

Luxembourg, 9 March 2016

ING donates €38,500 to UNICEF-Luxembourg to help young people in Zambia

For the past 10 years, ING and UNICEF have worked together to support children and young people in underprivileged regions. In the Grand Duchy, the Bank wants to link its actions, its customers, and the use of its products by giving one euro cent to UNICEF-Luxembourg for each ING Luxembourg Visa card transaction made by its customers.

Power for Youth!

On 9 March 2016, Luc Verbeken, CEO of ING Luxembourg, had the pleasure of presenting another cheque to UNICEF-Luxembourg, this year for €38,500.

Thanks to ING's support, UNICEF will be able to continue to help young Zambians via Power for Youth, a programme aimed at teenagers in six countries, including Zambia.

Having offered a high-quality primary education to children in Zambia in recent years, ING and UNICEF are now supporting them in the next stage of their life as they become teenagers.

Together, the two partners are helping the country's young people to acquire the education and social skills required to manage everyday problems responsibly and independently, while receiving support from their parents, their community and local politicians and social services.

In real terms, the funds collected have contributed to developing the

U-Report, a free SMS communications platform, allowing young Zambians to give their opinions on sensitive subjects such as AIDS prevention and to influence decisions taken by local authorities.

UNICEF and its partners will continue to develop U-Report, thanks also to ING and its support for UNICEF programmes in Zambia. This tool not only strengthens the link with available health and protection services, but also encourages mutual learning and skills development.

"ING wants to continue to support children from the most underprivileged regions of the world. That is why our Visa initiative continued in 2015 and the amounts collected will be used to help Zambian teenagers build their futures. In 2016, we will continue to support teenagers and will report back on our work in early 2017," explains Luc Verbeken, Chief Executive Officer of ING Luxembourg.

"As young girls and boys grow up, the community gives them more responsibilities and they gain new experience, enabling them to become more independent. Teenage years are a time

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ING Profile

ING is a global financial institution of Dutch origin offering banking services through its operating company ING Bank and holding a stake in the listed insurer NN Group NV. The purpose of ING Bank is empowering people to stay a step ahead in life and in business. ING Bank's 52,000 employees offer retail and commercial banking services to customers in over 40 countries. With a network of 17 branches distributed throughout the Grand-Duchy, ING Luxembourg aims to satisfy the varied requirements of its customers, individuals and professionals alike, in the best possible manner. Its teams consist of specialists with extensive know-how in their field. Not only are they trained in the latest financial management techniques, but they can also rely on the commercial relations and experience of a large international group.

when young people shape their plans for life and develop values and skills which will have an impact on their well-being.

Experience shows that if young people are supported and encouraged by adults and if policies and services are adapted to their needs and their potential, they can break the cycle of poverty, discrimination and violence," explains Sandra Visscher, Executive Director of UNICEF-Luxembourg.

POWER  **FOR YOUTH**

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