

PRESS RELEASE

CATTOLICA JOINS FONDAZIONE EASY CARE

A partnership to promote and develop projects, research and studies on welfare system innovation, including the Manifesto for Social Cohesion.

Carlo Scarbolo appointed Director of the Foundation.

Verona, 29 May 2019. Cattolica Assicurazioni has joined Fondazione Easy Care, a non-profit organisation founded in 2007 to study ongoing social changes in modern societies, contribute to designing innovative policy and welfare models and promote discourse on current social affairs. Following Cattolica's entry as Promoting Partner, Carlo Scarbolo was appointed Board Director of the Foundation, bringing the total number of Members to 16.

Luigi Barcarolo, Director of Auto Insurance, Insurance Analytics & Business Architecture for the Cattolica Assicurazioni Group, commented: *“At Cattolica we strive to put the individual at the heart of everything that we do. When we met Fondazione Easy Care during our activities in partnership with Coopselios, naturally we discussed becoming part of a qualified organisation in the sector of innovative welfare models with a long-term perspective. Joining Fondazione Easy Care will give us particular insight, especially in the Elderly Care sector, and an opportunity to grow our know-how, thus strengthening our social commitment and improving the quality of the products and services we will offer to customers with elderly family members”.*

Since 2014, with much support from the European Parliament, Fondazione Easy Care has organised the Social Cohesion Days, the first two-yearly festival in Italy dedicated to social cohesion, and formed the OCIS – International Observatory for Cohesion and Social Inclusion – whose Academic Committee produces educational articles and reports of national and international relevance, such as the Social Cohesion Papers. The second [two-yearly report on measuring social cohesion¹](#) published in 2018, offers a snapshot of “5 Italies” formed of regions with very high social cohesion, such as Lombardy, Emilia-Romagna and Veneto, as well as less virtuous regions.

Using the studies and activities carried out over the years and the Members' know-how, Fondazione Easy Care is working on the [Manifesto for Social Cohesion](#): a call, which will be written according to a participatory process by 2020, directed at governments and institutions to recover the centrality of social cohesion issues in national and European political agendas.

¹ In practice, the report defines social cohesion as “the ensemble of socio-economic conditions, guidelines and behaviours based on trust that seek to reduce disparity and disadvantage (of a cultural, economic, ethnic or social nature) within a given population”.

Cattolica Assicurazioni is one of the biggest players on the Italian insurance market and is the sector's only cooperative company listed on the Borsa di Milano, where it has been listed since November 2000. With nearly 3.6 million customers trusting in the insurance solutions and products it distributes, the Group has recorded nearly €6 billion in premiums income (2018). At Group level, Cattolica relies on 1,439 agencies spread throughout Italy, in large cities and small towns, and has a network of 1,924 agents. For more information: <https://www.cattolica.it/en/profile>

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