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***Human Rights: from analysis to implementation.***

***Raising awareness as a first step to generate a cultural change***

In the latest years banks have become increasingly aware that their performance may be negatively impacted by non traditional financial risks, including those related to human rights. Most leading Financial Institutions have developed human rights policies/statements to have a more structured approach to the issue and report their position externally. In this context, after running a project to better understand how to approach Human Rights in a structured way that allows to manage risks and reduce potential violation, Unicredit developed and communicated its Commitment to Human Rights. With this important step, UniCredit reaffirmed its will to assess and limit potential Human Right violation and initiated a path to embed respect of human rights in all its operations, at all levels and related to all the stakeholders it interacts with, with specific reference to its employees, customers and suppliers. It will take time and a thorough cultural change that starts from raising awareness among UniCredit Employees, supporting their understanding of critical issues and finally monitoring results.