



GenEtica

1° IMPACT REPORT



60

Young people in
community

391

Young people reached
in educational
settings

7+1

Projects in 8
cities

THE ORIGINS

1 - A bit of history

GenEtica is the national network of Banca Etica **members** aged **under 35**. A community that has chosen to be part of Banca Etica to participate in the cooperative's life and to help shape its future together, drawing on the perspectives of young people.

60

People in the GenEtica community

3

Permanent working groups

5

Members of the national coordination committee

41

People active in the working groups



2023 — Padua

The group is founded

September 2024

Officially launched at Banca Etica's assembly

March 2025 — Casal di Principe

First national meeting, the Manifesto is written

October 2025

Launch of the self-managed Instagram profile

November 2025 — Bologna

First G-Days: 3-day national gathering

26 November 2025

First National Coordination team elected (5 young people)

A light structure:

This structure serves to coordinate the group's activities, liaising between the working groups, Banca Etica's **Membership Relations office** and local contacts.

2 - Our community

Changing the DNA of finance

Ethical Finance is not just an alternative model; **it is a model that is essential for our contemporary world.**

Every economic choice has an impact on our **world; with this awareness, we can change** finance, because finance is never neutral.

Every bank is responsible for the social and environmental impacts of its investments.

Ethical Finance has always excluded funding for the arms industry, the fossil fuels sector and

intensive livestock farming. Changing the DNA of finance means precisely this: not merely addressing the symptoms of a system but going to the root of the issue and linking values, impact, and **social and environmental justice to every euro invested.**



3 - Activities carried out over 9 months



26 July in Messina, '**Pelorias Sea Sound Festival**' Event 27–30 August in Sanremo, "**Scambi Festival**" summer school
 Sept–Oct–Nov: 4 online training sessions with **@Ultima.Generazione**

391

Young people reached in educational settings

FOCUS ON SCHOOLS

4 - Every session, every student met

Of the 391 young people reached, **291** are students involved in four financial education projects.

50

Florence

43

Florence

63

Mestre

60

Venice

40

Padua

35

Florence



As volunteers we provide financial education in schools.

Ours is a social and civic commitment to the younger generations.



5 - IN BRIEF In this report



In 9 months, GenEtica has reached hundreds of young people:

391

Young people reached
in educational settings

8

Educational events
in 8 different cities

7

External organisations
involved

THE PUBLIC VOICE

The Instagram account from October 2025: our voice in the digital world

FOLLOWERS AS OF SEPTEMBER 2026

1,070

In 10 months, GenEtica has built a social media community of over a thousand people, the vast majority of whom are under 35.

TOTAL VIEWS

540k+

The account's content has been viewed by more than half a million people

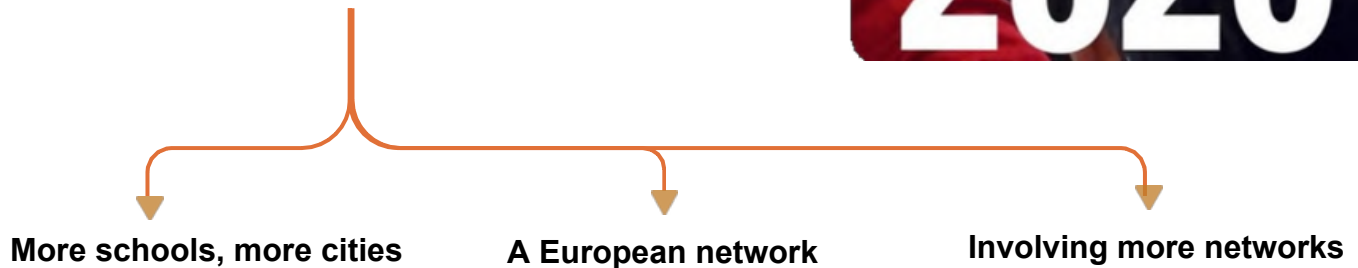


6 - Where do we want to be in five years' time?

On 16 May 2026, in Ancona, **we took to the stage** at Banca Etica's members' meeting. We looked ahead, imagining GenEtica in 2031 and setting out what we want to be: a young voice for Banca Etica and ethical finance.



Our future goals



Finance is being rewritten by asking a simple question:

how are our savings invested, and what sort of world do they help to build?

Thank you!

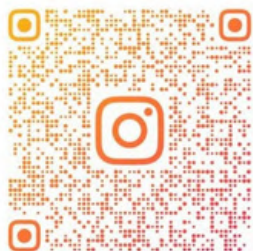
To everyone who has made the creation of this movement possible, and to those who build it every day! Every young person who joins GenEtica is changing the DNA of finance!

GenEtica

Changing the DNA of finance



Don't just look at the figures;
the future isn't set in stone yet



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articles!

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