

Gemels for the protection of the environment that surrounds us

Let's safeguard the planet and create more culture:" The GCMS team undertakes a sustainable initiative, dedicating part of its hours to cleaning up the green areas of the territory."



GEMELS S.p.A., being very close to environmental issues and surrounded by many green areas, also in 2021 strengthens its COMPANY CULTURE model by planning new ESG (Environmental, Social and Governance) goals and sharing the European Green Deal objectives. This agreement between its principles deals, not only with climate change issues but also with topics related to workers and community support, ensuring social protection and respect for humans' rights.

Among the initiatives proposed by the GCMS team (Gemels Category Management Sustainable) there are at least two annual trips organized by GEMELS's staff who will clean and collect trash left in the paths, woods and parks of our GREEN areas. This GREEN social initiative has been introduced to raise everybody's awareness on ENVIRONMENTAL SUSTAINABILITY in a long-term vision with the intention and promise to plan other similar events in the future. The aim is that Projects like this will be useful to educate the citizens of today and their families respect the nature. In this way, their awareness of this issue will be reflected on the future generations in both social and environmental terms. "The woods that surround us belong to everyone and we must not leave them behind", the protection of the green areas in our territory is essential, it is an added value of our city, environment and tourist.

This is only one of the initiatives that GEMELS has developed within an annual plan carried out by our GCMS department through which we want to get a different vision between several

departments such as marketing, category, purchasing, sales. Every year the company provides some hours of its employees on these initiatives, leaving free choice to join.



What drives GEMELS to recognize the hours of our collaborators dedicated to the social, in contrast to other companies, is the desire to strengthen our philosophy directed to our people, our community and our environment, trying to share every goal and thought facing the future with the only aim of improving everyone's lives in every perspective."

Gemels has a great responsibility towards its country and you can notice it through the desire to start a new sustainability strategy based on shared value of economic and social cohesion. GEMELS considers its sustainable development as a contribution to the development of the society, this is the reason why this company decided to share a strong and clear message through this green initiative: "Let's protect the environment!".

Being so sensitive to the environmental issue and to the impact that production activities have on our habitats and territory, also in terms of energy savings, green innovation, soil and biodiversity protection, GEMELS is committed to encourage the environmental awareness of all employees by reducing the quantities of waste, through the optimization of recycling and promoting the reduction of energy consumption through the efficiency of the LIFE CITY THINKING of company production and its products.

"Environmental protection is a crucial part of the company's philosophy and of the investment decisions for all GEMELS activities. We completely identify us with an approach that makes the environment and economic development co-exist, without ignoring the protection of the territory. For years, our R&D team has been focusing on his work and on his efforts in the study and design of electric and eco-sustainable Green products, with a high Tech development. We know that this is an important project only for people who know how to make the difference,

who love challenges and extreme sports, we like training young women and young men as warriors of sustainable business."