



## **GUCCI LAUNCHES NEW DIGITAL PLATFORMS TO UNIFY #GUCCICOMMUNITY OF VOICES FOR PEOPLE AND PLANET**

**Gucci publishes its 2019 Environmental Profit and Loss results including a 21% reduction of its total footprint year-over-year**

**Milan, 09 June, 2020** - Today Gucci launched a new Instagram profile at [Instagram.com/GucciEquilibrium](https://www.instagram.com/GucciEquilibrium) and refreshed its Equilibrium website ([equilibrium.gucci.com](https://equilibrium.gucci.com)) to underline the House's ongoing commitment to generate positive change for people and planet. Alongside initiatives supporting lasting social impact and environmental stewardship, Gucci's 2019 Environmental Profit and Loss (EP&L) results were also published today revealing a substantial reduction (-21%) for its total environmental impacts year-over-year<sup>1</sup>.

### **Gucci Equilibrium**

The next-generation of Gucci Equilibrium, originally launched in 2018, aims to inspire and unify a community of voices to join the conversations around topics that are increasingly critical in today's world. Paving a new path from Gucci's other digital content channels, Gucci Equilibrium's Instagram and website speaks to a curious, conscious and motivated group of people, the #GucciCommunity. A community made up of likeminded, engaged and inclusive individuals who take a stand on issues that define the way we all treat the world and each other. Gucci's new digital destinations will share messages from a diverse group of leaders, organizations and talents from Gucci Equilibrium, and beyond, promoting climate action and a fair, just and equitable world for all. This will in turn encourage other shared experiences and ideas for transformative change.

*"Gucci is driven by the issues that are fundamentally influencing and creating our collective future. It is paramount that we build this future to be more equitable, where injustice and discrimination in all their forms are not allowed to prevail. In light of current events, our unwavering commitment to combat racism and fight for equality is now even stronger,"* said Marco Bizzarri, President and CEO of Gucci. *"As a company, we will continue to focus on generating positive change for people and for nature across our business. We also have a responsibility, as a global brand, to be active partners within the community to incite change and Gucci Equilibrium has the capacity to convene and unite a community of voices to help navigate the way forward."*

Defined by the two pillars, People and Planet, [equilibrium.gucci.com](https://equilibrium.gucci.com) encompasses Gucci's commitments and actions to reduce its environmental footprint and protect nature, while supporting people's rights and championing inclusivity and respect, so that everyone in the global Gucci community is free to express their authentic, diverse selves. These initiatives also span beyond Gucci's own business to impact systemic change more broadly: from creating opportunities for diverse talents who are underrepresented in the fashion industry under the Gucci Changemakers' community fund and scholarship programme, to calling for climate leadership across sectors through the CEO Carbon Neutral Challenge, as examples. The site comes with a new logo to represent the interconnection between people and planet, designed by artist MP5.

Gucci is also strengthening its Equilibrium message outside of its newly dedicated platforms, giving enhanced visibility to sustainability across its main touch points, including retail activation, Gucci.com and the Gucci App. From today, a global audience can browse through a new set of icons on Gucci.com to discover the sustainability features for around 400 products.

## **Gucci 2019 EP&L**

Today, Gucci has also published the results of its 2019 Environmental Profit and Loss (EP&L)<sup>2</sup> account to benchmark its continued progress against its ambitious sustainability targets. As a driver of Gucci's 10-year Culture of Purpose strategy (2015-2025), these objectives include a 40% reduction of Gucci's total environmental impacts within its direct operations and across the entire supply chain and a 50% reduction of greenhouse gas (GHG) emissions<sup>3</sup> by 2025, relative to growth (2015 baseline). Gucci is ahead of schedule and already close to achieving its 2025 targets. Detailed in its interactive [Digital EP&L](#)<sup>4</sup>, Gucci's new results for 2019 reveal a 39% reduction for the House's combined impacts and a 37% decrease in GHG emissions alone, relative to growth (2015 baseline). Comparing these results to its 2018 EP&L, Gucci reduced its overall footprint by 21% and decreased its GHG emissions by 18% year-over-year, relative to growth (2015 baseline). These excellent outcomes are directly linked to Gucci's efforts to drive improvements in high impact areas throughout its supply chain, which has led to positive and measurable change including:

- Increasing the use of recycled raw materials and organic fibres in its collections, and incorporating responsibly sourced precious metals in hardware and jewellery, like 100% ethical gold for jewellery;
- Extending sustainable processes and manufacturing efficiencies, such as Gucci Scrap-less for leather and Gucci-Up for circularity;
- Switching to green energy, whereby Gucci has reached 83% renewable energy for its stores, offices, warehouses and factories with a 100% target by the end of 2020.

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## Notes to Editors:

Over the last twelve months Gucci launched additional key initiatives to promote social and environmental sustainability.

**July 2019:** Gucci created an executive role, Global Head of Diversity, Equity & Inclusion, to lead its diversity, equity and inclusion efforts globally. The appointment was part of the House's continued mission for a positive corporate culture and long-term diversity and inclusion plan announced in February 2019.

**August 2019:** Gucci, under its parent company Kering, signed up to the Fashion Pact and made a pledge to work towards shared and concrete goals in three areas: Climate, Biodiversity and Oceans. As of May 2020 there were 67 signatories, representing over 250 brands and equalling around 35% of the industry.

**September 2019:** Gucci announced it was carbon neutral in its own operations and across its supply chain as of 2018. The House is protecting 1,102,000 hectares of critical forests around the world while focusing on avoiding and reducing its environmental impacts as a priority. Gucci also announced that its fashion shows are carbon neutral too. They are certified by the ISO 20121 standard and, on top of its corporate carbon neutral approach, Gucci offsets all the residual emissions of its fashion shows, such as the travel of guests and workers, by tree-planting.

**October 2019:** Gucci announced the 11 young designers selected to participate in The Design Fellowship Program, one of Gucci's Diversity & Inclusion initiatives to promote cultural exchanges between designers coming from different backgrounds. Originally launched in early 2019, the programme partners with 10 fashion schools around the world aiming to provide opportunities for underrepresented groups to gain professional experience and exposure to luxury fashion design.

**November 2019:** Gucci's President and CEO, Marco Bizzarri, shared an open letter to CEOs across industries to come together in the CEO Carbon Neutral Challenge and address their entire GHG emissions immediately, not over decades. He proposed to continue to focus on reducing emissions as a priority, but while technology and solutions are not yet available to address these emissions in total, companies should still take responsibility for them right now. Already Lavazza Group, SAP, The RealReal and Levin Sources have signed up to the CEO Carbon Neutral Challenge.

**January 2020:** Gucci announced the 2020 recipients of its five-year Gucci North America Changemakers Impact Fund - an annual \$1 million USD grant fund to support community organizations creating social impact across diverse communities in 12 cities in North America focused on arts and culture; social justice and equity; and education. This initiative is strengthened by Gucci's multi-year \$1.5 million Scholarship Program that is dedicated to providing opportunities for talented young people of diverse backgrounds to gain access to careers in the fashion industry. Launched at the beginning of 2019, Gucci Changemakers is a global programme to support industry change and to foster unity through community action with the support of the Gucci Changemakers Council, including members Antoine Phillips, Bethann Hardison, Brandice Daniel, Brittany Packnett, Cleo Wade, Dapper Dan, Dawinder S. Sidhu, DeRay McKesson, Eric Avila, César E. Chávez, Ivy McGregor, June Ambrose, Kimberly Blackwell, Michaela Angela Davis, Naomi Campbell, Renée E. Tirado, Robert Carter, Sara Kozlowski, Will.i.am, Yaseen Eldik, Yasmeen Hassan, and Yvette Noel-Schure.

**February 2020:** Gucci joined The Lion's Share Fund. The fund has helped reduce elephant poaching, as an example, and through its partnership the House will be able to support on-the-ground protection of endangered species and their natural habitats ongoing.

**March 2020:** Gucci donated €2 million in support of two crowdfunding campaigns to fight the COVID-19 pandemic and launched its "We Are All In This Together" campaign. In Italy €1 million was donated to the National Civil Protection Department and internationally Gucci contributed €1 million to the United Nations Foundation's COVID-19 Solidarity Response Fund in support of the World Health Organization (WHO) through a Facebook US\$10 million matching fundraiser. The #GucciCommunity was invited to make donations to the Solidarity Response Fund for WHO through the "donate" feature available in Gucci's IG stories.

**May 2020:** Gucci's CHIME FOR CHANGE joined forces with the Kering Foundation to announce the #StandWithWomen campaign to increase funding to NGOs supporting women and girls around the world, with a focus on addressing gender-based violence during the COVID-19 pandemic. As a long-standing movement dedicated to gender equality launched in 2013, Gucci's CHIME FOR CHANGE co-founders, Salma Hayek Pinault and Beyoncé Knowles-Carter, are joined by Advisory Council members Hasfat Abiola, Muna Abusulayman, Sarah Brown, Lydia Cacho, David Carey, Sarah Chadwick, Tanya Compas, Scarlett Curtis, Minh Dang, Juliet De Baubigny, Waris Dirie, Sage Dolan Sandrino, Hugh Evans, Emma France, Leymah Gbowee, Yasmeen Hassan, Huang Hung, Arianna Huffington, Katja Iversen, Latanya Mapp Frett, Madonna, Alyse Nelson, Phumzile Mlambo-Ngcuka, Sharmeen Obaid Chinoy, François-Henri Pinault, Julia Roberts, Caryl Stern and Cleo Wade. Additionally in May, Gucci and Italian bank Intesa Sanpaolo partnered to help small and medium-sized enterprises in the "Made in Italy" production supply chain recover from the impacts of COVID-19. Under the initiative, Italian SMEs (suppliers) are able to obtain advantageous terms and conditions with fast access to loans from Intesa Sanpaolo cutting down the time to obtain the liquidity they need, while using concessions and initiatives generally reserved for large corporate customers.

**June 2020:** Through Gucci's North America Changemakers Impact Fund, Gucci donated to The National Association for the Advancement of Colored People (NAACP), Campaign Zero and Know Your Rights Camp to support their critical work to advance justice and eliminate discrimination in the Black community. The support was in addition to Kering's donations to organizations on behalf of all its Houses, including Gucci.

## About Gucci

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship. Gucci is part of the global luxury group Kering, which manages the development of a series of renowned Maisons in fashion, leather goods, jewelry and watches. For further information about Gucci visit [www.gucci.com](http://www.gucci.com).

## About Gucci Equilibrium

Gucci Equilibrium is our commitment to generate positive change for people and our planet. Powered by creativity and collaboration, we are reducing our environmental impact and protecting nature, while also prioritizing inclusivity and respect, so that everyone in our global Gucci community is free to express their authentic, diverse selves. As we approach our 100<sup>th</sup> anniversary, we are moving forward into the coming decades with an ongoing commitment to re-inforce our culture of purpose, demonstrating our values through innovative pathways towards social and environmental sustainability. Gucci Equilibrium unifies the principles we uphold and the actions we pursue to treat our world and each other better, for our collective future. For more information visit [equilibrium.gucci.com](http://equilibrium.gucci.com) and discover Gucci's instagram dedicated to social and environmental sustainability at [Instagram.com/GucciEquilibrium](https://www.instagram.com/GucciEquilibrium).

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<sup>1</sup> Comparing its 2019 EP&L results to 2018, Gucci reduced its total environmental impacts in its direct operations and across its supply chain by 21%, relative to growth (2015 baseline).

<sup>2</sup> Pioneered by Gucci's parent company, Kering, the EP&L measures GHG emissions, water consumption, air and water pollution, land use, and waste production within a company's own operations and across the entire supply chain and then calculates the social cost in relation to these impacts.

<sup>3</sup> Gucci's 50% GHG reduction target by 2025 (2015 baseline) is related to Scope 1 and 2 and controlled Scope 3 (upstream transportation and distribution, business air travel, and all fuel and energy associated emissions) with an additional 40% reduction in Scope 3 emissions from purchased goods and services in the same timeline.

<sup>4</sup> The detailed information and data underlying Gucci's 2019 EP&L can be found in the Gucci Digital EP&L [here](#).