

Luxembourg, 13 April 2017

## **ING has donated 150,000 euros to UNICEF-Luxembourg over 4 years to help children and teenagers in Zambia!**

For the past 10 years, ING and UNICEF have worked together to support children and young people in underprivileged regions. The Bank in Luxembourg has been linking its actions, its customers, and the use of its products over the last 4 years by giving one euro cent to UNICEF-Luxembourg for each ING Visa card transaction made by its customers.

### **44,000 euros for 2016!**

On 12 April 2017 the CEO of ING Luxembourg, Colette Dierick, gave UNICEF-Luxembourg a cheque for 44,000 euros to support the joint ING-UNICEF 'Power for Youth' programme to help young people from six countries, including Zambia. This follows on from 'Chances for Children' which helped children in Zambia access quality primary education in 2013 and 2014.

In 2016, ING's action focused on solidifying partnerships and supporting 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. The objective is to constantly improve the quality of this platform!

Furthermore, a lot of effort has gone into ensuring that the 'Power for Youth' initiative has been incorporated in the new 2016-2020 cooperation programme between UNICEF and the Zambian government. We can therefore ensure that ING-UNICEF activities, which help teenage boys and girls face the challenges of life thanks to innovative training models, are supported nationally at all levels.

The funds generated by ING in 2016 have enabled the two partners to help many young Zambians acquire the education and social skills required to manage everyday problems responsibly and independently, while receiving support from their parents and their community as well as local politicians and social services.

*'We are proud and happy to have helped Zambian children and teenagers these last four years! Since 2013, ING has given UNICEF Luxembourg a total of 150,000 euros which has contributed to the development and education of young people from one of the most underprivileged regions in the world',* explains Colette Dierick, Chief Executive Officer of ING Luxembourg.

#### **PRESS CONTACT**

Yves Denasi

ING Luxembourg

T +352 44 99 96 32

E [yves.denasi@ing.lu](mailto:yves.denasi@ing.lu)  
ing.lu

#### **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.

*'Through the partnership, ING Luxembourg has been supporting our activities in Zambia for a number of years. This has enabled us to have a fundamental long-term impact on the lives of thousands of children and their future roles as responsible adults in their communities. Adolescence plays an important role in this as this is the period of their lives where they will learn to develop their potential to break the cycle of poverty, discrimination and violence. ING Luxembourg's support is therefore crucial for their future', explains Maryse Arendt, President of UNICEF-Luxembourg.*

**POWER**  **FOR YOUTH**

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