

**“Together to create new growth”**  
**“Social entrepreneurship & social economy: Developing a European ecosystem to unlock social innovation, growth and jobs”**  
Conference on 18 November 2011 – Brussels

**Speaker: Boris MARTE**



**CURRICULUM VITAE**

Boris Marte has been Member of the Board of ERSTE Foundation since June 2008. Before that he was Managing Director of ERSTE Foundation (since 2005) and Director of Corporate Sponsoring of Erste Group Bank (since 2001). Prior to working for Erste Group Bank Boris Marte held various positions in the fields of politics as Member of the Cabinets of the Vice-Chancellor and Federal Minister for Science and Research, (1991-1995), and of the Cultural Commissioner of the City of Vienna, (1997-2001). From 1998 until 2000 Boris Marte was responsible for the installation of the Holocaust Monument in the city of Vienna. In 1999 he published the book “Die Neue Ordnung des Politischen – Die Herausforderungen der Demokratie im 21. Jahrhundert“ (Campus Verlag, Frankfurt/New York).

**Enabling Financial Inclusion and Facilitating Economic & Social Development**

In a conscious effort to hark back to the founding mission of the first legal predecessor of the Erste Group, the ERSTE Foundation ([www.erstefoundation.org](http://www.erstefoundation.org)) – as the largest shareholder of the Group – established the *Zweite Sparkasse* in 2006. Like the first Austrian Savings bank association founded almost 200 years ago, the *Zweite* is charged with the task to provide current and savings-accounts, counseling and micro-insurance products to those in Austria who have no access to mainstream financial services. In the meantime *Zweite*, which is managed purely by volunteers and retirees offers its services and products throughout Austria.

In 2008, the ERSTE Foundation alongside the Erste Group furthered its commitment to support the more marginalised parts of the communities in which the Group operates by forming *good.bee*. As the financial inclusion business of the Erste Group, *good.bee*'s vision is - by developing innovative solutions to break down the barriers to financial inclusion - to ensure that all individuals – irrespective of their socioeconomic circumstances - are provided with opportunities to flourish.

Since it was established, *good.bee* has launched Social Enterprise Finance in seven countries in Central and Eastern Europe. It has launched microcredit and mobile banking services to serve rural and semi-rural communities in Romania and a housing improvement loan program targeted at reducing energy poverty in Hungary. *good.bee* functions as empowerment tool for individuals, creating a market where there isn't any and by this strengthening social and economic development of the communities.