

## GROUP FLU PREVENTION CAMPAIGN

Once again in 2008, Pirelli offered all its employees the opportunity to be inoculated with the seasonal flu vaccine free of charge. The anti-flu campaign was given further impetus through wide-reaching information tools for all organisational levels (targeting employees located in the southern hemisphere during the spring and employees in the northern hemisphere during autumn). Several thousand people took part in this initiative.

## GROUP "NO SMOKING COMPANY" POLICY

In June 2003 a letter sent by top management to all the Group's Chief Executive Officers announced the Company's decision to become a "No Smoking Company", to safeguard the health of both smokers and non-smokers. This decision is consistent with Pirelli's policy to protect the health of its employees in all countries where the Group operates.

Specific training/information initiatives on the damage caused by cigarette smoke were also implemented through the distribution of leaflets, conferences on nicotine addiction and publication of questionnaires on the Intranet.

Enforcement of the no smoking policy also led to reports of 55 violations of the policy by staff on Pirelli premises.

# External Community

## RELATIONS WITH INSTITUTIONS AND PUBLIC AUTHORITIES

*Group companies maintain relationships with local, national and supranational authorities in a spirit of full and active cooperation and transparency that does not compromise their independence, economic targets or the values enshrined in this Code. (Article 5 of the Ethical Code - Community).*

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[www.pirelli.com](http://www.pirelli.com) > Sustainability >  
Stakeholders > External Community

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In 2008, relations with institutions were maintained at the national, European Union and international levels, with a focus on where the Pirelli Group has a presence. This activity was characterised by a series of initiatives to build lasting and stable relations that have always been based on maximum transparency and collaboration. The principal objective is to constantly provide information to the Group's various institutional stakeholders regarding presentation of the Group and its different companies, especially in regard to its industrialisation projects inside and outside Italy. Preventive and cooperative attention to the requests and demands made by institutional bodies, coupled with punctual monitoring of relations, makes it possible to prevent any criticalities from arising and to undertake projects that are supported by those institutions.

In Italy, Pirelli operates in a system where numerous institutional bodies have a voice. At the parliamentary level, the Group monitors all legislative activity of interest to it, concentrating particu-

larly on the work of the standing committees in the Chamber of Deputies and Senate responsible for matters affecting its business, and occasionally appearing at individual committee hearings in support of the parliamentary information gathering process that precedes the drafting of bills.

At the governmental level, the Group cultivates ongoing relations with the Prime Minister's Office and the Ministers of Economic Development, Transport, Environment, Labour and Foreign Affairs. The issues that received the most attention during meetings with Ministers were the Group's projects on road safety, reducing the energy impact of the transport sector, employment in areas hit by the economic crisis, incentives for businesses committed to re-industrialisation and other forms of financing for investment projects and scientific, technological and socio-economic research.

The Pirelli Group also considers its relationship with European institutions to be fundamental in defining the principles, general objectives and strategic policies of European Union policies. In this view, the Group monitors legislative activity and actively participates in the decision-making process.

The Group relies on the customary tools of information for the daily management of its institutional relations; it frequently participates with its own contributions at working or institutional meetings on public policy issues, focused on specific targets and offering complete, transparent information on these topics. Its objective is to establish a permanent dialogue.

At the local level, the Group maintains constant relations with various entities, including the Milan and Rome municipal governments, with which it collaborates on various socio-cultural projects.

At the international level, continuous contact is maintained with institutional and diplomatic representatives in the various countries where the Pirelli Group's presence is already consolidated or in those where new installations are being planned.

In view of the new industrial installation to be opened in Russia, a visit by the Italian Minister of Economic Development and the Russian Federation Minister of Industry and Trade was organised at Pirelli Group headquarters in Milano-Bicocca. The Group also collaborated on setting up the Italo-Egyptian Business Council on logistics realised by the Italian Foreign Trade Institute and the Italian and Egyptian Ministries of Transport, where a major bilateral agreement between the two countries was signed.

## COMPANY INITIATIVES FOR THE EXTERNAL COMMUNITY

*"Group companies encourage and, where necessary, provide support for social, cultural and educational initiatives geared towards promoting personal development and improving standards of living."* (Article 5 of the Ethical Code - Community).

*"Pirelli Group supports and respects the protection of internationally proclaimed human rights"* (Policy on Health, Safety, Environment and Social Responsibility).

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[www.pirelli.com](http://www.pirelli.com) > Sustainability > News & Events

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The awareness of its role in promoting the civil and cultural progress of communities where it operates has been a cornerstone of Pirelli's business culture for over 130 years. This commitment is not only consistent with the principles expressed in the Ethical Code and Group Social Responsibility Policy, but also forms an important part of Pirelli's strategy of maintaining its role as an international company that is one of the most integrated within the communities where it operates.

This is why the Group organises and backs the protection of human rights and improvements in the living conditions of local communities, from health to education, from art to sport, working with both public and private institutions, local authorities, associations and bodies that are chosen on the basis of criteria designed to ensure their quality.

**In 2008, Pirelli made a major commitment to social initiatives in support of needy communities and respect of basic human rights, first and foremost education, healthcare and work.**

**Following is a list of the principal initiatives undertaken in the various countries where the Group operates:**

### Argentina

Present in this country with a production plant since 1950, Pirelli Argentina has distinguished itself over time by its commitment to the local community, which was focused on healthcare in 2008. Pirelli paid for maintenance work in the paediatric ward at the **Malvinas Hospital** - from painting of walls to installation of air conditioners - to which it also donated new equipment essential for neonatal care.

### Brazil

Once again in 2008 numerous social and humanitarian activities were sponsored on behalf of the local population in Brazil, where Pirelli has had a presence for over eighty years.

In the **city of Santo André**, home to the historic Pirelli industrial vehicle tyre manufacturing plant, Pirelli supports the "**Guri**" project, set up in 1995 by the Culture Secretariat of the State of São Paulo for **social integration of young people through music**. About 48,000 young people between the ages of 8 and 18 participate in this programme, which is based on the ability of music to promote socialisation with an orchestra and chorus format. Pirelli has financed the **Santo André** unit since 2004, which attracts 200 young participants for every session. In the city of Santo André, Pirelli supports "**Cata Preta**" the suburban childcare centre that hosts 80 poor children between 2 and 6 years old from the local area, offering them nursery school education and paediatric care.

In the city of **Campinas**, home to a car and SUV tyre manufacturing plant, Pirelli supports three educational programmes for youngsters. The first - "**Love life without drugs**" - involves 31 schools,

focusing on reinforcing young people's personal and social identity to discourage narcotics use. The second - "**Os Seareiros**" - is a scholastic education and healthcare assistance project for about 120 children between 6 and 15 years old at the Nucleo Madre Maria. The third programme supports **AMIC Association Friends of the Child of Campinas**, the association that assists 4,500 families in suburban Campinas by receiving about 1,500 children every day and handing out an average of 3,000 food baskets every month.

In the **city of Salvador**, Bahia State, Pirelli has supported the remodelling of the **Casa José de Petitinga**, which has been active for over forty years in favour of the indigent population in the historic Pelourinho neighbourhood. The Casa provides needy people with **food, medicine, clothing and medical, psychological and dental care**, as well as promote educational and social and cultural entertainment projects promoting the neighbourhood's growth.

At **Feira de Santana**, which is also located in Bahia State, Pirelli has signed an agreement with the Ministry of Sport and FAMFS - Fundação de Amparo ao Menor de Feira de Santana - for monthly donations of rubber scrap to build athletic tracks for children and youths in various regions of the country. The rubber scrap comes from the Pirelli plant (car, SUV and industrial vehicles) located in the city since 1976.



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Santo André, Brazil. "Guri" project.

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In the city of **Gravataì**, Rio Grande do Sul State, which is home to the Pirelli motorcycle and industrial vehicle tyre manufacturing plant, Pirelli finances the “**Peteca**” project, which supports children and poor children after school.

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[www.peteca.com](http://www.peteca.com)

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In **Amazonia**, the “**Xapuri**” project continues to operate. It was founded by Pirelli in 1998 in collaboration with the local government to recover the rubber harvesting culture amongst the Seringueiros. After the project in the Acre region, where Pirelli now supports 3,200 families with the purchase of natural rubber that they produce independently, this activity is now at risk in other states in the Brazilian federation.

The “**Forest Guardians**” project promotes the sustainable development of Seringueiros communities. Pirelli is particularly committed to setting up schools for rubber harvesters and buying rubber in the town of Santarèm, Parà, in collaboration with local and federal institutions. Here the Company supports the Cajoiere school for needy children between 3 and 10 years old who live on the banks of the Tapajòs River. One of the priorities of this school, operated by volunteers, is to promote local culture according to a method that respects the learning pace of every single child.

## China

Pirelli China has recently become a part of the Group's regional productive activities, but it already maintains active relations with local populations. Social responsibility projects tied to the business are underway in this huge Asian country, such as research on ecological tyres in collaboration with the University of Shandong and the agreement with the Beijing City Government to equip city buses with particulate filters, but also include social programmes. Unfortunately, one of these is connected with the earthquake that struck Sichuan Province in May 2008. On that occasion, Pirelli Tyre China was one of the first companies to offer aid to the local population.

In the scholastic and academic sphere, the Company continues to actively participate - together with the Milan Polytechnic and Turin Polytechnic - in the **Politong** project, which was initialled in 2006 by the Chinese Ministry of Education and the Italian Public Education Ministry, which will promote cooperation between the two countries at the university level.

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[www.politong.org](http://www.politong.org)

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## Egypt

In 2008, the solidarity initiatives of Pirelli Egypt focused on aiding orphaned children through the donation of hardware and software and basic necessities at the various orphanages in the region.

## Romania

In its first year of activity, the **three-year programme of medical cooperation** between the Niguarda Ca' Granda Hospital of Milan and the Slatina Hospital, which was signed in December 2007 and financed by the Pirelli Group for the professional training and continuing education of Romanian healthcare professionals, offered a total of 300 hours of training to 25 physicians and nurses. Training activity was concentrated mainly in the Emergency Medicine, Emergency Surgery, Intensive Care, Resuscitation and Emergency Gynaecology Wards at Niguarda. Several medical directors from the Milan hospital also held continuing education courses in Slatina on the use of new technologies and procedures for first aid. In addition to financing this training activity, the Group donated modern medical equipment to the Romanian hospital for diagnosis and emergency care, including an echograph and an electrocardiograph.

The three-year training programme will involve around 70 doctors and nurses from the Slatina Hospital, who will take part in theoretical and practical courses on emergency medicine, emergency surgery, intensive care, resuscitation, gynaecology and hospital epidemiology.

For the younger members of the community, Pirelli, in association with FC Internazionale and the Associazione Comunità Nuova Onlus, has set up a new **"Intercampus"** in Slatina. The project uses the game of soccer as an educational and social networking tool for the youth of the Slatina community, providing them with fun and effective opportunity for growth and interaction.

**Comunità Nuova** has been assigned the task of handling the social interaction and educational aspects together with the organisation of recreational and study related activities for the children. FC Internazionale, on the other hand, has been given the task of engaging youngsters by providing them with top-flight sporting and training through its Intercampus.

Inter Campus is backed by the Mayor of Slatina and the Ministry for Youth Affairs, supported by the local physical education high school, and leading public and private voluntary associations.

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[www.comunitanuova.it](http://www.comunitanuova.it)

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## Venezuela

Present in this country with a manufacturing plant since 1990, the Company supports the local community by providing materials that are useful in various social projects. The **Pirelli Baseball School**, for example, is attended by over 300 children and teenagers: it fields a total of 25 teams that the Group supported in 2008 by donating the necessary uniforms and equipment, while the famous Tampa Bay Rays baseball team has held three training sessions with them.

Over the past year, nine schools received donations of furniture and equipment from Pirelli for classrooms and offices, while the Company donated shoes and portable PCs to more than 180 children in collaboration with Calzados Russo and Notebooks Caribbean.

Active academic support for youngsters is also provided through the **"Scholarship a Talent"** programme. For the next three years,

six students enrolled in the School of Engineering at Unitec, the technical university in the Araguaita-Guacara area, will study electrical, mechanical and industrial engineering with economic support from Pirelli, which chose the school on the basis of its excellent educational programme.

## FOCUS ON ITALY

Once again, Pirelli has included a specific focus on one of its geographical areas of operations: in 2006 the focus was on South America, in 2007 on Romania, and in 2008 the choice has fallen on Italy.

Details on certain important initiatives undertaken in 2008 are described below.

### Solidarity

Created by the Milan Istituto dei Ciechi (Institute for the Blind) in partnership with Pirelli, *Dialogo nel Buio* is a walk-through exhibit installed in a space with absolutely no light, so that people with normal vision can enter the world of the blind and experience the problems and extraordinary abilities that the condition of being “challenged” causes one to develop. Pirelli has collaborated with the Institute since the programme began in 2005, with excellent results in terms of interest expressed by the public and schools.

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[www.dialogonelbuio.org](http://www.dialogonelbuio.org)

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The Group also has special relationships with some of the most important Italian non-governmental organisations (NGO). Pirelli is one of the founding members of **Emergency**, a neutral, non-political and independent humanitarian association created to provide free, top-quality medical care to the civilian victims of war, landmines and poverty worldwide.

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[www.emergency.it](http://www.emergency.it)

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Pirelli also provides institutional support to **Children in Crisis** Italy, an Italian association that is part of the international network Children in Crisis founded by the Duchess of York in 1993: active in 13 countries around the world, it works to improve the condition of children who are victims of conflict, poverty, disease or other grave problems.

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[www.childrenin crisis.it](http://www.childrenin crisis.it)

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In the field of solidarity, the Group also provides support to the association **Sempre insieme per la Pace**, which is committed to providing humanitarian aid at the international level.

Pirelli also provides support for children locally in the Milan area, through its contribution to the activities of associations like the **Fondazione Boccafogli**, dedicated to the recovery of juvenile delinquents by encouraging their artistic and expressive potential, or the **Centro ausiliario per i problemi minorili**, which seeks to ameliorate the condition of troubled youths, or the Milan institution **Fondazione Asilo Mariuccia**, which is dedicated to abandoned children.

In the medical field, Pirelli provides support to the **Fondazione Benedetta d'Intino**, which provides assistance for the treatment of autism and perceptible disorders in children, the **Fondazione Giancarla Vollaro** and the **Associazione Marco Semenza**, which operate in the cancer research field, and the **Centro Dino Ferrari**, which focuses on the study of neuromuscular and neurodegenerative diseases.

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[www.benedettadintino.it](http://www.benedettadintino.it)

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### Support for art and culture

Pirelli actively supports the promotion of the artistic heritage, talent and local resources of all the countries where it operates, through a model of active cooperation that combines the skills of its partners with its own expertise in the fields of technology, organisation and communication. The Group has longstanding and prestigious partnerships in the art world. Since late 2007, it is party to an agreement with the **Triennale di Milano** to design and develop joint projects in the field of **industrial design**. Its objective is to revive the relationship between business culture and design culture, image in architecture, city planning, visual arts, graphics, design and communication. This is a strategic alliance between two of the most important historic institutions in Milan, joined by a bond that stretches back to the 1950's with the collaboration - as well as friendship and personal esteem - between the then Chairman Alberto Pirelli and Gio Ponti, the leading character in the history of the Triennale and who was commissioned to design the Pirelli Skyscraper.

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[www.triennale.it](http://www.triennale.it)

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In the ambit of this renewed partnership, the exhibition *Un viaggio, ma...* opened on 17 January 2008, having been conceived by Pirelli to launch the new Cinturato. To celebrate the new product and describe its complexity in terms of technological, communication, art and customs, Pirelli commissioned 15 contemporary artists and designers to freely interpret the Cinturato saga by using different media, from graphics to 3D animation, illustrations to photography, to site specific installations. They include speculative posters by Airstudio/Giacomo Spazio; graphic interpretations by Headscollective and Alessandro Busseni; the big tree by Leftloft and the Piovra Cinturata by Alberto Bettinetti; the tapestries by Elena Giavaldi; the visionary wall painting by Simone Tosca; the over-sized note pad by Marco Bruzzone, where everyone can leave a "trace of travel"; the natural sized tyre mace of liquorice by the food designer Ciboh (made with the generous support of the Amarelli company), the animated micro-narrative by Andrea Linke that recounts the journey with the view of a giant; the solitary adventures of a tyre recounted in a humorous vein by Graziano Mannu; the interactive landscape of the installation by Claudio Sinatti; the photographs taken by Luca Gabino on the Vizzola d'Adda test track transformed into what seems to be a space centre; and, finally, the photo story of travel over time by Carlo Furgeri Gilbert. These 15 works were flanked by materials from the advertising campaigns between 1954 and 1972, as illustrated by original sketches, films and products. Many of them, never shown in public before, were created by major designers such as Bob Noorda, Pino Tovaglia, Franco Grignani, Ugo Mulas, Antonio Boggeri and Alan Fletcher: icons of style and linguis-

tic innovation that in those years transmitted the unmistakable “Pirelli Style” to Italy and the world. The most famous of these might be the image with the oblique, stylised tyre tread mark of the Cinturato, created by Bob Noorda in 1962.

This exhibition, which was open to the public for a month, confirmed the Group’s interest, today as in the past, to the most advanced forms of linguistic and communication research: this attitude is fundamental for it to remain a model of industry not only in Italy, but worldwide, capable of melding innovation, research, creativity and quality.

The Group’s partnership with the Triennale di Milano was further reinforced in 2008 with Pirelli’s participation in the **Rete dei Giacimenti del Design Italiano (“Network of Italian Design Deposits”)**, formed under the auspices of the **Museo del Design** at the Triennale, of which Pirelli is an institutional sponsor.

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[www.triennaledesignmuseum.it](http://www.triennaledesignmuseum.it)

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Since 2007 Pirelli has been party to an agreement with the **Solomon R. Guggenheim Foundation of Venice**, which has enabled the Company to joint the small number of partner-companies belonging to the Intrapresae group and that, among other benefits, provides for free entry to all Pirelli employees and their families at the prestigious Palazzo Venier dei Leoni museum.

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[www.guggenheim.org](http://www.guggenheim.org)

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A. Bettinetti, “P\_iovra,” January 2008.

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A decade ago Pirelli signed an agreement to provide corporate support to the **Brera Art Gallery**, the oldest art collection in Milan and one of the most important in Europe, which is celebrating its bicentennial in 2009. The Group is providing institutional support to the gallery's activity, and in particular restoration of the 16<sup>th</sup> century paintings from the Veneto Region exhibited in Room XIV. After the *Pala Pesaro* by Giovanni Gerolamo Savoldo, the Company's support also made it possible to build an innovative apparatus - designed by the architect Sottsass - that enables gallery visitors to view the paintings while they are being restored.

Pirelli has long been a member of the **FAI - Fondo per l'Ambiente Italiano** (National Trust for Italy), with which it has collaborated on various initiatives, including the organisation of art history courses for the public. During the 2007-2008 season, Pirelli and FAI were involved - with the patronage of the Ministry of Cultural Affairs, the Region of Lombardy, and the Province and City of Milan - in a new edition of *I mercoledì dell'arte* (Art Wednesdays), a series of 29 lessons at the University of Milan. This edition, entitled *Meeting Asia*, provided hundreds of people with the opportunity to improve their knowledge of Asian art through the contemporary period. The agreement has been renewed for the 2008-2010 period with Pirelli's support for the new series of lessons on *Regge italiane. Arte, storia, potere* (Italian Palaces: Art, History, Power). The course will be held over a period of two years and will address the theme of the relationship between artistic heritage and systems of power, for a total of 54 lessons given by professors from various Italian universities. The first lesson, held on 29 September at the University of Milan, attracted a capacity audience.

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[www.fondoambiente.it](http://www.fondoambiente.it)

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### Promotion of theatre and music

In 2008 Pirelli renewed its historic ties with the **Teatro Franco Parenti**, a theatre founded in 1996, when the Group decided to participate in the creation of the **Fondazione Pier Lombardo**. This foundation was established to support the growth of one of the most active, firmly rooted theatres in Milanese cultural life. Particularly committed to young artistic voices, in 2008 Pirelli sponsored the review *Racconto italiano* ("An Italian Story"), a journey through contemporary Italy in the form of plays, readings and debates, which are made accessible to everyone with an admission charge of 5 Euro. For two months, actors, playwrights and young writers traded places on stage of the Franco Parenti Theatre, stimulating the public to participate actively in thinking about the most topical and contradictory issues confronted by society today. The interest and participation of Pirelli employees in the theatre's activity has steadily grown over the last several months, thanks in part to the awareness campaign that targeted them. Pirelli's support for the Franco Parenti Theatre will be renewed in 2009.

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[www.teatrofrancoparenti.com](http://www.teatrofrancoparenti.com)

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By joining the Group of Supporters, Pirelli also renewed its corporate support for the **Piccolo Teatro di Milano**, the first permanent publicly funded theatre in Italy. Giovanni Pirelli participated in its creation in 1947 as a founding member.

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[www.piccoloteatro.org](http://www.piccoloteatro.org)

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During the year, participation on the **Progetto Galileo** (“Galileo Project”) continued. This initiative by the Piccolo Teatro in collaboration with the Silvio Tronchetti Provera Foundation is aimed at using the theatre stage to encourage young people to study scientific disciplines. Launched in November 2007 with a performance of *The Life of Galileo* by Bertolt Brecht before over 900 students from Milan middle and high schools, the project has developed with the **Performing Galileo** competition, an invitation to reinterpret the play with using the language and technology of multimedia youth culture. All received works were published on the website *www.performinggalileo.net*, created by the Milan Polytechnic, the initiative’s third partner. The best works, which were selected by a special jury, were rewarded at a ceremony held on 5 May at the Piccolo di Milano, in the presence of the city’s leading cultural authorities. The success of *Performing Galileo 2008* has prompted the organisation of a second edition of the competition, to be held in 2009.

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[www.performinggalileo.net](http://www.performinggalileo.net)

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In October, the review **Teatro Scienza 2008** (“Science Theatre 2008”) was sponsored by Pirelli. This event was dedicated to contemporary investigations into the relationship between the stage and scientific culture. Educational institutions, from elementary schools to universities, were directly involved with performance lessons, educational workshops, meetings, performances and the online competition “Attori del sapere” (“Actors of Knowledge”).

Moving from theatre to music, in 2008 Pirelli once again supported **MITO SettembreMusica**, an international music festival created in 2007 between Turin and Milan. A packed programme of classical, contemporary, jazz, rock, pop and ethnic music concerts entertained the two cities during the month of September, with internationally famous orchestras and artists, such as the Royal Concertgebouw Orchestra, Philip Glass, Lou Reed and others. The events attracted large public turnout, thanks to the generally free admission to events.

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[www.mitosettembremusica.it](http://www.mitosettembremusica.it)

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### School, education and research

In June 2008 Pirelli joined the foundation that operates the **Scuola Materna G.B. Pirelli nursery school in Varenna**, in the Province of Lecco. This initiative aims to recognise the merit of a nursery school operating in the birthplace of the Group’s founder.

The first two scholarships for final year students at the **Liceo Classico Giosuè Carducci classical high school in Milan** were awarded in December. Dedicated to the memory of Leopoldo and Giovanni Pirelli, they were established in 2007 by the association of former students of the high school with the Group’s support. The scholarships are worth 10 thousand Euro each and are awarded to needy students on the basis of merit. The “Giovanni Pirelli” scholarship is reserved for those undertaking humanistic studies, while the “Leopoldo Pirelli” scholarship is dedicated to those opting for scientific studies.

In April 2008 Pirelli and the **Milan Polytechnic** jointly announced the creation of a new professor's chair: "Chemical Foundations of Rubber and Compound Technology". This chair was the result of an agreement between the Group and the university, which also provides for scholarship funding of five doctorates over the course of ten years. Innovative materials and the application of nanotechnologies to the development of new generation tyres are being studied at the G. Natta Department of Chemistry, Materials and Chemical Engineering.

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[www.polimi.it](http://www.polimi.it)

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Joint research on tyres continued in 2008 within the framework of the five-year agreement made by Pirelli and the **Turin Polytechnic** in 2007, which was officially signed on 22 February 2008 at a ceremony held in the head office of the Region of Piedmont in Turin. As part of development of the **New Industrial Centre at Settimo Torinese**, one of the most modern and efficient tyre manufacturing plants in the world, the agreement calls for researchers at Pirelli and the Turin Polytechnic to collaborate on three cutting-edge technology projects in the tyre industry, first and foremost the "smart" Cyber Tyre. The programme kicked off on 29 May with a meeting between the two pools of researchers at the Pirelli general headquarters at Bicocca Milano. Francesco Profumo, President of the Turin Polytechnic, attended the event. The Group is also contributing to a professor's chair in Mechanical Engineering. All innovations resulting from this cooperative project will be developed at the New Industrial Centre.

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[www.polito.it](http://www.polito.it)

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Pirelli's collaboration with the academic world also involves the **University of Milan - Bicocca**. Once again in 2008, Pirelli funded three research doctorates in the School of Science, through the Corimav (Consorzio ricerca materiali avanzati - advanced materials research consortium). Two of the scholarships are dedicated to the study of photovoltaic applications and the third to particulate filter technologies. Pirelli Labs researchers will work alongside university professors in specialised courses, seminars and tutoring. They will also provide students with an industrial perspective, which is necessary to work in the competitive technological society.

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[www.unimib.it](http://www.unimib.it)

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The relationship with universities and the scientific world also underlies Pirelli's partnership with the **Silvio Tronchetti Provera Foundation**, whose mission is to promote research and the nurturing of talents in economics, science, technology and management through funding, awards, scholarships, and contributions to university and scientific institutions. This activity takes place either directly or in association with other parties, including a partnership with three universities: the Milan Polytechnic, the Luigi Bocconi Business University and the University of Milan - Bicocca, whose presidents sit on the Foundations board. In association with the Umberto Veronesi Foundation and the Giorgio Cini Foundation, over the past four years the Silvio Tronchetti Provera Foundation has promoted the **Conference on the Future of Science**, a three-day programme of presentations and discussions by world-famous scientists and researchers, including many Nobel Prize winners. After the Relationship between Scientific Knowledge and Human Life (2005), Evolution (2006), Environment (2007), the theme of the 2008 Conference, held in Venice from 24 to 27 September, was *Food and Water for Life*.

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[www.fondazionetronchetti.it](http://www.fondazionetronchetti.it)

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[www.thefutureofsciences.com](http://www.thefutureofsciences.com)

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## Bicocca Hangar

A key part of the Group's relationship with the local area and community is the Hangar Bicocca. It is a dynamic place for the production, documentation, exhibition, promotion and dissemination of contemporary art whose mission is to explore and experiment with multidisciplinary approach to all visual and performing arts - and the other fields of contemporary knowledge. The Bicocca Hangar project originated with the opening to contemporary art of a vast industrial installation that once belonged to the Ansaldo Group and dedicated to the production of coils for the electric motors of trains.

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[www.hangarbicocca.it](http://www.hangarbicocca.it)

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The first step towards a new use of the building was direct involvement by internationally famous artists interested in taking up the challenge of a specific project that dialogues with a visually powerful space. The first installation was realised by Anselm Kiefer in September 2004, who executed the monumental permanent work *I Sette Palazzi Celesti*; and then other installations were created by Mark Wallinger and Marina Abramovic. The principal group shows hosted by the Bicocca Hangar in 2006 were *Start@Hangar*, followed in 2007 by *Collateral*, *Quando l'Arte guarda il Cinema*, *Not Afraid of the Dark* and *Urban Manners*. The exhibitions organised in 2008 were: a solo show by the young Italian artist Daniele Puppi entitled *Fatica 16, Antarctica*, a solo show by the Anglo-Argentine duo Lucy+Jorge Orta and the big retrospective *It is difficult* by Alfredo Jaar that was organised in collaboration with the Province of Milan. That show recently closed and was accompanied by the public project for Milan created by the artist.

Bicocca Hangar was transformed into a foundation in 2008, as a non-profit organisation subject to private law, and its current founding members are Pirelli RE, the Milan Chamber of Commerce and the Region of Lombardy. The MBA Group and AON Insurance Brokers have also joined as participating members. Among the various cultural communication initiatives sponsored by Pirelli RE are *Great Architects: A journey in the mind of...*, a series of DVDs created in collaboration with the magazine *Interni*: a journey through contemporary architectural culture, where the protagonists recount their design project and personal way of working.

## Sport

For over a century, Pirelli has been involved not only in automobile and motorcycle racing but also other disciplines (cycling, athletics and tennis), testifying to its wide-ranging commitment to the most varied aspects of sport.

The Group's commitment to **soccer** is known the world over through its sponsorship of F.C. Internazionale in Italy and other top-class teams including Palmeiras in Brazil, Peñarol in Uruguay, Velez Sarsfield in Argentina, and Basel in Switzerland. However, its commitment goes beyond professional soccer. Pirelli is involved in the promotion of sports culture, which means the promotion of responsible and ethical social interaction amongst young people.

This is the spirit behind the project “**Leoni di Potrero - Calcio per tutti**” (Protrero Lions - Soccer for Everyone), a free training centre supported by Pirelli & C. in association with the Inter Milan soccer players Esteban Cambiasso and Javier Zanetti, aimed at children between 5 and 12 years of age. The objective is to participate in the development of young students, by fostering positive values such as friendship, loyalty, fidelity, respect and tolerance. This represents a way to teach the concept of integration to children from different social classes, working to prevent negative situations like isolation and loneliness.

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[www.leonidipotrero.com](http://www.leonidipotrero.com)

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