

The Key Role of the Compliance Ambassadors The Key Role of the Compliance Ambassadors

Lara Bonora, Head of Group Compliance Indirect Model, Oversight & Policies, UniCredit. **Milica Karunc**, Compliance Professional in Compliance Culture, Unicredit S.P.A..

April 24, 2020

- Focus on the "Tone at the Middle" having ambassadors encourage the culture of "doing the right thing"
- How to encourage and motivate the ambassadors to spread out the compliance through their business
- Practical guidelines for an effective compliance ambassadors' program (sponsors, selection process, training, ambassador duties)