**PRESS RELEASE**

**SAVE DISCOVERY TRUCK ARRIVES IN ROME**

* **On the road from October to April, it travelled from north to south and passed through 22 Italian towns and cities**
* **It has been raising awareness about sustainability among 10 000 primary and secondary school pupils**
* **The initiative was promoted by the Museum of Saving, the European Investment Bank Institute and Scania, in association with IntesaSanpaolo**
* **A second tour visiting the islands and other towns of southern Italy is in the pipeline**

**Rome, 11 April 2019** – SAVE (Sustainability, Action, Voyage, Experience) – the travelling financial and sustainability education project for schools conceived by the Museum of Saving, EIB Institute and Scania – concludes today in Rome.

After setting off from Milan's Piazza Castello in October 2018, the tour covered 22 towns and cities in eight different regions in central and southern Italy (Marche, Umbria, Abruzzo, Molise, Puglia, Campania, Basilicata and Lazio), before concluding today in Rome's Foro Italico area.

On board the Discovery Truck – a state-of-the-art Scania vehicle fitted out like a mini Museum of Saving – were activities designed to teach children basic financial literacy, with the goal of promoting good habits among the citizens of tomorrow.

Among the places visited on the tour were L’Aquila, still scarred by the earthquake but in the middle of reconstruction efforts, and Isernia, where it received a warm welcome despite the freezing temperatures and heavy snow. The truck was also lucky enough to stop in beautiful Matera, European Capital of Culture 2019, and Caserta, against the magnificent backdrop of the Reggia Vanvitelliana palace.

The initiative has made it possible to raise awareness among 10 000 primary and secondary schools pupils by offering multimedia presentations and play-based workshops on resource scarcity and responsible money management. The cooperation of Regional Education Departments enabled over 100 schools to participate in the tour, 30% of which were primary and lower secondary schools and 70% upper secondary schools.

On the Discovery Truck, pupils took part in a 2.5-hour presentation that made them active participants in the learning process. The games organised were particularly popular: the youngest children tested their skills in “Recuperino”, putting the principles of the circular economy into practice, while the older pupils faced the “Giramondo” team-based quiz, where the goal was to plan the ideal sustainable trip.

The educational activities were led by young, specially trained university economics students who were able to deliver the content with a fun approach and simple, informal language.

The experience did not end with the Discovery Truck: once they were back at school, the classes were asked to complete a creative work on the theme of sustainability, in return for a “remote tree”. Pupils and teachers will be able to use a special web platform to follow the growth of “their” tree, planted by a farmer in a nearby or faraway place. The SAVE forest will help diverse local communities to grow and will enable the pupils to feel like they are playing an active role in improving the planet.

Given the enthusiastic and positive welcome the SAVE Discovery Truck received from the schools and municipalities of the towns it visited, a second round of the tour for 2019-2020 is currently under consideration.

“*We are proud to have implemented this initiative with our partners,*” said **IntesaSanpaolo Chairman Gian Maria Gros-Pietro.** “*It has enabled us to put theory into practice and to bring together a large number of people – young people in particular – to reflect on all-embracing sustainability. Education on responsible money management makes it possible to meet life's challenges while both avoiding waste and thinking about the future. The savings approach we want to share with these young people is not about greed, but rather about planning for the future. If SAVE's activities succeed in encouraging people to think about their decisions from a long-term perspective, we will have made an important contribution to individuals and society as a whole.”*

“*We were delighted to support this initiative, which has enabled us to involve a large number of young people in the profound changes currently taking place. Younger generations will play a key role in making a genuine shift towards a sustainable future. This is why we actively promote projects aiming to teach and raise awareness about sustainability among young people,*” added **Italscania CEO Franco Fenoglio**.“*SAVE is a concrete example of how, by working together with partners that share our values on sustainability, we can turn words into action and speed up change towards a sustainable future.*”

**European Investment Bank Vice-President Dario Scannapieco** said:

“*I am proud that the EIB Group, via the EIB Institute, has played an active role in this initiative. It is an important project that shows how the EU can effectively support its people – its children – at a key stage of their lives: school. We live in an increasingly complex world, where economic and financial skills must be part of the cultural background of Europe's young people, who will take on growing responsibilities in just a few years. SAVE is a big step in the right direction: it really is a great European success story.*”

**PROMOTERS**

**MUSEUM OF SAVING**

The Museum of Saving is a unique edutainment project, founded in Turin in 2012 to spread financial literacy via multimedia content such as videos, interviews, theatre workshops and games that surprise and entertain visitors.

Its educational approach is based on a fusion of economics with literature, cinema and theatre, and targets a wide audience – adults, teenagers and young children – aiming to stimulate their active participation.

Visitor numbers rose from 6 214 in 2013 to over 12 000 in 2018. In addition, more than 5 000 people a year are involved in external activities linked to the museum, including conventions, conferences, book launches and temporary exhibits. The museum is entirely financed by IntesaSanpaolo.

**EIB INSTITUTE**

The EIB Institute was set up within the EIB Group (European Investment Bank and European Investment Fund) to promote and support social, cultural and academic initiatives with European stakeholders and the public at large. It is a key pillar of the EIB Group’s community and citizenship engagement. This includes reducing inequalities, enhancing knowledge, innovation and competitiveness and improving cohesion throughout Europe.

It provides advice and financial research, raises awareness and offers financing to support the EU's social cohesion objectives via partnerships with local NGOs, universities and academic networks, foundations, research institutes, companies and government bodies.

Financial education is one of the cornerstones of the EIB's strategy to reduce inequalities. Taking the view that effective promotion of financial education contributes to social and economic development, the Institute is actively expanding its activities in this sector.

**SCANIA ITALIA**

Part of Scania, a world-leading multinational provider of transport solutions, Scania Italia offers cutting-edge solutions for a sustainable transport system, with the aim of reducing emissions and consumption to a minimum and fighting air pollution. We are aware of our social responsibility and operate according to a number of fundamental values including integrity, sustainability and elimination of waste. Scania Italia offers tailor-made solutions that enable operators to increase their efficiency and performance, while reducing the environmental impact. Scania Italia therefore has an important role in the ecosystem and at present the company is both a leader in the sustainable transport sector and laying the foundations for a more sustainable world.