

# GUCCI

## GUCCI SUPPORTS UNICEF'S EQUITABLE DELIVERY OF COVID-19 VACCINES ON BEHALF OF ITS EMPLOYEES

**Milan, December 14, 2021** - Significant inequities in the distribution of COVID-19 vaccines continue to put the global community at risk: according to the World Health Organization, about 3.6 billion people have been vaccinated with at least one dose, accounting for approximately 45% of the world's population.

Building on its previous commitments and its ongoing work with UNICEF USA to fight the effects of the COVID-19 pandemic, Gucci announces today that, on behalf of its employees, it is supporting UNICEF's global, equitable delivery of up to 200,000 COVID-19 vaccines to get doses from tarmacs into arms.

In December 2020, Gucci donated \$500,000 to UNICEF USA, with an additional \$100,000 on behalf of the Gucci Community, in support of UNICEF's work in preparing for the roll-out of safe COVID-19 vaccines, including logistics to forecast demand, the preparation of cold chains (temperature-controlled supply chains) and the advance purchasing of supplies.

Marco Bizzarri, President and CEO of Gucci, stated: *"From day 1 of this pandemic – even before COVID-19 was technically defined as a pandemic – we said, with no hesitation, that only science would help us emerge from the darkness. And we made a clear commitment with these words: we are all in this together. Now, after almost two years, we believe in this affirmation, more than ever – if vaccines aren't available to all, the pandemic will never truly end. This is why we created an internal initiative in which the entire company – all 20,000 of us at Gucci, united as one – will donate 200,000 COVID-19 vaccine kits to UNICEF, strengthening our support in ensuring that vaccines are equitably procured and distributed to the most vulnerable communities around the world."*

The COVID-19 vaccine donation is the latest of a series of initiatives within the long-term collaboration between Gucci and UNICEF, which first started in 2005. To date, through this partnership and via all contributions gathered globally, Gucci has helped UNICEF in:

- Procuring and delivering 600 million COVID-19 vaccine doses to 144 countries
- Delivering more than 609,000 COVID-19 RT-polymerase chain reaction (PCR) and Antigen Rapid Diagnostic Tests (AgRDTs) to 55 countries
- Conducting risk communication and community engagement activities throughout 88 countries

UNICEF is at the forefront of the fight to end the pandemic by distributing tests, treatments, and vaccines across the globe while combatting the spread of misinformation, especially as the pandemic continues to have a catastrophic impact on children and their families.

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### **About the partnership with UNICEF**

- During the decade 2005-2015, Gucci's contribution to UNICEF's work has focused on Schools for Africa, an initiative that expands access to quality education to girls, orphaned children and those living in extreme poverty. Through the partnership, Gucci has supported UNICEF's efforts to increase primary school enrolment and influence national education policy by working with governments and partners in several countries including in Mozambique and Malawi, training more than 8,700 teachers and educators, so that children receive a quality education and gain the skills and knowledge they need for their future, constructing nearly 300 school classrooms, offering a safe and protective environment in which children can learn and play, supplying 14,600 school desks, so children have a proper place to concentrate and learn, constructing more than 1,800 water and sanitation facilities in schools, ensuring clean water for drinking and hygiene, working alongside governments to influence changes in education policy and advocate for improvements in the school curriculum.
- From January 2018 to August 2019, as a founding partner of BEYGOOD4BURUNDI, in partnership with UNICEF USA, Gucci and CHIME FOR CHANGE supported the construction and rehabilitation of Water Access, Sanitation and Hygiene (WASH) infrastructure in targeted areas across Burundi, the development and strengthening of Water Management Communities, and hygiene awareness campaigns for water safety. This investment enabled 4,850 additional people to gain sustainable access to safe drinking water, benefitting 36,000+ people total since January 2018. Additionally, community members received information to help them improve their knowledge of household water treatment and storage, safe hygiene practices in communities, schools and health centers, and menstrual health and hygiene.
- In 2018 and 2019, 50 Gucci employees from around the world participated as proud members of the UNICEF team running the NYC Marathon raising funds for the BEYGOOD4BURUND Initiative.
- Gucci is also founding member of UNICEF's Girls' Empowerment Initiative. This work focuses on innovative solutions to advance measurable progress in girls' rights and well-being across thematic programme areas, such as health, education, social protection, water and sanitation. Empowering adolescent young women and supporting them to reach their full potential is not only the right thing to do, but also critical to sustainable, peaceful economic development and achieving the Sustainable Development Goals, the globally agreed timetable for peace and prosperity.

### **About 2020 Gucci commitment in support of COVID 19**

Gucci's long-term partnership with UNICEF is our latest commitment in a series of "We Are All In This Together" initiatives to convene the global community in the fight against COVID-19. In March 2020, [Gucci donated 2 million euros](#) to crowdfunding campaigns for the Italian National Civil Protection Department and the United Nations Foundation COVID-19 Solidarity Response Fund.

In May 2020, Gucci's CHIME FOR CHANGE initiative launched the [#StandWithWomen campaign](#), in partnership with Kering Foundation, to fund nonprofit organizations working to address increased gender-based violence during the COVID-19 pandemic.

Finally, in December 2020, [Gucci donated \\$500,000 to UNICEF USA](#), adding a further \$100,000 on behalf of the Gucci Community in support of UNICEF's work in preparing for the roll-out of a safe vaccine, including logistics to forecast demand, the preparation of cold chains (temperature-controlled supply chains) and the advance purchasing of supplies.

### **About UNICEF**

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to pursue a more equitable world for every child. UNICEF has helped save more children's lives than any other humanitarian organization, by providing health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more.

UNICEF USA advances the global mission of UNICEF by rallying the American public to support the world's most vulnerable children. Together, we are working toward a world that upholds the rights of all children and helps every child thrive. For more information visit [unicefusa.org](http://unicefusa.org). Find out more about UNICEF's work on the COVID-19 vaccines [here](#).

### **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 celebrate our 100th anniversary, we are moving forward into the coming decades with an ongoing commitment to reinforce 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).