

## PRESS RELEASE

### CO-INNOVATION: THE COOPERATION BETWEEN CATTOLICA AND UPSENS FOR DOMESTIC WELLBEING HAS STARTED

*The Verona company and Trento start-up, matched by the OPEN ITALY co-innovation program, are working to combine insurance technology and prevention*

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Verona, 22 October 2019. Cattolica Assicurazioni has launched a co-innovation project with UpSens, the Trento start-up specialised in designing sensor technology to monitor air quality.

The goal of the partnership is to create a new specific solution which, through sensors capable of analysing air quality, can recognize and signal situations of environmental pollution, contributing to the improvement of the health of people. The solution, currently in the study phase together with the technological partner, Fair Connect (Swiss company specialised in the selection and development of connected solutions for insurance companies), could be combined with the related insurance product [Active Casa&Persona](#), recently launched by Cattolica. The objective is to build a path of joint growth, supporting the normal insurance protection business with a high value added technological proposal, capable of meeting the prevention and health needs of the clients inside their homes. It was the [Consorzio ELIS](#), consulting and non-profit training centre that, thanks to the platform of co-innovation and acceleration [OPEN ITALY](#), created the prerequisites of this cooperation and allowed the Cattolica business needs and the innovative capacity of UpSens to come together.

*“Technology is changing the insurance industry’s way of operating”, stated Luigi Barcarolo, Motor Insurance, Insurance Analytics and Business Architecture Director of Cattolica Assicurazioni. “Continuously improving the life of people, families and companies is in our Group’s DNA and we believe that the partnership with UpSens, start-up created by professionals with significant expertise, which operates in a technologically avant-garde area, can lead to innovative solutions easily applicable to the market”.*

*“For UpSens it is a great opportunity to cooperate with the Cattolica Assicurazioni Group, one of the leading players in the Italian insurance market. We share a great mission with them: to effectively contribute to the wellbeing of people” stated Kelly Paller, co-founder and CEO of UpSens srl. “The solution studied for Cattolica has an ambitious goal: that of being able to become integrated into their Active Casa&Persona policy, which makes available to the insured a wide offer of services and assistance for the protection of the person”.*

*Cattolica Assicurazioni is one of the major players of the Italian insurance market and the only industry cooperative listed on the Borsa di Milano [Milan Stock Exchange], where it has been listed since November 2000. With almost 3.6 million customers who rely on the insurance solutions and products distributed, the Group records premium revenue of almost Euro 6 billion (2018). At the Group level, Cattolica relies on 1,429 agencies spread throughout Italy, in large cities and small towns, and has a network of 1,907 agents. For more information: [www.cattolica.it/profilo-societario](http://www.cattolica.it/profilo-societario)*

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