



SUSTAINABILITY ACTION VOYAGE EXPERIENCE

2021 VIRTUAL TOUR

A trip to a sustainable future

**The first edition of the S.A.V.E. 2021 Virtual Tour is a digital initiative dedicated to sustainability and financial education curated by the Museo del Risparmio and EIB Institute, launched with the #SAVEsCOOL digital event and the participation of TikTok and YouTube stars**

- **A virtual course aimed at raising young people's awareness on the conscious use of financial and environmental resources, circular economy and social inclusion**
- **On 19 January, students belonging to all school cycles will participate in the #SAVEsCOOL event, a live streaming in which it will be possible to interact and talk about sustainability with TikTok and YouTube stars, Marcello Ascani, Eleonora Olivieri and Riccardo Aldighieri**

Turin, 12 January 2021 - The first digital edition of the **S.A.V.E. 2021 Virtual Tour** will begin on **19 January**. The initiative will be dedicated to pupils belonging to all school cycles and will address the topics of environmental and economic sustainability. The educational project conceived by Intesa Sanpaolo's **Museo del Risparmio** di Torino, in collaboration with the **EIB Institute**, will be launched at 6pm with the **#SAVEsCOOL** digital event, an interactive and free live streaming event which will see the participation of three web stars, **Marcello Ascani, Eleonora Olivieri and Riccardo Aldighieri**.

The three creators, who have millions of followers on their social media channels, will transform into "sustainability influencers" with the aim of raising young people's awareness on the topics of circular economy, money management and social inclusion, communicating with a language close to that of their peers. All students and teachers who want to participate, will be able to access materials, workshops and gaming apps - designed specifically for the project - able to provide insights on these topics and allow them to interact and discuss issues related to sustainability.

There are many ideas and activities with which classes will be able to have fun, reflect and learn: from the circular economy to the basics of eco-design, from the history of money to methods to promote social inclusion. The courses and workshops will be free and will address the issue of scarce resources, be they natural or economic, and will help reflect on the importance of engaging in the fight against waste for a common and individual well-being.



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Sustainability and its implications on the economic and social system are gaining more and more the attention of young people and children who want to live in a future characterized by a better quality of life. It is important that change begin with the so-called "Generation Z", not only because the near future is in their hands but also because they are the best ambassadors of sustainability within the family.

The teachers of Teach for Italy - which is part of the international network of "Teach for All" present in 59 countries - will immediately start the teaching activities, providing the contents of the project to 20 classes on the Italian territory.

The project will be available to all teachers who sign up via the link <http://www.savetour.it/iscriviti/>. If interested, materials will be made available and webinar meetings will be organized to help teachers plan the teaching activities.

All materials are available in Italian and English, so that students outside Italy's national borders may also have the opportunity to participate in the courses.

Instead, click [on this link](#) to join the event on 19 January.

### THE COURSES

In line with the **European Agenda 2030**, which places at the centre of the debate the issue of economic and environmental sustainability, the project (free of charge) proposes educational workshops and apps for boys and girls in primary and secondary schools. The activities may be carried out both in class and online and the content will vary depending on the school cycle.

For **primary schools**, for example, we will move from the history of money to the foundations of the circular economy with videos that explain in simple terms the new production and use model that future generations will have to adopt. With the "Green Hero" app, students will also test their ability to recycle and build "green" objects. A creative workshop on recycling and the promotion of waste recovery will complete the course.

**Lower secondary school** classes, on the other hand, will further study the concepts of economic and environmental crises, identifying possible solutions to counter them. In addition to watching videos on speculative bubbles, the circular economy and biodiversity conservation, pupils will also have the opportunity to play with the app "Planet Guardian", in which they will be asked to assume the role of guardian of the planet and choose what to do to improve the environment that they will leave to future generations. At the end of the course, students will have fun with the team quiz "The sustainability tree".



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Finally, the course for **upper secondary schools** focuses on economic and social inclusion. The viewing of video-interviews with leading figures in the world of business and finance, such as the Nobel Prize winner Robert J. Shiller, will be alternated with original videos on the circular economy and on the reduction of inequalities which this model can bring. In the "Equality Defender" app, upper secondary school students will test themselves in making decisions that will help improve society. The workshop "Globetrotter, an all-round saving" will conclude the course through a challenge related to sustainable tourism.

Chairman Intesa Sanpaolo **Gian Maria Gros-Pietro** said:

*"The Covid-19 pandemic has helped question an economic model that appears increasingly inadequate to ensure an inclusive and sustainable growth. That is why we are committed to building a project that speaks to young people in a language that is familiar to them, that would help them fully embrace the sustainability cause. A Sustainability that, more and more, must include people and communities on the margins of society. We are convinced that the conscious use of money and the right attention to waste are two essential elements to become active citizens, capable of building a better tomorrow for all".*

EIB Vice-President **Dario Scannapieco** said:

*"Economic and natural resources are scarce and managing them effectively is key to a country's social and economic progress. This process is even more important in the midst of the ongoing crisis. At the EIB – the EU climate bank – we are particularly aware of the importance of educating and raising awareness on sustainability issues from a young age. It is therefore commendable that the successful SAVE tour experience is being adapted to current needs, as the path of intellectual growth must not be interrupted. The SAVE Virtual Tour will enable even more children to benefit from innovative content using the tools and platforms so familiar to their generation."*

### THE HIGHLIGHTS OF THE #SAVEsCOOL:

- Virtual greetings: **Giovanna Paladino**, director and curator of the Museo del Risparmio; **Maria Luisa Ferreira**, head of social economic advisor at the EIB Institute
- Presentation of the S.A.V.E. Virtual Tour 2021 through videos and gaming contributions
- A chat with: **Riccardo Aldighieri**, **Marcello Ascani**, **Eleonora Olivieri**, who will tell viewers how cool it is to be sustainable and how to become so even more
- Q&A: students will have the opportunity to ask questions and interact with their favourite creators
- Greetings and thanks



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## THE PROMOTERS

### MUSEO DEL RISPARMIO

The Museo del Risparmio is a unique edutainment project. It was founded in Turin in 2012 with the aim to spread financial literacy through audio-visual and interactive materials such as videos, interviews, theatrical performances and videogames, able to satisfy our visitor's curiosities and need for insight. Its educational offer is further diversified by associations with literature, cinema and art, and addresses a varied audience made up of adults, teenagers and children, aiming to stimulate their curiosity and active participation.

The Museum welcomes thousands of visitors each year who can choose from a wide range of guided tours, educational workshops or financial education awareness-raising events. There are also numerous extra-museum activities organised in Italy and abroad: conventions, conferences, book presentations and temporary exhibitions. The Museum is a project entirely financed by Intesa Sanpaolo.

### 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 partnerships 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 ensuring cohesion throughout Europe.

We offer advice, finance research and knowledge transfer, and provide grants that support EU social cohesion goals via partnerships with local non-governmental organisations (NGOs), universities and academic networks, foundations, research institutes, corporate organisations and governmental bodies.

The Institute supports social innovation and entrepreneurs who aim to generate a social impact (targeting social, ethical or environmental goals) or seek to create and sustain social value, typically related to unemployment, marginalisation of disadvantaged communities and access to education and other basic services.

Financial education is one of the cornerstones of the EIB's strategy for reducing inequalities. We believe that effective promotion of financial education contributes to social and economic development and are actively expanding our activities in this area.

To participate in the launch **event**, you can register [at this link](#).

For further information and to sign up for the project <http://www.savetour.it/iscriviti/> or you can write to [info@museodelrisparmio.it](mailto:info@museodelrisparmio.it)