



ULRIKE ECKERSTORFER

EIGENTÜMERIN
LA SCHACHTULA
ÖSTERREICH

Our stories

This year **UniCredit announced our purpose of empowering communities to progress**. This may be a new articulation of our role, but it's what we've always done and what we will continue to do. **We pride ourselves on always putting our clients and their communities at the center of everything that we do, going above and beyond to support their needs**. This is because we are more than just a financial institution; we are UniCredit: a bank for our clients and communities, **a bank for Europe's future**.

Although these **stories, that capture some of our clients and our people**, come from many different countries, they are united by a common theme: how **UniCredit's existence is predicated upon our mission to serve and to empower people of all ages and backgrounds to unlock their potential and to progress**. They not only reflect UniCredit's active role in the functioning of today's society, but also our work with and **financing of organisations that are striving to protect our planet for future generations**.

We are proud of our team's dedication to supporting and financing initiatives that will have a positive and enduring impact, and as ever, **we look to the future with the determination to do more; to do better for our clients and communities**.

PROMOTIONAL MESSAGE



LAND
ÖSTERREICH

UNSERE
KUNDEN

LA SCHACHTULA

BRANCHE: FASHION
ESG FOKUS

Ulrike Eckerstorfer engagiert sich mit ihrem Unternehmen „La Schachtula“ für Nachhaltigkeit und klassische Handwerkskunst. Sie ist stolz auf ihre „hausgemachten Geschenke, die Emotionen wecken“. Ihre Produkte passen für jeden Anlass und sind von Geschirrtüchern bis hin zu Kuscheltieren zu 100 Prozent aus natürlichen Materialien hergestellt. Jedes einzelne erzählt seine eigene Geschichte, die sich zum einen aus dem regionalen kulturellen Erbe und zum anderen aus der eigenen Familiengeschichte ableitet. Das Nähen wurde Ulrike Eckerstorfer schon in jungen Jahren von ihrer Mutter beigebracht. Regionalität ist für sie eine tief verwurzelte und leidenschaftlich gelebte Philosophie.

Deshalb setzt sie nicht nur auf 100% österreichische Materialien, sondern auch auf rein österreichische Lieferketten: Ihre Stoffe stammen von exklusiv ausgewählten Lieferanten aus Vorarlberg und dem oberösterreichischen Mühlviertel. Bei jeder ihrer Entscheidungen und mit ihrem gesamten Leistungsversprechen orientiert sie sich am Nachhaltigkeitsgedanken, vom Produkt selbst bis hin zur handgefertigten Verpackung.

Im März 2021 wagte Ulrike Eckerstorfer den mutigen Schritt, in Wien ein zweites Geschäft zu eröffnen – angespornt, selbst einen aktiven Beitrag zur Belebung der von COVID-19 belasteten heimischen Wirtschaft zu leisten.

Die UniCredit Bank Austria hatte Ulrike Eckerstorfer schon bei Gründung ihres ersten Ladens unterstützt. Überzeugt davon, dass gute Ideen eine Chance verdienen, war die UniCredit Bank Austria fest entschlossen, Eckerstorfers Unternehmen dabei zu helfen, weiter zu expandieren.

Dank Mikrokrediten kann die Bank die Gründung und Entwicklung von kleinen Unternehmen nicht nur durchklassische Finanzierungsformen unterstützen, sondern auch dadurch, dass sie relevantes Know-how zur Verfügung stellt.

Mikrokredite – als Teil der Social Impact Banking-Initiative – sind ein wirksames Instrument für wirtschaftliche und soziale Entwicklung. Im konkreten Erfolgsbeispiel vergab die UniCredit Bank Austria einen Mikrokredit, damit Ulrike Eckerstorfer ihre unternehmerischen Pläne finanzieren und zugleich vom Zugang zu einem Netzwerk von Mentoren und laufender umfassender Beratung profitieren konnte.

Im August eröffnete Eckerstorfer voller Freude ihr neues Geschäftslokal im ersten Wiener Gemeindebezirk: in einem gemeinsamen Festakt mit engen Freunden, Vertretern der Stadt Wien und der Lokalmedien. Dank dieser sehr engen Zusammenarbeit gibt es nunmehr gleich zwei Orte, an denen Menschen Erzeugnisse aus der einzigartigen Markenwelt von Ulrike Eckerstorfer finden: „selbstgemachtes Glück“.

Trotz der unternehmerischen Herausforderungen und der Ungewissheiten, die eine Expansion mitten in der Pandemie mit sich bringen, zahlte sich Ulrike Eckerstorfers Mut aus: Sie erfüllte sich ihren langgehegten Traum, ihr Unternehmen mit Hilfe der UniCredit Bank Austria weiter auszubauen. Rückblickend sagte sie zu diesem großen Sprung vorwärts: „Die UniCredit Bank Austria hat uns bei diesem großen Schritt umfassend unterstützt. Nicht nur mit einem günstigen Mikrokredit, sondern auch mit praxisbezogener Beratung. Die vielen Lockdowns waren natürlich eine Herausforderung. Aber ich habe die Zeit genutzt, um neue Produkte zu kreieren. Trotz Pandemie wusste ich: Jetzt ist der richtige Zeitpunkt, mein Geschäft weiter auszubauen.“

MAGDAS - SOCIAL BUSINESS DER CARITAS DER ERZDIÖZESE WIEN

BRANCHE: SOZIALARBEIT
ESG FOKUS

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Our team at UniCredit Bank Austria evaluated the project within the framework of our Social Impact Banking programme and granted the client with a **funding of € 5.7 million** from June 2021 for a 20-year term. Thanks to our support Magdas was able to **successfully launch its programme** to reintegrate around 15 people



per year into the labour market, thus achieving its goal of creating job opportunities for the disadvantaged. Based on the experience with other Caritas projects, we are confident that about 70 people will be successfully reintegrated into society over the next five years thanks to UniCredit's support.

Klaus Schwertner, Managing Director of the Archdiocese of Vienna's Caritas, commented on our collaboration "The Covid pandemic is causing adversity, especially for people with a refugee background. In magdas HOTEL they have the opportunity to develop their potential. We are very pleased to have found a partner in UniCredit Bank Austria and its Social Impact Initiative, which shares our commitment to society."

EMPLOYEE NAME: HARALD MADL

ROLE: CORPORATE RELATIONSHIP MANAGER
ESG FOCUS

At the heart of UniCredit Bank Austria is our community. We are always striving to do better, to do more to empower our communities to progress and to lead the lives that they deserve. Therefore, above all else, we place huge importance on identifying critical need projects that require support. Last year, we leveraged impact financing for the **construction of a new Ronald McDonald's Children's Aid House** on the grounds of University Hospital Salzburg. The construction of the new house will enable four times as many **families to stay close to their seriously ill children** during their treatment at the hospital. In total, this amounts to 15 flats which will be made available to around **300 families per year**. This new building will make all the difference to the parents and carers of children who are undergoing life-saving treatment. I strongly believe that this geographical proximity will not only provide families with the courage to remain strong for their children, but it will also **provide the young patients with the familial care** and comfort that they



require to help them through the healing process. I am humbled to be part of UniCredit: a bank that never ceases in its ambition to help those within the community who need it most, a bank who will never stop putting our people at the centre of everything that we do. It is "an incredible feeling knowing I work for a Bank that truly cares for its people and empowers our communities to progress – that's the UniCredit way."



COUNTRY
AUSTRIA

OUR PEOPLE

ROBERT ZADRAZIL

ROLE: CEO AUSTRIA
ESG STORY

At UniCredit Bank Austria, ecological sustainability plays a critical role in both the way we do business and the way we impact the communities in which we operate.

It is a widely reported fact that global bee populations are in decline. The loss of habitats due to urbanization and farming, the effects of climate change, and the widespread use of pesticides are all contributing to this phenomenon, which has dire implications for our world.

Bees play a major role as pollinators of plants that other species need to survive; if we lose them, all of nature will feel the catastrophic effects.

Bank Austria saw this as a call to action. We were determined that we would take responsibility for this crisis in the natural world. What is more, we would respond to it in the right way. That's why we partnered with Bienenzentrum ("Bee Centre", BIEZEN – Wiener Honigmanufaktur) to launch this initiative.

Bienenzentrum are a group that is completely committed to organic beekeeping. With their help, Bank Austria have given a home to more than one million bees on the roof terrace of our Vienna headquarters in the past two years.

Within a flight radius of 3 kilometres around the beehives, the bee colonies on our campus travel around 75 million kilometres and supply the bank with around 500 kg of organic honey per year, which makes an excellent gift to customers, partners, and employees.

As well as providing a space for twenty bee colonies to flourish, this initiative has also brought the community within

our bank closer together. Our employees have embraced this opportunity to further their **environmental education**. Currently, they are busy planning educational workshops with our beekeeper Marian Aschenbrenner, which will take place at **UniCredit Centre Am Kaiserwasser** in the Spring. Through these workshops, participants can fully immerse themselves in the world of bees – **learning about biodiversity and ecological interrelationships**, including bee work with all senses.

For CEO Robert Zadrazil, the settlement of the bees was a logical next step: "With this initiative, we are also strengthening the ecologically important 'bee fleet' here in Vienna, and bee workshops for school classes in our UniCredit Centre Am Kaiserwasser. All in all, a nice, consistent project that ideally complements our existing initiatives in the environmental, sustainability and education sectors!"

We are excited to continue our partnership with Bienenzentrum for the foreseeable future and to benefit from their expertise in the professional care of bees. With their help, we hope to further our education and **to achieve something more, together.**

