologne Children's Hospital for every kilometre completed.

## Help for sick children

From September to December participants covered a combined total of 777,436 km, about 19 times the circumference of the earth. This collective effort resulted in Cologne Children's Hospital receiving 16,000 euros (including generous donations from employees and rounding up by the company), the latest of a series of donations arising from initiatives organised by keen company's employees. "We are very grateful for this generous support, which will enable us to finance our clown-doctors" states Gerd-Thomas Gemein, chairman of the hospital board. A group of animators visits the hospital wards five times a week, helping the children to forget their illnesses for a moment, and this donation will allow visits to continue. "This financial support", continues Gemein with satisfaction "will also allow us to create a new

play area, where specialised educators will be able to assist up to 30 children. Until now we could cater for just half this number". The donation will also help to pay for a third part-time educator to assist the two already employed.

## Ambassadors of the company brand

The virtual walk attracted an astonishing number of participants, who walked

many kilometres to generate the sizeable donation. "About 90% of Central employees took part in this exercise, an extremely high percentage, and about double what we expected" comments Hellman. The fact that nearly all employees are concerned to maintain their health through daily activity is an important matter that deserves recognition in corporate strategic thinking. The daily activities of each employee can significantly help the

*walkers to the virtual destination of Trieste had to take at least 10,000 steps every day*



**Mit 10.000 Schritten nach Triest –  
Der virtuelle Gehwettbewerb der Central**

- 788 Kilometer gehen
- 900.000 Schritte machen
- 90 Tage Zeit

Betriebliches Gesundheitsmanagement

central

gippen.de

company to achieve a good position among private health insurers. “Employees who take care of their own health are perceived to understand the concerns of our clients. They demonstrate an empathy towards clients that fosters trust and a feeling of being in safe hands at all times. As important ambassadors for the company brand, they personify the model that clients expect of health specialists”, explains Joachim von Rieth, CEO of Central.

### An enterprise in good health

Employees, also, can enjoy the benefits offered by Central, which specialises in health and has an extremely effective health management team of 9 members, established in 2009. The exemplary and active support that the team receives from management and the board is a decisive factor in the success of its activities. “Managerial function goes beyond providing role

*employees have been more likely to use the stairs rather than the lifts, many of them take a lunchtime walk around the block, and some no longer use the internal post*

models, important though that is. Managerial decisions have direct effects on employee health, positive or negative”, stresses Hellmann. A continuing management culture of concern for health is therefore a significant aspect of the group’s entire work model. “A contribution of this kind helps employees to see working at Central as enriching. In order to achieve this objective, there is no such place as *too far away*” he concludes.

*Nicole Nemecek  
Hauke Schättiger*



*Central donated 1 eurocent to the Cologne Children’s Hospital for every kilometre completed*







Front cover:  
TOKYO - MEETING  
A GEISHA  
Photo: Massimo Novello

On the first and last pages:  
NEW YORK - FOG BUILDINGS  
Photo: Giacomo Bortoluzzi

Photographs from the  
“Suspended cities”  
competition  
(see the article on page 14)

**Published by**

Assicurazioni Generali S.P.A.  
Piazza Duca degli Abruzzi, 2  
34132 Trieste,  
Partita Iva 00079760328

**Editorial directors**

Lodovico Floriani  
Attilio Invernizzi  
Elena Cannataro

**Editor in chief**

Roberto Rosasco  
040 671.121  
[roberto\\_rosasco@generali.com](mailto:roberto_rosasco@generali.com)

**editorial office**

Group Internal Communication  
Group Human Resources Division, Italy  
[editorial\\_communication@generali.com](mailto:editorial_communication@generali.com)

**editorial staff**

Paola Cabas  
040 671.552  
[paola\\_cabas@generali.com](mailto:paola_cabas@generali.com)

Elisabetta Delfabro  
040 671.122  
[elisabetta\\_delfabro@generali.com](mailto:elisabetta_delfabro@generali.com)

Alessandra Gambino  
040 671.149  
[alessandra\\_gambino@generali.com](mailto:alessandra_gambino@generali.com)

Alessandra Podestà  
040 6799.153  
[alessandra\\_podesta@generali.com](mailto:alessandra_podesta@generali.com)

**editorial assistant**

Cinzia Ortolan  
040 671.542  
[cinzia\\_ortolan@generali.com](mailto:cinzia_ortolan@generali.com)

**shipping management**

Rossana Flegar  
040 671.103  
[rossana\\_flegar@generali.com](mailto:rossana_flegar@generali.com)

**Graphics and page settling**

Giotto Enterprise - Trieste

**English version**

Eurologos - Trieste

