

Stakeholder Statements

“Gucci’s new carbon neutral commitment is a clear example of the deep and immediate action we need to curb emissions. With entire ecosystems collapsing, we sorely need more companies to demonstrate this level of decisive corporate leadership as we enter a decade where global Greenhouse Gas emissions must halve by 2030 and reach Net-Zero by 2050.”

Rajiv Joshi, Founding Member & Advisor, The B Team, Special Advisor, Mission 2020 and Visiting Executive, Oxford University Saïd Business School

“Conservation International applauds Gucci for their ambitious initiative to become carbon neutral across their entire supply chain, while they continue to work to halve their supply-chain emissions by 2025. The climate is in crisis — and with 5% of all manmade greenhouse gas emissions produced by the fashion industry, brands have a responsibility to drastically and immediately reduce and account for their impact on the planet. Gucci recognizes the outsize role of nature in halting climate change and is investing in nature-based solutions to help halt climate breakdown. As their bold plan to reduce emissions even further and then offset all remaining emissions in total shows, they continue to be a global leader in this effort.”

Jennifer Morris, President of Conservation International

“Gucci has assumed unprecedented leadership among corporations in the fashion industry by reducing its environmental impact and now achieving carbon neutrality in its direct operations but also across its entire supply chain. By avoiding, mitigating and offsetting its impact on the natural world, Gucci will account for its contribution to greenhouse emissions and help to reverse biodiversity loss and ecosystem degradation. Corporations have a responsibility for their entire global GHG emissions footprint, and such actions are critical if we are to steward the life support systems on our planet.”

John G. Robinson, Chief Conservation Officer, Wildlife Conservation Society

“I want to congratulate Gucci for their climate neutrality commitment. It shows bold and ambitious climate action to move to net zero emissions with immediate effect. We are encouraged to see leading companies taking commitments aligned with net-zero emissions as soon as possible. Net zero emissions can be achieved by reducing companies emissions in their operations and value chains, complemented with natural climate solutions to cover any residual emissions. This is true commitment. We commend it and call for others to join the movement towards net zero emissions, the most important challenge we face today.”

Peter Bakker, President and CEO of the World Business Council for Sustainable Development (WBCSD)

"Through Gucci's commitment to carbon neutrality across its supply chain, the company is forging a path for game-changing, and urgently needed, climate action. Gucci's vision of change is valuable and demonstrates the need to measure value-chain wide emissions, collaborate with suppliers and support nature based solutions to achieve the Paris Agreement and limit global warming to 1.5 °C."

Aron Cramer, President and CEO, BSR

"Gucci is demonstrating global leadership by accounting for the total greenhouse gas emissions associated with their entire value chain. Their decision to offset their remaining emissions footprint with REDD+ verified emission reductions sourced from community based forest conservation in developing countries shows a sophisticated understanding of what is truly needed to battle climate change."

Mike Korchinsky, Chairman of Code REDD