

## **The IOR boosts its communication activities with the support of Community**

The Istituto per le Opere di Religione (IOR) entrusts Community, a public relations and reputation management firm founded in 2001, with offices located in Milan, Rome and Treviso, with the task of managing its communication activities.

Over the last ten years, the Institute has been engaged in an intensive renewal programme aimed at aligning itself with international best practices in the areas of transparency, process discipline and controls. In recent years, the initiatives undertaken have brought tangible results: for instance, the permanent body of the Council of Europe against money laundering, has changed its assessment of the IOR from one with multiple warning points to one with flying colours. Furthermore, the IOR joined the SEPA payment system and signed tax agreements with Italy and USA to guarantee full transparency and international cooperation in tax issues.

On the strength of the results obtained, the Institute's top management has therefore decided to build on the efforts made, turning to experts who are able to develop a multi-channel communication strategy to chronicle this journey's next steps.

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