

## Press Release

### UNIPOLSAI AND ITALIA NOSTRA TOGETHER TO RENOVATE THE PETRIOLO HOT SPRINGS

The fourteenth century spa area, beloved by emperors and popes, will undergo a three-year restoration.

Florence, 22 June 2018

The Petriolo Hot Springs restoration project has begun. It was initiated by UnipolSai, the Unipol Group insurance company, that will invest €4m in the area it owns, and supported by *Italia Nostra*. The spa dates back to the fourteenth century, and lies in the Municipality of Monticiano, in the Merse natural reserve between the Provinces of Siena and Grosseto.

The project was approved by the Archaeological department of Siena and is coordinated by *Italia Nostra*. It will include renovation of the three towers, the door, the fifteenth century town walls, the lodging house, the thermal pools, the small church and the surrounding wood. It will take three years to complete the work, but the first part (the lodging house, northern tower, eastern wall and part of the northern wall) will be ready in 14 months.

The Petriolo Hot Springs restoration project was presented at a press conference today in Florence, at the Palazzo Bastogi, with the following in attendance: **Eugenio Giani**, President of the Regional Council of Tuscany; **Monica Barni**, Vice President of the Tuscany Region; **Stefano Bertocci**, University of Florence; **Pierluigi Stefanini**, Chairperson of the Unipol Group; **Oreste Rutigliano**, President of *Italia Nostra*; **Anna Di Bene**, Head of the Archaeological Department of Siena; **Massimo Biagioni**, President of the Unipol Tuscany Regional Council; **Paolo Bambagioni**, Regional Councillor, **Adriano Paoletta**, Scientific consultant, *Italia Nostra*.

**Pierluigi Stefanini**, Chairperson of the Unipol Group, said *"The area owned by UnipolSai could be managed with a lower outlay of energy and resources or we could decide to back an extraordinary joint redevelopment project for the common good. We chose the latter, adopting a strategic approach to create shared values, thanks to civil involvement and participation, the transparency of the work, and the development of territorial marketing. We also chose to measure the expected impact with the most modern measurement methods, and expect the Social Return on Investment (SROI) to be much higher than two, i.e. for each euro that we invest, the impact in the territory will be more than double"*.

**Oreste Rutigliano**, President of *Italia Nostra* explained *"When the vegetation was about to engulf the ancient Petriolo site, devouring even its memory, we began to examine how we could safeguard and restore this place, long beloved by tourists. With this work, we will return to the public the impressive remains of*

*buildings dating back to between 1200 and 1400 that hosted popes, grand dukes, and mercenary captains, with full respect for their historic heritage. Fate decided that two very different entities would promote and fund this work: an association interested in protecting the less important cultural patrimony and a solid private economic party that has roots in the territory, acting in accordance with the principle of subsidiarity, in a new, incisive way”.*

Wishing to restore the area to its former glory, *Italia Nostra* began analyses, studies and awareness campaigns in 2015, supported by UnipolSai. The company commissioned the project to renovate and enhance the value of the hot springs in 2016. In 2017, authorisation was received from the Municipal Archaeological and Landscape Department, and environmental approval (Environmental Impact Assessment by the Region) was obtained in 2018.

#### **Unipol Gruppo S.p.A.**

Unipol is one of the main insurance groups in Europe with total premiums of approximately €14.8bn, of which €7.8bn in Non-Life and €7bn in Life (2016 figures). Unipol adopts an integrated offer strategy and covers the entire range of insurance and financial products, operating primarily through the subsidiary UnipolSai Assicurazioni S.p.A., founded at the start of 2014 and a leader in Italy in the Non-Life Business, particularly MV TPL. The Group is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute) and supplementary pensions, and maintains a presence in the bancassurance channel. Lastly, it also operates in the banking realm through the network of Unipol Banca branches, and manages significant diversified assets in the real estate, hotel and agricultural (Tenute del Cerro) sectors. Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

#### **Italia Nostra**

*Italia Nostra* is an association that protects cultural, artistic and natural patrimony in Italy. It was founded in 1955 and currently has 200 branches and over 11,000 members: a small army of activists who fight to protect against the degradation and neglect of the landscape and monuments every day. Our actions include the “Red List” of cultural assets that are in danger throughout the country; “Sensitive Landscapes”, a long-term campaign promoting the value of the landscape; “Common Heritage National Day” when our branches take concrete action in places that need protection and care on the second Sunday of May; training courses for the Ministry of Education, Universities and Research and education on cultural heritage in schools.

#### **Unipol Gruppo**

Media Relations, Fernando Vacarini

Tel. 051 5077705 | [pressoffice@unipol.it](mailto:pressoffice@unipol.it)

Barabino & Partners, Giovanni Vantaggi

T. +39 328 8317379 | [g.vantaggi@barabino.it](mailto:g.vantaggi@barabino.it)

#### **Italia Nostra**

Ufficio stampa, Flavia Corsano

Mob. 335-5344767 | [ufficiostampa@italianostra.org](mailto:ufficiostampa@italianostra.org)