

REALE GROUP

www.realefoundation.org

Calle Principe de Vergara, 125 - 28002 Madrid



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REALE GROUP

ANNUAL REPORT 2020
ITALY SPAIN CHILE



The Values

The **Values** that guide the Foundation's actions are the same that inspire Reale Group's behaviour and that are included in the Ethics Code.

Acting with a view to **sustainability** means placing the single **individual at the centre** of its mission, adopting a vision of togetherness that makes it possible **to constantly innovate practices and goals**, in a transparent, reliable and responsible way.

- **Integrity.** Acting with integrity implies pursuing your goals with decency, seriousness, transparency and reliability, respecting all the stakeholders.
- **Centrality of the person.** The person is the fulcrum of all the Group's organisational, commercial and investment choices: therefore, we must value and protect people when implementing all activities.

- **Responsibility.** An ethical organisation assumes responsibility for the consequences of its own actions, constantly monitors the impact on the company and on the environment, prevents improper behaviour and makes transparency the theme of its actions.

- **Cohesion.** Collaboration and sharing are essential traits for orienting the work of the Group and of the Foundation, showcasing the skills of each person, strengthening existing relations and making common goals prevail over individual interests.

- **Innovation.** Innovating means predicting emerging changes and trends on the market, leveraging individual skills and the quality of processes and technology.



The Stakeholders



Listening to stakeholders is essential so that the actions implemented are coherent with the needs and the context in which they are realised.

Because of this, Reale Foundation takes into account the skills and support that the various stakeholders can offer: the Recipients of contributions, the Beneficiaries of interventions, the Foundation's Governing Bodies, the Commercial Network and Employees are the main parties.

Weaving solid relationships with stakeholders makes it possible to reach fundamental goals, including:

- Guaranteeing the transparency of activities the Foundation undertakes.
- Spreading the word about the Foundation's initiatives to allow the greatest possible number of people access.
- Encouraging dialogue, stimulating and gathering opinions and proposals to be considered during the identification of intervention strategies and the implementation of initiatives.
- Contributing to defining the Foundation's identity, clarifying its mission and its social role in relation to internal and external stakeholders.



Mission and goals

Dynamo



The mutual spirit is the value that guides Reale Group's business activity every day.

Returning part of the value produced in the region in which it was generated is one of the Group's major goals: because of this, the will and commitment in community engagement activities are central, as well as the adoption of a structured and systemic sustainability strategy.

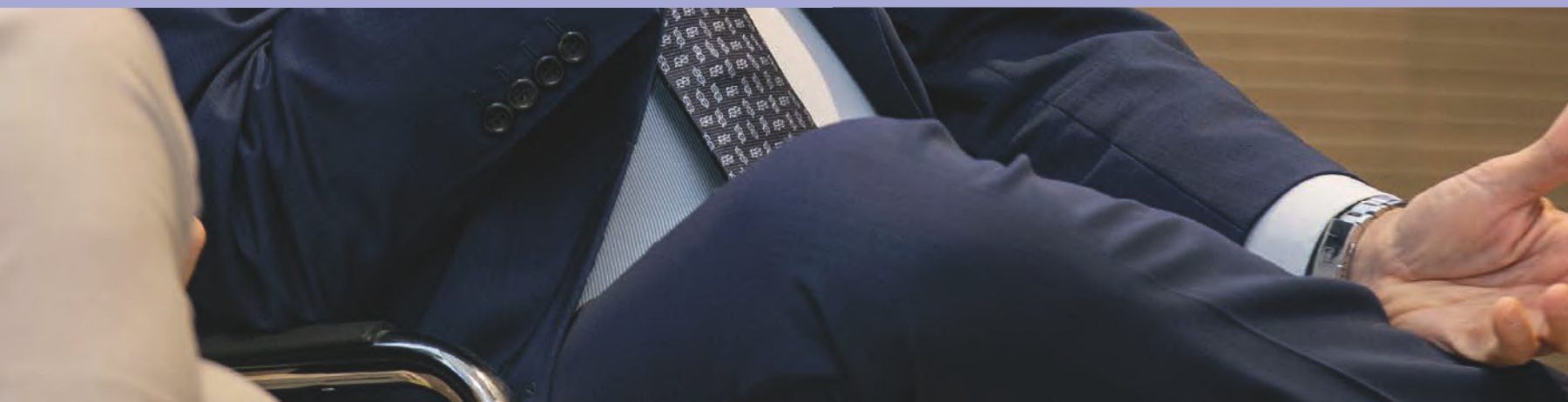
To this end, Reale Group has established a Group corporate foundation, Reale Foundation, that is able to respond to stakeholder expectations and to the needs of the areas in which the Group operates, enhancing the region and planning projects that benefit the reference community.

Reale Foundation, which is cross-Group and international, was created on 24 October 2017 from the experience of the Fundación Reale in Spain to manage the liberal disbursements for initiatives targeting the community. The logic pursued is one of targeting, coordinating and promptly verifying all the donation recipients.

The mission pursued by Reale Group through the Foundation is that of contributing to reaching the Sustainable Development Goals (SDGs) set by the United Nations' 2030 Agenda, signed by 193 UN member countries in 2015 engaged in creating the right conditions for sustainable, inclusive and enduring economic growth.



Governance



Reale Foundation's operations are ensured by the Group's Sustainability Division and are manifest in the work of a Patrons Committee, an Operating Committee, and an Arbitration Committee. The Patrons Committee evaluates and approves the Reale Foundation's annual programme and is composed of the following Group businesses:

Reale Mutua – Luigi Lana (Chairperson of the Patrons Committee)

Blue Assistance – Dr Luca Filippone (Deputy Chair of the Patrons Committee)

Reale Seguros – Dr Ignacio Mariscal (Patrons Committee Delegate)

Italiana Assicurazioni – Dr Roberto Laganà

Reale Immobili – Alberto Ramella

Banca Reale – Dr Massimo Luvié

Reale Vida – Dr José Ramon Lopez

Within the Operating Committee, then, the representatives of the Group businesses gather to perform consulting functions and to analyse project proposals and the programme to present, annually, to the Patrons Committee. On the Foundation's website, you can find out about the procedure adopted by the Committee:

www.realefoundation.org

Finally, the role of the Arbitration Committee is to ensure alignment between the Foundation's activities and the ethical principles and sustainability objectives that guide Reale Group.

As set forth by the law, every year the Foundation presents its Implementation Plan and the report on its activities to the Spanish Ministry of Education, Culture and Sport.



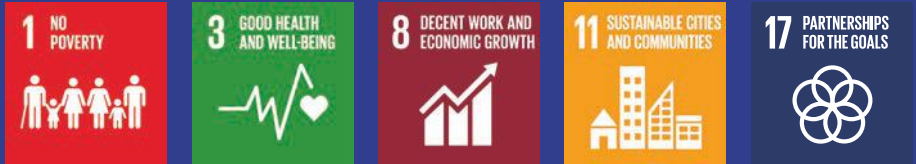
Reale Foundation intervenes in support of initiatives that assist the communities of Italy, Spain and Chile, areas in which the Reale Group is present and operates.

This is possible thanks to the contributions received from the Group companies, to the level established each year by the individual Boards of Directors, within the overall maximum limit of **1% of the Group's consolidated net profit**.

The funds thus gathered are employed in projects relating to three main areas of intervention: **Health & Welfare, Inclusion & Socio-Economic Development, Environment & Sustainable Communities**.

These reflect some of the Sustainable Development Goals identified by the United Nations: 1 (No Poverty), 3 (Good Health and Well-being), 8 (Decent Work and Economic Growth), 11 (Sustainable Cities and Communities), and 17 (Partnership).

Areas of intervention





Health & Welfare

UNIAMO - Federazione Italiana Malattie Rare



With its contribution, Reale Foundation wishes to offer support in a domain that registers increasing needs and criticalities, in line with the Group's values and experience.

In this sense, the Foundation backs initiatives aimed at:

- counteracting the emergence of chronic diseases, reducing the risk factors associated with the spread of frequent chronic diseases, such as cardio-vascular diseases, respiratory diseases, diabetes and tumours;
- ensuring patients suffering from these conditions enjoy greater well-being, facilitating their access to treatments and taking care of vulnerable individuals, thus improving their quality of life from a physical, psychological and social perspective.





Health & Welfare

Insieme a te. Un cane per amico.

Aslan

The project is located within the framework of Animal Assisted Education (AAE), where the presence of a dog is helpful in situations involving relational difficulties and adaptation for individuals with disabilities and the family members surrounding them.



The disability of a sibling is a condition that some individuals will have to face for their whole lives. We believe it is necessary to intervene in support, offering opportunities for growth and emotional development in the presence of an animal, the ideal partner for this kind of activity.

Project objective

The aim of the project is to improve the quality of life of the siblings of individuals with disabilities, thanks to the mediation of a dog. The intervention with an animal makes it possible to profoundly work on emotional, affective, and relational needs, enhancing the individual's ability to repair and construct his/her identity.

The support of siblings can also help the whole familial context in the development of functional strategies for adapting to the difficulties that the disability entails.



Beneficiaries

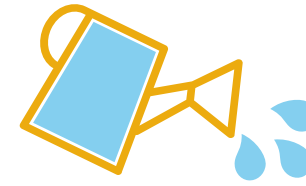
Through the collaboration with **10 national associations** involved in supporting families with disabilities, this project has benefited **125 individuals** including **45 siblings**, **40 families** and **80 parents**, thanks to the involvement of **20 professionals** and **8 dogs**.



Health & Welfare

Lola Busca Nueva Imagen

When it comes to children and young people with cancer, one's self-perception is an essential dimension of the healing process. Good mental health and motivation to face the disease are vital for coping with the consequences of rare diseases.



Beyond the natural suffering deriving from the patient's state of health, the physical and aesthetic changes are a constant reminder of one's condition and can significantly worsen it. It is not unusual, in fact, for adolescents with diseases that entail deformities, alopecia and skin problems to isolate themselves from their peers because of the loss of identity and self-esteem, encountering self marginalisation and, at times, genuine depressive states.

Project objective

Strengthening the self-esteem of young people affected by cancer and by other rare diseases and encouraging their social inclusion is essential so that their quality of life improves and, with it, the healing process.

In addition, the project aims to minimise the economic impact entailed by the aesthetic care of individuals who have undergone a change in their physical aspect as a result of radiotherapy and chemotherapy treatments or as a result of the disease itself.



Beneficiaries

The project's operations involve 25 young patients who, due to the secondary effects of the disease they are suffering from, have undergone an aesthetic change. The indirect beneficiaries of the initiative are, then, the family members and friends of the individuals involved, thanks to an improvement in the interpersonal ability of the individuals.



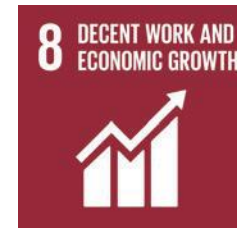
Inclusion and Socio-Economic Development

Powercoders



In line with the needs relating to this area of intervention, Reale Foundation promotes the inclusion and socio-economic development of young people by supporting initiatives that aim to:

- incentivise the inclusion of young people, increasing financial skills that are the fruit of the combination of knowledge, skills, attitudes and behaviours;
- foster the employability and integration of young people, emancipating them from situations of disadvantage and supporting them in developing their skills to prepare them for the workforce.





Inclusion & Socio-Economic Development
Cultum Change

The Cultum Change Programme aims to respond to the lack of agricultural labour through an innovative and dynamic networking and training platform.



As a result of the Covid-19 pandemic, the agricultural sector has been subject to a serious drop in production as a result of a series of factors, including the stoppage of catering, the tendency of consumers to stock up on dried food products instead of fresh ones, as well as the lack of specialised workers, in part owing to border closures.

Project objective

The project aims to respond to the lack of specialised agricultural manual labour by creating a platform that allows refugees to have access, on the one hand, to a quality job placement and, on the other hand, to e-learning and job coaching training courses.

It is, therefore, an innovative platform, capable of integrating work mediation functions with remote training functions.



Through this project, we are not just responding to the current emergency, but are creating an innovative and easily scalable tool for supporting the needs of an agricultural market that is increasingly mobile and digital.

Beneficiaries

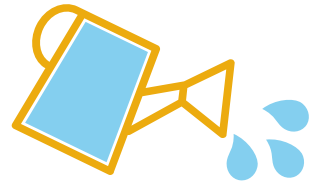
The project principally targets two recipients:

- refugees and those with international protection, disadvantaged and vulnerable parties regarding accessing the world of work;
- agricultural businesses and small Italian producers, who need specialised manual labour in short timeframes.



Inclusion & Socio-Economic Development
APRAMP

APRAMP (Association for the prevention, reintegration and care of female prostitutes) combats the sexual exploitation and trafficking of human beings, helping victims of these abuses to recover their freedom and dignity, their rights and their autonomy.



Today more than ever, it is important to emphasise how sexual exploitation and human trafficking are genuine human rights' violations. The incidence of so many issues requires cooperation between non-governmental organisations and the authorities, so as to research solutions and attain a world free from exploitation and slavery.

Project objective

APRAMP develops programmes aimed at spotting and identifying victims of trafficking and sexual exploitation, protecting them from a social, legal, health, psychological, training and professional point of view. The aim is to provide victims with the necessary support, standing with them during the decision process aimed at either their voluntary return to their country of origin or their integration in Spain.



Beneficiaries

The beneficiaries of the initiative are all the individuals subjected to abuse such as:

- servitude and employment exploitation
- exploitation for begging
- coercion to join criminal organisations
- organ trafficking
- forced marriage
- reproductive exploitation



Environment & Sustainable Communities



In order to combat climate change and cooperate with areas struck by natural disasters, Reale Foundation supports projects aimed at:

- increasing resilience to natural disasters, especially supporting the management of emergency and post-emergency phases by damaged communities;
- reducing exposure to risk and vulnerability of communities subject to earthquakes and floods.

This area of intervention also includes the support of projects that develop and enhance the artistic-cultural heritage of the region, as well as the promotion of initiatives to benefit sustainable mobility, areas that have always been prioritised by Reale Group.

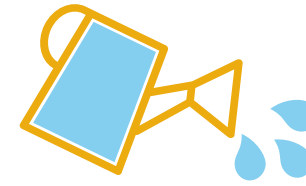




Environment & Sustainable Communities
**Fai nascere
un bosco nuovo**

Giant Trees Foundation

A project launched in collaboration with Italian and foreign universities and teaching institutes to protect the environment through the safeguarding of wooded regions, education and proper awareness-raising.



Following the Vaia storm, in Friuli-Venezia Giulia, 1,000,000 cubic metres of trees fell, devastating whole forests and the towns of Sappada, Ampezzo and Moggio Udinese.

The priority is reconstructing the forest fabric in a natural way so that it can perform its hydrogeological and environmental function, while also providing an economic support to local populations.

Project objective

The project aims to restore three teaching trails, one for each town involved, operating in an area that exceeds 100 hectares of forest and comprises two very old woods (Bosc dal Diaul and Foresta di Pecceit). The region involved in the initiative also comprises the "Passo del Pura", a trail that was completely destroyed by the disaster and was the star of the Forest Summer School 2020, which involved more than 400 people, including volunteers, students, operators and technicians in the planting of more than 700 new trees, in collaboration with the University of Udine.



Beneficiaries

The three communities of Ampezzo, Sappada and Moggio Udinese will benefit from the positive effects of the project, having been badly hit by the storm in 2018.

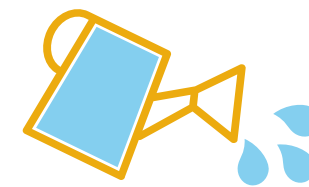
Indirect beneficiaries also include the students of the University involved in the implementation of the project, as well as the students of Italian and foreign agricultural institutes, as well as all the local tourist satellite industries and forest companies.



Environment & Sustainable Communities
El Belén de mi Colegio

Asociación Belenistas de Madrid

A way of promoting art and cultural, historic and artistic heritage among young people through Christmas, the children's festival par excellence.



Through the competition "El Belén de mi Colegio", the Asociación de Belenistas de Madrid hopes to involve children of all primary and secondary schools in Madrid in the creation of new and original cribs, filling the institutions with fun, creativity and collaboration.

Project objective

Through group work, the goal is to promote the tradition of the Nativity among children and young people, offering them the opportunity to express themselves artistically and creatively.

The purpose is to promote the tradition of the nativity scene, teamwork and artistic expression through a competition in which children and young people from different schools build a nativity scene.



Beneficiaries

The beneficiaries of this project are, above all, the students who will be able to express their artistic selves by working in groups and in synergy with their own classmates.

Since this is a competition, the schools of the winners will also enjoy positive feedback and recognition in this sense.

Cultivating a **sense of belonging** is essential to maximising the contribution that each, individual employee can offer. Because of this, each year Reale Foundation involves all the staff of the Reale Group companies in the **OurPeople4People Contest**, inviting them to identify and present Non-profit Organisations to be supported.

In the latest edition, **38 projects** were presented, including 16 relating to the “Health & Welfare” area of intervention, 17 to the “Inclusion & Socio-Economic Development” area and 5 to the “Environment & Sustainable Communities” area.

Based on the **votes expressed by the web Community**, four winning projects were selected, which the Foundation decided **to support** by disbursing € 40,000 (€ 10,000 per project).

2

Insieme a te. Un cane per amico.

The initiative, which is part of the Pet Therapy framework, aims to support “siblings”, i.e., the siblings of people with disabilities, by enhancing their emotional, interpersonal and cognitive skills, through the mediation of animals.

3

Diagnosi dei tumori cerebrali in età pediatrica

The project involves paediatric patients of the Ospedale Infantile Regina Margherita and involves directly studying 11 individuals affected by primitive neuroectodermal brain tumours, to develop personalised treatment protocols and better prognostic capabilities.

OurPeople4People



1

Progetto ALICE

Addressed to secondary schools, the project aims to promote a culture of gender equality to prevent violent behaviour through listening, creative writing and interactive games.

4

Un passo dopo l'altro

The aim of “Un passo dopo l'altro” is to assist children, adolescents and young adults with Down Syndrome in developing their full potential, incentivising their autonomy and supporting the creation of solid friendships that will help them in their journey through life.

Reale Foundation is particularly interested in collaborating with all those stakeholders who are **strongly rooted in the region** where they are located. Because of this, each year the whole Agency Network of Reale Mutua and Italiana Assicurazioni is involved in the **Network4People Contest**, inviting each branch to identify and present Non-profit Organisation projects to be supported via the Reale Foundation.

In the third edition, **34 projects** were presented (19 by the Reale Mutua Agency Network and 15 by the Italiana Assicurazioni one), of which 12 related to the "Health & Welfare" area of intervention, 14 to the "Inclusion & Socio-Economic Development" area and 8 to the "Environment & Sustainable Communities" area.

Based on the votes expressed by the web Community, three winning projects were identified, to which a fourth chosen by the evaluating Jury was added.

The Foundation decided **to support** these four initiatives by disbursing the sum of € 60,000 (€ 15,000 per project).

2

Gli spazi rari Mitocon: le piazze virtuali per dare forza a chi combatte con una malattia mitocondriale

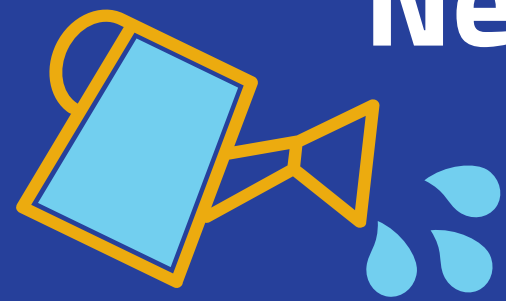
The "Gli spazi rari Mitocon" project aims to support families who fight very difficult and rare mitochondrial diseases every day, offering free psychological support and stimulating scientific research in this field.

3

Il Mu-Limpho-Marker per la diagnosi di Fibromialgia

Fibromyalgia (FM) is a syndrome that affects 14 million people in Europe, causing severe, chronic pain. The "Mu-Limpho-Marker per la diagnosi di Fibromialgia" project aims to develop the first biomarker capable of certifying the presence of severe, chronic pain.

Network4People



1

Mio figlio ha una 4 ruote

The project "Mio figlio ha una 4 ruote" is a training programme aimed at supporting and training all parents confronting a reality in which their children are affected by a neuromuscular disease to independently manage a wheelchair.

4

Casa di Leo e ampliamento

The "Casa di Leo e ampliamento" project was born from the need to find a way to support the hundreds of families with a child affected by diseases. The aim is to extend the accommodation facility, to have more spaces for hosting people.



Emergency Protocol

Through the Emergency Protocol, Reale Foundation supports communities struck by natural disasters and unforeseeable events.

Covid-19 Emergency

2020 was the year of the emergency. Suddenly, each of us had to review our daily lives, abandoning old habits in order to adopt new ones, to face the Covid-19 pandemic.

Because of this, Reale Foundation deployed its Emergency Protocol in a twofold manner: as well as initiatives aimed at confronting the consequences of natural disasters, this year, part of the resources were used to launch actions for combatting the pandemic, supporting medical and health staff and communities struck.

Piedmont Flood

The flood that occurred between the 2nd and 4th of October 2020, severely struck the region of Piedmont, due to the flooding of the Tanaro and Sesia rivers.

Ceva, Nucetto, Ormea, Garessio, Limone Piemonte and Borgosesia were the worst-struck communities, to which Reale Foundation wished to demonstrate its proximity.



Covid-19 Emergency

Part of the Emergency Protocol resources were directed towards actions for combatting the virus COVID-19.

Keep In Touch

The Keep In Touch project, created within the Gemelli ART, Oncological Radiotherapy Centre, of the Policlinico Universitario A. Gemelli IRCCS, enables direct contact to be maintained between specialists, family doctors/paediatricians, patients and family members through a teleconsultancy and telerelational service, to benefit all those people for whom the risk of infection linked to Covid-19 is greater than the need for a frontal oncological assessment.

Home delivery of medicines for chronic patients

Due to the pandemic, for many people affected by chronic diseases, leaving the house became a dangerous habit, even if justified by necessities that couldn't be put off, such as that of purchasing medicine. Through the Banco Farmacéutico, it was possible to provide support to all families in lockdown through a home-delivery programme for drugs in the area of south Madrid, badly struck by the slow-down in economic activity.



Partnership with Fondazione Casa Familia

Casa Familia is a foundation that was set up to house children in all the regions of Chile undergoing bone marrow transplants at the Ospedale pediatrico Luis Calvo Mackenna. Following the Covid-19 emergency, Casa Familia wanted to support hospital and accommodation facilities, providing them with personal safety equipment, such as gloves, masks, gowns and hand sanitizer, both for patients and for health workers.



Piedmont Flood

Specchio dei tempi

Overflowing of the Sesia River

Reale Foundation intervened on behalf of Fondazione Valsesia, supporting the purchase of useful equipment for the A.I.B. Protezione Civile (i.e. civil defence forest-fire service) of Borgosesia to cope with the flooding emergency. The equipment includes tools that, as well as being essential for the current emergency, will also be used to take care of the Valsesia region and to prevent any future critical situations.

Overflowing of the Tanaro River

Together with the Fondazione La Stampa - Specchio dei tempi, Reale Foundation wanted to help the towns of Tanaro Valley in financing a tender dedicated to the small businesses and firms of the area, aimed at encouraging the rapid recovery of the productive and social fabric. In addition, the Foundation will contribute to the restoration of the Ceva town kindergarten, which was badly struck by the flooding.



Part of the resources for the Emergency Protocol was directed to supporting communities struck by natural disasters.

So that all of the Foundation's stakeholders are protected regarding compliance with precise ethical and behavioural principles, over the course of 2018, an evaluation of the **internal monitoring system's** design was carried out to defend against risks to which the Foundation's activities could be exposed.

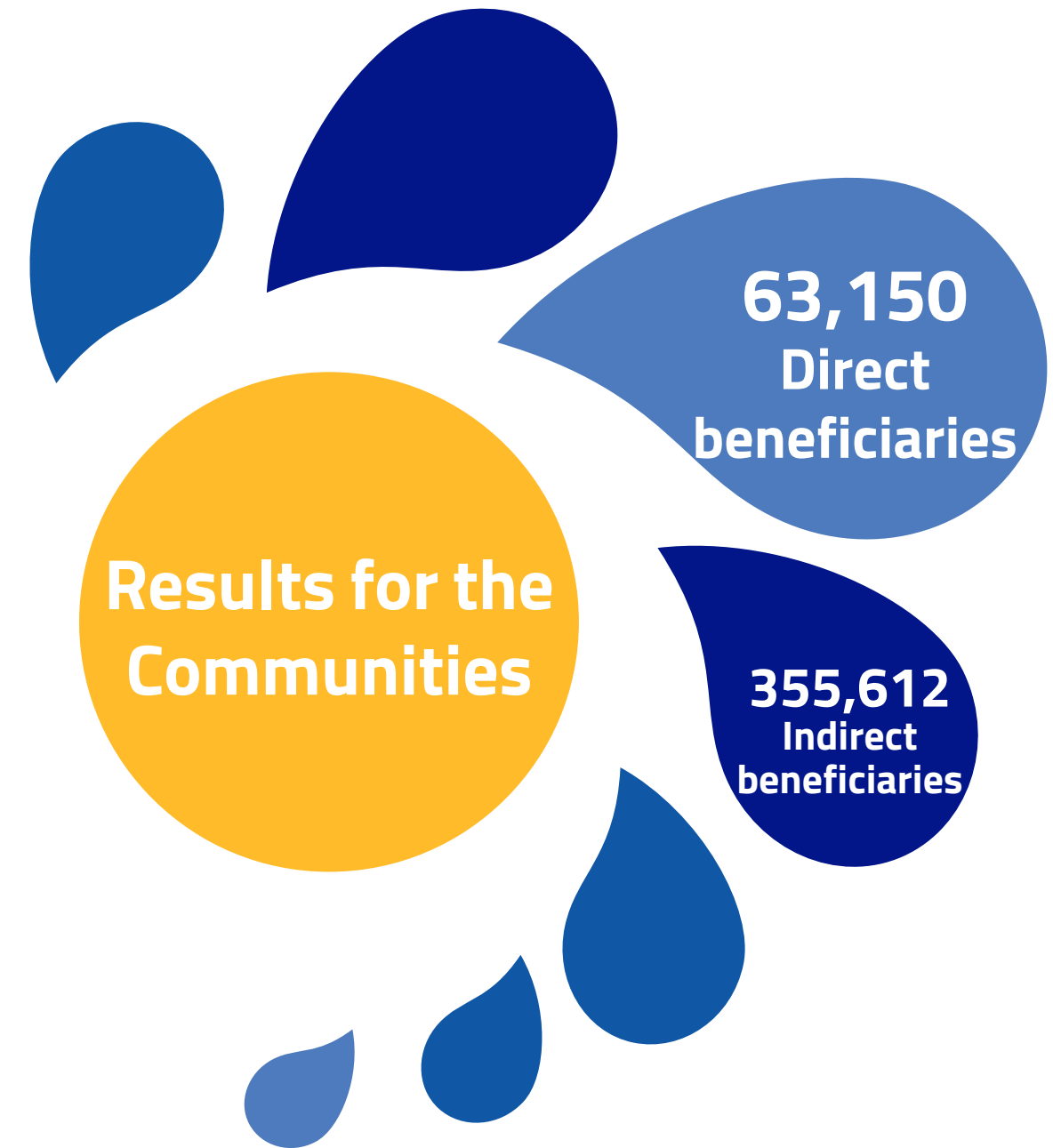
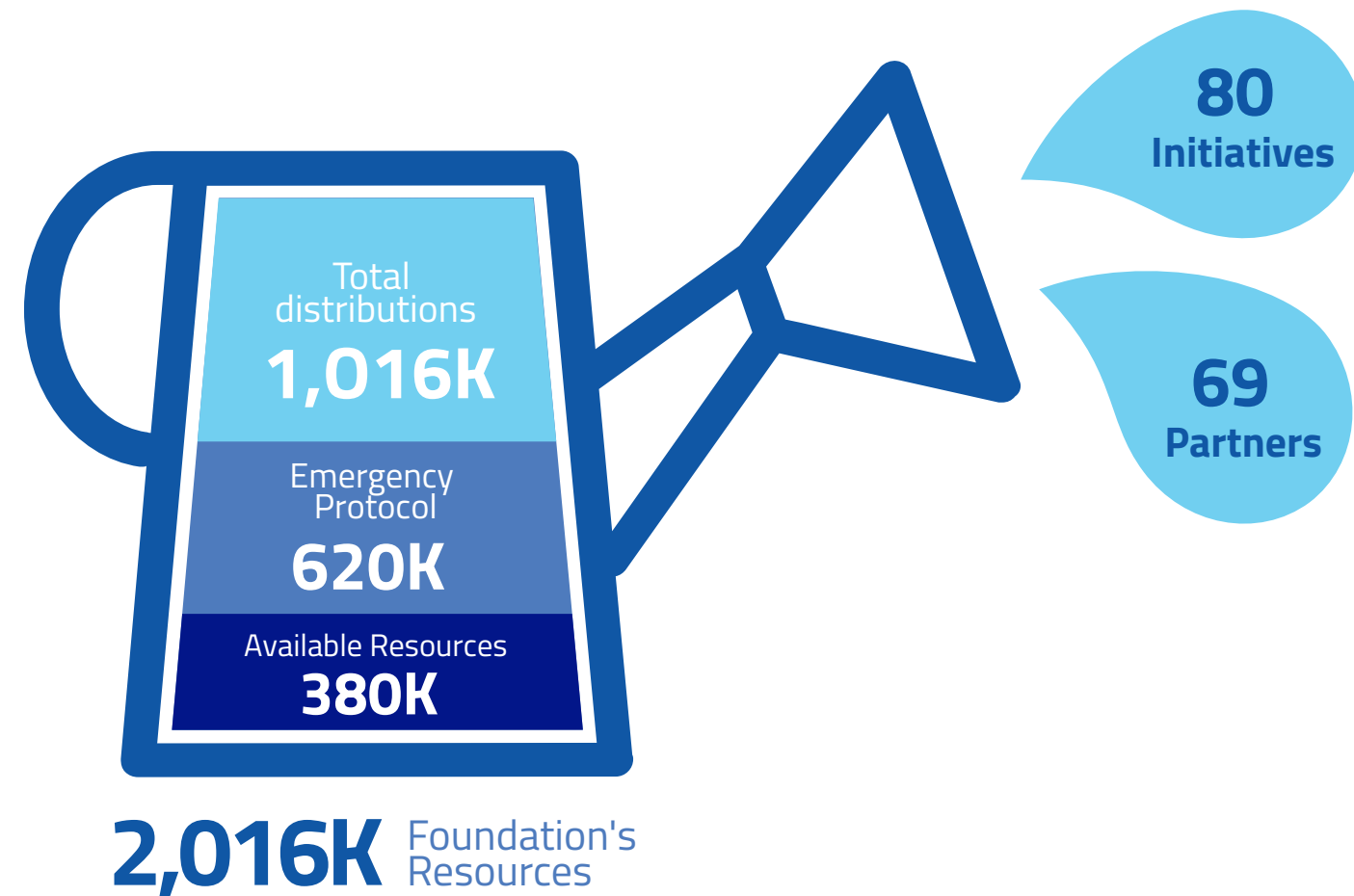
In this sense, a culture of risk management and of the implementation of controls - by the organisation and by the people who work for the Foundation are essential tools to ensure an effective and efficient use of resources generated, as well as the accuracy of information that is disseminated and the compliance with current laws and regulations.

Payment process

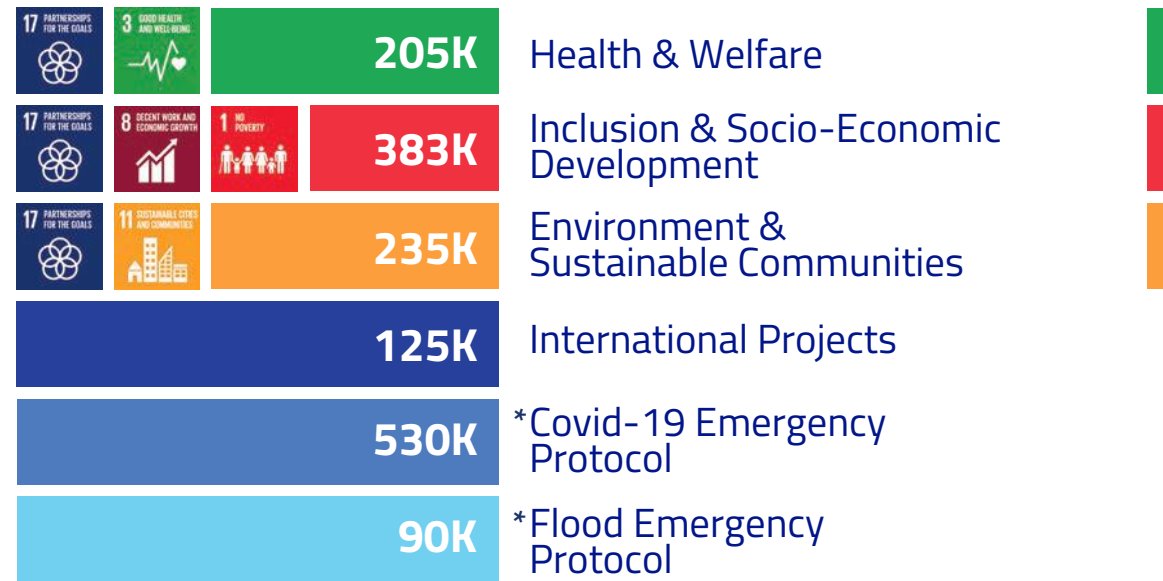
The controls implemented in the context of the disbursement process include, specifically:

- the Patrons Committee's analysis and approval of the selected intervention areas, of the initiatives to support, and of the partners with whom to launch collaborations;
- verification by the Arbitration Committee regarding the coherence of the areas and projects identified with the Charter, Ethics Code and the programme guidelines, and the signalling of any inconsistencies/anomalies to the Operating Committee, so that it can take care of correcting/rendering suitable the choices made or provide the information needed to support the proposals identified;
- traceability via a special model for data indicated in the contribution requests from potential beneficiaries and for the supporting documentation provided, to allow the objective verification of the eligibility, project efficacy, strategic and values alignment, as well as the sustainability of the project, both for the time being and if the Foundation's support were to cease;
- preparation of specific reports that detail all the projects for which a contribution request has been submitted or that have been selected for support;
- the Patrons Committee's analysis and approval of projects included in the implementation plan, previously identified by the Operating Committee based on information included in the reports indicated above;
- monitoring and evaluation of projects carried out via the analysis of information inserted in the project progress file completed by the beneficiary organisations and of the supporting documentation obtained;
- the periodic reporting to the Patrons Committee on the state of the projects' progress up until the relevant term;
- the coherence between the amounts to be paid and how much was supposed to be distributed according to the relevant authorisation.

Total distributions 2020



2020 Implementation Plan



Spain

29 Projects



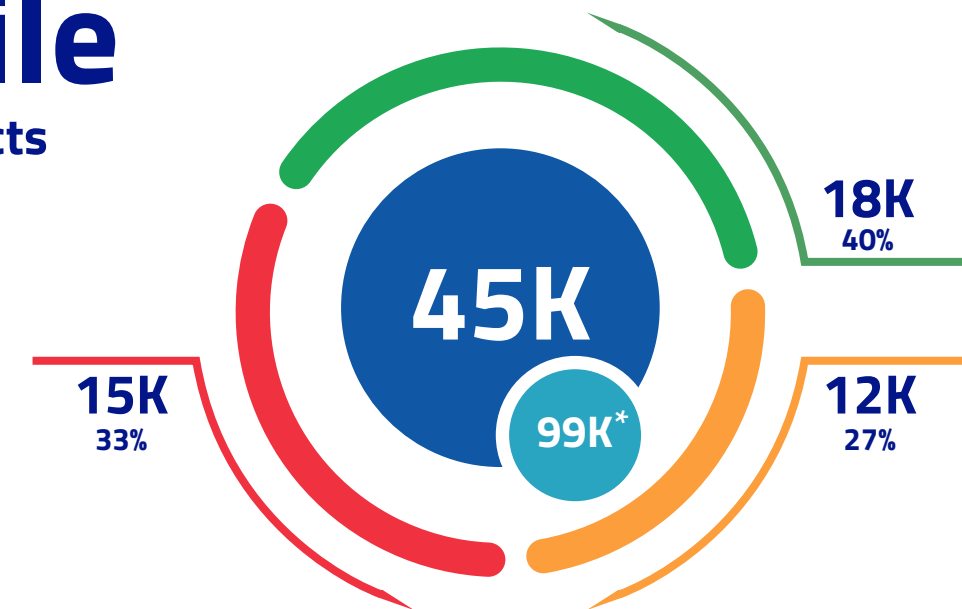
Italy

45 Projects



Chile

6 Projects



2020 Initiative Details

Inclusion & Socio-Economic Development

ORGANISATION NAME	AMOUNT DISTRIBUTED
FISIP	5,000 €
Centro per l'UNESCO	5,000 €
Cascina Don Guanella	5,000 €
Fondo Ambiente Italiano – FAI	30,000 €
Mosaico	4,500 €
Casa Oz	20,000 €
Cultum Change	60,000 €
Confagricoltura	40,000 €
Powercoders	150,000 €
Aldeas Infantiles	10,000 €
APRAMP	15,000 €
Fundación DASYC	10,000 €
Comedor Social Manos de Ayuda	14,000 €
Hogar Maria Auxiliadora	15,000 €
Dynamo Camp	60,000 €

Health & Welfare

ORGANISATION NAME	AMOUNT DISTRIBUTED
Asili Notturmi Umberto I	5,000 €
Opera Cardinal Ferrari Onlus	5,000 €
Opera San Giobbe Onlus	5,000 €
Associazione Help Olly Onlus	5,000 €
Lega Filo d'Oro Onlus	2,500 €
Fundación DFA	10,000 €
Grandes Amigos	15,000 €
Asion (Asociación Infantil Oncológica)	25,000 €
Proyecto "Lola Busca Nueva Imagen"	10,000 €
Cultura en Vena	15,000 €
Casa Sagrada Familia	18,000 €
Banco Farmaceutico	1,500 €
Specchio dei tempi	8,500 €

Environment & Sustainable Communities

ORGANISATION NAME	AMOUNT DISTRIBUTED
De Sono Ass.ne per la musica	15,000 €
Giant Trees	5,000 €
Società Ginnastica Etruria	35,000 €
Arciconfraternita dei SS. Maurizio e Lazzaro di Torino	1,000 €
Festival de Mérida	27,000 €
Certamen de Belenes	10,000 €
Proyecto Cultural - Atapuerca	24,000 €
WWF/Adena	6,000 €
Festival Int. Reus	35,000 €
Proyecto Reinserción Mujeres	15,000 €
Proyecto STEM - Asti	12,000 €
Plant for the planet	8,000 €
Proyecto Cultural Madrid	20,000 €
Proyecto Fundación "Lukas"	5,000 €
Programa Desarrollo Grupos Exclusión	5,000 €
La Pincoya – Formando Chile	12,000 €
Fundación Sandretto	65,000 €

Contest

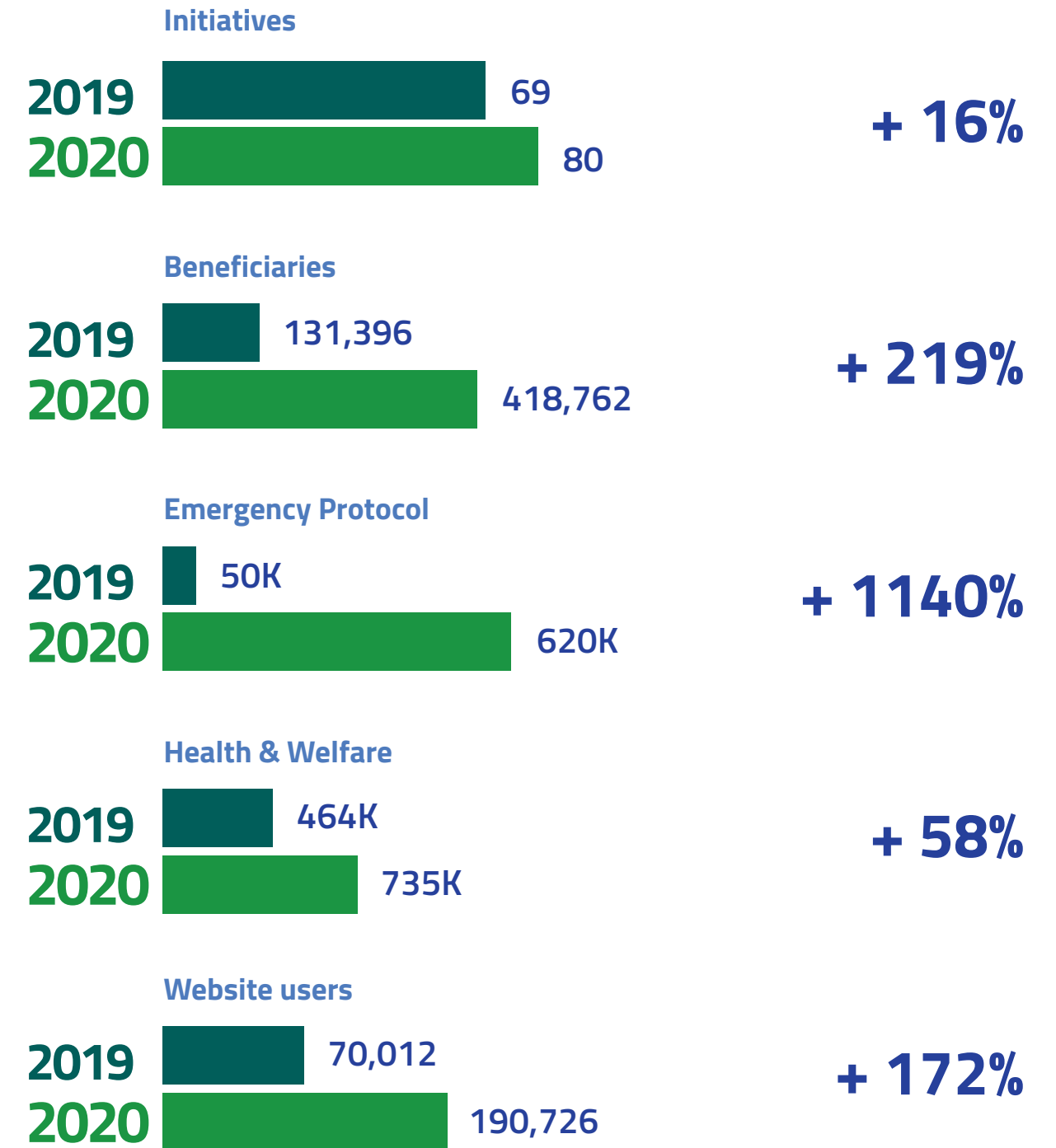
NAME	AMOUNT DISTRIBUTED
Employees Contest (OurPeople4People)	40,000 €
ASD ASLAN. IL LEGAME CON GLI ANIMALI	10,000 €
Associazione Il sentiero del ben-essere	10,000 €
CEPIM TORINO CENTRO PERSONE DOWN	10,000 €
Neuroland Onlus	10,000 €
Branches Contest (Network4People)	40,000 €
#RUNFOREMMA & Friends Onlus	10,000 €
Mitocon - Insieme per lo studio e la cura delle malattie mitocondriali Onlus	10,000 €
Fondazione Isal	10,000 €
Eos La stella del mattino aps	10,000 €

Emergency Protocol*

NAME	AMOUNT DISTRIBUTED
Italy	313,000 €
Spain	208,000 €
Chile	99,782 €

*Details of the Covid-19 Emergency Protocol initiatives in the dedicated booklet.

A commitment that grows



What the future of Reale Foundation involves

Internationality. Dedicating itself - more and more - to launching and supporting increasingly international and cross-business projects, consolidating relations with different countries and regions in the world.

Network. Deepening and strengthening the ties with partner associations, but not only: weaving new relations with organisations that can provide added value to its initiatives and actions.

Support. Supporting communities struck by crises and responding in a timely way to any emerging criticality.

Togetherness. Strengthening the sense of community and belonging at the base of the Foundation's actions, through initiatives that favour the creation of a network of solidarity. One example among many: the Contests, with which the subjects involved can identify worthy associations that are then awarded by the web.

Communication. Using social media to communicate to wider audiences, increasing the echo and media involvement of initiatives that have been implemented.

Road to Social Business. Stimulating the development and growth of social entrepreneurship, improving the quality of life of as many individuals as possible.

