



INTESA SANPAOLO

CPM Project | Case Study



Intesa Sanpaolo



The **Intesa Sanpaolo Group** is a synthesis of the history and values of two protagonists of the banking industry in Italy - Banca Intesa and Sanpaolo IMI - who decided in 2006 to join forces and resources to create the largest banking group in Italy and one of the largest in Europe.

Intesa Sanpaolo is among the top banking groups in Europe and is a leader in Italy in all fields of activity. Thanks to a network of 6,000 branches in Italy, the Group is well distributed throughout the country, with market shares above 15% in most regions and approximately 11.2 million customers. Intesa Sanpaolo has offices in Central and Eastern Europe and Mediterranean regions.

Project Background

In a competitive environment where the milestones of social and environmental responsibility (also known as **Corporate Social Responsibility - CSR**) is rapidly extending:

- Customer care
- Human resource valorization
- Environmental protection
- Respect of ethical code
- Willingness to contribute to the welfare of the community

Are objectives to pursue and fulfill as much as that of business results

Issues and Requirements

Strengthen the Group's commitment to:



Creating extended value to all stakeholders

customers, employees, shareholders, suppliers, environment and society in general



Confirming the importance of social responsibility as part of its strategy

Intesa Sanpaolo has developed a series of management tools to support CSR:

Code of Ethics, Policy, Certification, Social Report.

- ▶ **A single application model**, integrated and shared for the collection, validation and processing of quantitative indicators of the Group's Social Report
- ▶ **Social Report based on the GRI Sustainability Reporting Guidelines** (Global Reporting Initiative) and to the "Report to Stakeholders", developed by ABI (Italian Banking Association)
- ▶ **Selection of contents**, definition of information quality criteria and **reporting scope**

Results



- **Structured process of collecting and consolidating information** necessary for the preparation of the Social Report.
- **Integrated solution, distributed process** (unique application with centralized database accessible via Web) **and real time update.**
- **Ease and speed of use and control**, completeness of the information.
- **Increased effectiveness and operational efficiency** in terms of: reducing time for processing information, reducing the possibility of mistake, increasing the protection of data, increasing data quality, timeliness in communication and interaction among the users involved.
- **Flexibility** to the sweeping changes in the scope of corporate and social indicators.

Banking: References

Banca Arner, Banca Popolare di Milano, Banco BMN, Borsa Italiana, Compass, Consum.it, Corner Bank, Ersel, Gruppo Banca Sella, Gruppo Banco Popolare, Gruppo Credito Valtellinese, Gruppo MPS, Intesa San Paolo, La Caixa, Millennium BCP, Prestitalia, Triodos Bank, Unicredit CMB, Unnim (BBVA).



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