



Employees' Engagement

We actively foster the engagement and participation of our people in line with the UniCredit value of caring. Creating opportunities for employees to contribute strengthens internal cohesion, ignites a sense of belonging and responsibility, and builds meaningful connections.

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» Engaging our people and supporting communities

€0.9m

Total amount donated by the Foundation in 2023 for employee engagement activities

13,000+

donations from colleagues

According to a study conducted by Gallup, 78% of employees who take part in diverse charitable initiatives show tangible support for a company's values – compared to just 50% in companies lacking such initiatives.¹ With employees increasingly seeking involvement beyond the confines of their workplace, employee engagement is crucial for attracting and retaining talent.

Leveraging the potential of philanthropy, volunteering and giving reinforces and enriches the organisational culture. Our corporate giving programmes empower people to align their passions with their daily professional endeavours and help channel our value of caring into every aspect of our operations.

Engaging our people and supporting communities

UniCredit employees have a well-established record of donating to communities through a range of schemes, including the UniCredit Foundation's 20-year-long Gift Matching Program (GMP).

Gift Matching Program

Established when the Foundation was first formed, the GMP is a longstanding initiative that aims to cultivate a culture of solidarity and to boost the engagement and sense of belonging among UniCredit colleagues. Over two decades, the programme has supported more than 6,000 projects with almost 169,000 donations. Over €27.4 million has been generously donated by employees with more than €25 million match-funded by the Foundation – resulting in a total donation of almost €53 million towards social initiatives.

The 2023 GMP edition was designed to support non-profit organisations running projects that benefit young people (aged 0-24), both within and outside UniCredit Group countries. The programme included an additional contribution to projects (specifically those executed in countries where UniCredit operates) aimed at promoting educational equality, tackling early school leaving, encouraging university attainment and giving young people the skills and opportunities to enter the job market. €750,000 was allocated by the UniCredit Foundation to the initiative in 2023.

169,000

Donations over the two decades since the initiative was launched

€53m

Total donations to support social initiatives

1. Gallup – State of the Global Workplace Report

The GMP process sees groups of employees, represented by country “Ambassadors”, promote projects of non-profit organisations of their choice with the Foundation doubling their donations. Employees who want to support a project can coordinate a “donation group” – becoming its Ambassador – or they can support an initiative coordinated by a colleague. The rules require a minimum number of participants and minimum donation per group depending on the country, with the initiative fine-tuned to local characteristics and sensitivities to encourage employee participation.

The Foundation actively involves retired colleagues, whose donations increase the amount matched by the UniCredit Foundation. A significant contribution is also provided by some non-profit organisations composed of active and retired UniCredit employees, with the aim of raising funds for organisations that address the specific needs of the local community.

In the 2023 edition, the primary emphasis was placed on fortifying and diversifying employee engagement – a crucial element that nurtures participation and gives it meaning. To achieve it, we launched a comprehensive survey designed to delve into the motivations that both encourage and discourage individuals from actively participating in the programme.

The ultimate goal was to elevate the initiative, rendering it more compelling and alluring.

A series of targeted communication initiatives were implemented to involve diverse communities within our workforce. These efforts ranged from integration of new hires to engagement of recent graduates and inclusion of employee networks, even extending to our internal social network communities. The aim was to create a cohesive and inclusive environment that encourages widespread participation and enriches the overall employee experience.

» Extensive reach for 2023 Gift Matching Program

13

Countries involved

175

Projects supported

5,000

Donations

€600k~

UniCredit Foundation match funding + educational bonus

€450k

Employees' donations

€1m+

Total donated

» Empowering teams through shared values

The Gift Matching Program opportunity

“As a manager, I truly believe that financial performance goes hand-in-hand with corporate culture, creating the grounds for sustainable performance over time and motivating people to unleash their potential. When taking over responsibility of Group QA Compliance Team a couple of years ago, I realised that I had to push equally on elevating the performance of the team and creating a common set of values which we collectively recognised in ourselves.”



Gabriele Zuccarello
Head of Compliance Quality Assurance

“When the GMP opportunity came up, I saw a perfect match with my idea of raising awareness of non-core business topics which had the benefit of speaking to common values and bonding people together. The initiative was highly welcomed by team members and supported with a come-together spirit to reach the matching target set by the UniCredit Foundation.

A few months later, I was delighted when the idea of combining the Team Event with the Volunteer Day was expressed during a team meeting. It showed how the spirit of our people was shaped around performance and values in a unique way – where one did not exist without the other.

Gift Matching has now become a recurring event for QA Compliance and it gives me a sense of accomplishment in seeing people expressing themselves and exchanging proposals on initiatives that we choose to support with enthusiasm over time.”

Rest-Cent initiative

Rest-Cent is an initiative that enables UniCredit employees to donate the surplus cents from their monthly net salary to contribute to social projects.

Launched in Germany in 2012, this is UniCredit's longest running micro-donation initiative. The 2023 edition saw the participation of 3,593 employees and raised €21,629.38 which was matched by UniCredit Foundation. The two beneficiary organisations selected with a focus on youth and education were MediationsZentrale München e. V. (MZM) and Stiftung Bildung.

The Rest-Cent Italy 2023 edition selected two beneficiary organisations through public call by a special commission made up of UniCredit members and external members: Comunità di Sant'Egidio ACAP Onlus with the project Go school!, and Oxfam Italia Onlus with the project Mentoring for school success. Some 6,200 employees participated in the initiative and UniCredit Foundation matched the entire amount raised with each organisation receiving €46,314.71.

9,794

UniCredit employees took part in our Rest-Cent initiative

€67k+

Raised, which was matched by UniCredit Foundation

In solidarity with the victims of the Türkiye and Syria earthquake

On 6 February 2023, an earthquake devastated southern and central Türkiye and northern and western Syria, with widespread damage and tens of thousands of fatalities. Development experts from the United Nations estimated that about 1.5 million people were left homeless.

Employees from all UniCredit geographies stepped up, donating their personal funds to support the thousands of victims, destroyed homes and infrastructure. More than 1,700 employees contributed a total amount of €311,372.84 to three non-profit organisations: Red Cross; Save the Children; and UNHCR. The €311,372.84 total donation included employee contributions matched by the UniCredit Foundation up to the amount of €70,000 and €100,000 donated by UniCredit.

1,700+

UniCredit employees contributed

€311k+

Raised by employees for three non-profit organisations

€170k

Donated by the UniCredit Foundation and UniCredit



» Volunteering in educational programmes

The UniCredit Foundation promotes skill-based volunteering among UniCredit employees in collaboration with its partnered educational institutions. Volunteer experiences vary and possess unique characteristics tailored to each country's context. They include delivering workshops, mentoring, coaching, job insights, initiatives related to English language improvement and financial education. The new Partnerships launched in 2023 saw more than 80 volunteers participate in activities. In particular, the initiatives with our Teach For All and Junior Achievement network partners generated significant positive impact on the UniCredit employees, students and teachers involved. These experiences are crucial for leveraging connections in our shared networks and open doors to new opportunities for students.

New volunteering opportunities with both Teach For All and Junior Achievement network partners will be available in almost all Group countries, to allow an increasing number of colleagues to become part of this process of mutual growth.



“I was amazed and moved by the capacity of doing good from all the parties involved. For me, it was a life lesson about unconditional love and empathy taken to the highest level and at the same time, a great experience about sharing connecting and pushing boundaries. This initiative is a game changer.”



Laura Dascălu
UniCredit volunteer with Teach For Romania