



## Generali Group in Germany committed to long-term wellbeing


### GENERALI DEUTSCHLAND GROUP JOINS EONSENSE, A FORUM FOR THE SUSTAINABLE DEVELOPMENT OF GERMAN INDUSTRY

Generali Deutschland Group has recently joined Econsense, a forum of leading German companies that closely liaise with each other in the interest of **sustainable development**. Econsense addresses issues that are increasingly becoming of vital importance, namely climate protection, population growth trends, social responsibility in globalisation and the changeover to resource efficiency.

In commenting the decision to join Econsense, Generali Deutschland CEO **Dietmar Meister** said the Group is looking forward to playing a proactive role in the wide-ranging Econsense network. "As a large-scale German insurance group, sustainability has long been an integral part of our core values as well as a key lever for future viability," Mr Meister said.

While sustainability has been firmly embedded in the insurance company's business model for some time, the topic has been gaining increasing public attention in recent years. As a result Generali Deutschland, the second-largest insurance group in the German market, has expanded and restructured its activities in sustainable development. To this end, the basic principles for a sustainable orientation were first drawn up during the development phase. By 2009, an organisational and conceptual framework was in place with the establishment of a **sustainability committee** and the recruiting of a **corporate social responsibility (CSR) officer**. The process aimed at reconciling environmental, social and economic demands will be further boosted now that sustainability-driven activities have been integrated and harmonised within the framework





implemented by the *Environmental Management System* created by the Parent Company Assicurazioni Generali, which, it should be recalled, is included in a number of leading sustainability indexes.

## AREAS OF ACTIVITY

The Generali Deutschland Group's commitment to sustainable development focuses above all on four core areas of activity:

1. Minimising **environmental impact** through a resource-saving approach that implies, for example, utilising electricity generated exclusively from renewable resources and reducing energy and CO2 emissions.
2. **Enhancing working environment** through the implementation of improved overall conditions, including health management; training and professional development, occupational safety; ergonomics and workplace comfort; and strengthening of the brand as an employer.
3. Maximising comprehensive **commitment in society** by integrating the local activities of Generali Deutschland Group companies in the Generali Future Fund.
4. Promoting **sustainable products and investment**.

To support these four areas of activities, Generali Deutschland Group has been organising a number of sensitisation and dissemination events, chief among which is "**Environmental Day**" when employees voluntarily offer a day of unpaid service for the community or a good cause. At a corporate level, Generali Deutschland Group also endorses "**Green-IT**" and active climate protection through video and WebEx conferences and CO2 neutral (e)mailing and an optimised company fleet.

Dietmar Meister will represent Generali Deutschland in the Econsense board, while CSR officer Michael Hermanns will assume operational responsibilities in the Forum's steering committee.

Further information is available at: [www.generali-deutschland.de/verantwortung](http://www.generali-deutschland.de/verantwortung) and [www.econsense.de](http://www.econsense.de)

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