

Corporate Citizenship and Philanthropy initiatives

Prysmian Group is aware of the importance of people and the territories in which it operates and is therefore committed to building a socially responsible business by supporting, via specific initiatives, the economic, social and cultural development of those areas.

Relations with local communities are important for the creation of value around Prysmian.

During 2015, the Group continued pursuit of its commitment to be socially responsible by supporting, via specific initiatives, the economic, social and cultural development of the areas in which it is present. In addition to direct economic contributions and donations in kind when allowed by the Corporate Citizenship and Philanthropy Policy, the Prysmian Group also provides indirect support for social projects via the hours paid to employees involved in the charitable activities.

The main activities during the year involved various areas and were concentrated in Italy, in other European countries such as Spain, Finland, Germany and the UK, and further away, in places like China, North America and Argentina.

CORPORATE CITIZENSHIP AND PHILANTHROPY POLICY

With a view to defining common, shared rules within the Group for identifying corporate citizenship and philanthropy initiatives correlated with business operations, during 2014 Prysmian decided to update the policy governing activities that benefit local communities.

The Group believes that access to energy and telecommunications is a prerequisite for the economic and social development of local communities. For this reason, the Corporate Citizenship and Philanthropy activities promoted must be mainly intended to support initiatives that facilitate access to energy and telecommunications by local populations, with particular reference to those in developing countries.

The Group considers initiatives for the benefit of the community as those relating to:

- communities: long-term initiatives that aim to mitigate socio-environmental issues in the communities in which the Group does business;
- charitable gifts: short-term initiatives, or one-off donations to non-governmental organisations and supranational and local non-profit organisations;
- commercial initiatives that benefit the community: initiatives that support Prysmian's success directly, conducted in partnership with community-based organisations.

Headquarters

Prysmian decided to collaborate with the UNHCR (United Nations High Commission for Refugees) in providing rapid assistance to the victims of the earthquake that struck Nepal on 25 April 2015.

The Group invited about 20,000 employees to make a donation, however symbolic, which CEO Valerio Battista then decided would be doubled by the Company.

These donations paid for the immediate purchase of 19,000 plastic sheets to serve as temporary shelter for the survivors of the quake, as well as 8,000 solar lamps to provide lighting in the worst-hit areas, given the lack of power in addition to the destruction of homes, offices and public buildings.

The decision to work with the UNHCR by supplying solar lamps was part of the wider strategy described in the Group's Corporate Citizenship and Philanthropy Policy, which commits Prysmian to providing active support for initiatives that promote access to energy and telecommunications.

Italy

In 2015, Prysmian continued a project that began in 2014 by donating about 10 km of low voltage electricity cable to the new "Maria Letizia Verga" centre at Ospedale San Gerardo di Monza. Since opening on 17th July 2015, this facility has become an established centre of excellence for research into and care of infantile leukaemia. The Group has contributed to this initiative by donating various types of low voltage residential cable, include cables from the Afumex range. These cables, which use LS0H technology, are usually installed in high density public locations. The materials used to manufacture these cables are, in fact, eco-sustainable do not contain any halogens. They impede the propagation of flames, generating less heat and fumes and minimising the emission of acids and corrosive gases.

In addition, Prysmian Italy focused on the children of employees by organising events in support of students aged between 19 and 24, as they approach the world of work.

These events took the form of special days dedicated to motivating over 100 young people, during which Prysmian employees and members of the HR Community Academy helped them to understand their strengths and weaknesses, and provided them with tools and techniques in readiness for the world of work.

UK

The British affiliate announced a major sponsorship agreement with Hampshire Cricket, as part of its programme to support local communities and strengthen Prysmian's brand image at international level. The Group has taken a number of initiatives in support of young people in the Bishopstoke area, where Prysmian has one of its two factories. These included the Hampshire Cricket training programme, which was developed with a view to identifying and promoting young cricketing talents. At the same time, the chance to obtain media coverage of our brand was a unique opportunity for Prysmian, helping to attract local talent to the business.

During the year, Prysmian celebrated its UK centenary by, among other activities, organising a visit of Bishopstoke school children to the local factory, in collaboration with the education authority. The objective was to show them the cable production process and the working environment in general.

Prysmian also participated in job fairs and recruiting events at local colleges and universities, again with a view to informing young people about the professional opportunities offered by the Group.

Finland

Prysmian Finland has organised various initiatives to develop the skills and health of children in the local community.

In particular, Group employees supported the organisation of a skills competition for electronics students, via the supply and installation of cables for the event. At the local middle school, on the other hand, a study grant was awarded to the best student in mathematics and related disciplines.

Lastly, as in previous years, Prysmian made cash donations to the Mannerheim League for Child Welfare, which is the largest research foundation that takes care of children in Finland.

Germany

In Germany, once again, Prysmian made cash donations to various initiatives promoting health, the arts and culture, economic development and welfare. The funds available to the Group were allocated, for example, to supporting local communities via direct donations and grants to associations in the municipality of Neustadt.

Prysmian also decided to promote various events in Wuppertaler, with a view to strengthening its presence in the local community.

Estonia

In Estonia, Prysmian made cash donations to various initiatives, mainly relating to health, the arts and culture. In particular, study grants were awarded to Master and PhD students and Prysmian also participated in and supported charity events organised at local level, including “Help Orphan Kids” and the “Kelia Lions Club”.

Spain

During the year, Prysmian Spain strengthened its long-term relations with the Vilanova i la Geltrù Railway Museum, both by cash donations and by the supply of drums and other materials for exterior decoration purposes.

The Group is also the official sponsor of the Vilanova Half Marathon and the local football team, Union Esportiva Castelldefels.

Two important initiatives were promoted in the areas of health and welfare, via support for two special projects. The first was carried out in Spain together with Endesa, an electricity company, while second was carried out in Chad together with the El Halto Foundation, which has worked for many years to improve the well-being of the local population, with a particular focus on young mothers and their children. With regard to the latter initiative, Prysmian Spain supplied optical fibre cables to improve the connections of the hospitals in the region.

Sweden

With a view to strengthening the Group's brand and consolidating relations with its local communities, Prysmian Sweden has promoted numerous initiatives that mainly address health, education, the arts and culture.

In particular, clubs and sports teams in the Nässjö area have been sponsored, together with various local cultural associations, and two training courses were held, focusing on road and environmental education. With regard to health, donations were made to support cancer research.

Lastly, in terms of the Group's mission to promote access to energy and telecommunications, as a necessary condition for the social and economic development of communities, Prysmian has supplied cables to a local professional training school.

Hungary

Prysmian Hungary has renewed its support for the local handball team, which is the point of reference for young sports enthusiasts in the community. For smaller children, the Group sponsored a "Children's Day" that was held at the Balassagyarmat kindergarten. Again with a view to supporting the local communities and the most needy, Prysmian also sponsored a "Gala Charity Dinner" organised by the Friends of Italy Association. The purpose of the event was to gather funds for the "Mosoly Otthon Közhasznú Alapítvány" (MOHA) and "Vakok Batthyány László Gyermekotthona" Institutes, in order to develop their respective programmes in support of autistic youngsters, blind children and orphans with serious illnesses.

Romania

Prysmian organised a fun run in Slatina to celebrate the first 10 years of the brand. The local population also participated, in addition to our employees, with a total of 60 runners. Two events were held: a "Popular Race" over 2 km for beginners and a "Competitive Race" over 6 km for professionals and amateurs. All runners participated with enthusiasm, happy to promote sports and good health.

North America

With a view to further increasing awareness of the Group and our products via education, Prysmian North America has started to collaborate with the College of Art and Design (SCAD) in Savannah, Georgia.

This college has won the "Design Intelligence Award", as the best Architecture and Design school in the United States, for three consecutive years. During the year, the college's creative learning centre organised a design challenge focused on uses for the scrap materials produced by Prysmian. The challenge will enable various groups of students, from numerous countries and specialised in different artistic disciplines, to create works of art using scrap cables sourced from Prysmian's North American factories, thus competing for the three prizes on offer. The programme allows these students to obtain some experience of the real world and promotes the up-cycle concept, being the conversion of scrap and unused materials into new goods with a new value, in this case by turning them into veritable works of art.

In addition, again in North America, Prysmian has officially launched the "Walk to Milan", a health competition involving clerical staff that recognises the first group of people capable of taking the 8 million steps needed, in theory, to reach the Group's Headquarters in Milan.

Other initiatives in North America included: smoke prevention and the education of smokers about its adverse effects; the involvement of children in the 2015 employees' calendar, with a theme of physical well-being; a personal health assessment that assessed, on an anonymous basis, the lifestyles of the Group's employees; a competition among the employees of the Telecom and Energy areas based on the quantity of food donated to the food bank; the organisation and financing of engineering projects for students at local schools.

Argentina

In confirmation of the Group's desire to strengthen its relations with public institutions at local level, Prysmian Argentina treated the renewal of its IT equipment as an opportunity to donate more than 50 used computers to schools and local police departments with limited resources.

China

In August, a group of Prysmian volunteers took part in a day of activities in support of the orphanage at the village of Tianjin Sun, China. Located in the Beichen district, this home looks after the orphaned children of Chinese convicts and, at this time, has 24 residents aged from just a few months to 24 years old. The volunteers from the Tianjin factory helped to cultivate the fields, repair roads and feed the animals.

The Group also donated 1,400 metres of 16 mm² cable and 970 metres of 4 mm² cable, to improve the lighting system at Tianjin Sun. The Prysmian volunteers also helped to save some of the stray animals that live there.

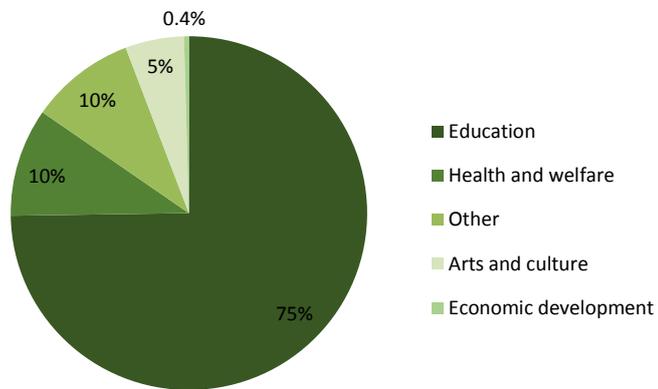
Employees at the other two factories also took part in similar charitable initiatives. Suzhou volunteers helped to modernise the facilities at the Yucai School, while Wuxi employees made efforts to improve the living conditions of children at a welfare house situated close to the factory.

COMMITMENTS FOR THE FUTURE

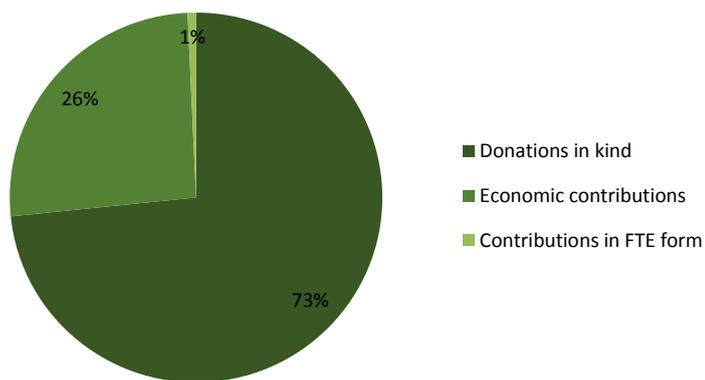
During 2016, Prysmian will analyse a number of the Group's corporate citizenship and philanthropy initiatives using the Social Return on Investment (SROI) methodology. This methodology makes it possible to measure the social, environmental and economic impact of the activities assessed, using monetary values that highlight the relationship between the investment made in an initiative and the return on that investment.

MAIN NUMBERS²⁴

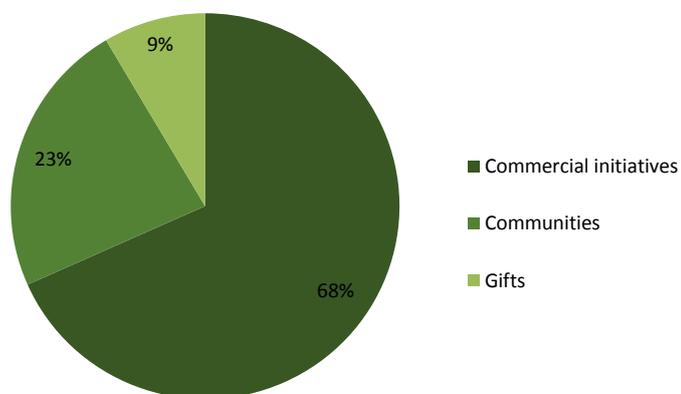
Contribution by subject in 2015



Type of contribution in 2015



Type of initiatives



²⁴ Data include the following countries: Hungary, Germany, Italy, China, North America, Estonia, United Kingdom, Argentina, Finland, Sweden, Spain.