

Il Sole 24 ORE



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GEMELS S.p.A.: a Love Brand that thinks big, with a unique value proposition

Not just female quotas and circular welfare. The company outlines the future, aiming at creating a disruption that generates a 0.0 economy towards the right profit.

GEMELS S.p.A., an engineering company born in 1969 in Trescore Balneario, embodies an out of the ordinary *COMPANY CULTURE*, really strong and sensitive to different themes, among which sustainability, ESG, welfare, People First, climate change.

The term *disruption* refers to an innovation capable of creating value in such a new way as to mess up everything, from the training of people, of a manager, to an existing market, that means making that market suddenly obsolete and creating another one completely new.

At GEMELS, one of the main focuses is "to outline the future", linked to the way of seeing and doing things, looking into the future and not living in the past, as many do. Since years, the company has been working on creating a LOVE BRAND and a right profit under their proper unique value proposition, which differentiates it and makes it unique. At GEMELS people work in teams composed by people who share the same goals. GEMELS looks at the world to come, following the ExO strategy: linear organizations with leaner teams, which are directly involved. The basic idea is the fact that the employer's companies will no longer exist, therefore it's fundamental to invest in the human capital and to share the earning with people who are part of the Community.

- **People First**

GEMELS involves its collaborators in the company growth. With this perspective, not only does it try to attract talented people, as it is already taken for granted: today it's not the company the one who chose people, but are people the ones who choose the company, but also it tries above all to keep their people. A clamorous example is the "People First" concept, a real motto. Indeed, the organizational chart is (organized) upside-down: at the bottom, written in small letters, there is the board, while at the top, in capital letters, there are the people.

They train honest, brave, without prejudices and passionate people. In addition to that, GEMELS bets on figures who not always are already prepared, but quite the opposite, they train people up to the point of making them manager or leader: GEMELS creates emotions, even before manufactures. The company has developed some partnerships with prestigious Universities, such as the Politecnico of Milan and of Turin, the University of Hamburg and the University of Illinois, in Chicago. They are making significant investments in projects which concern Green matters and new environmentally sustainable technologies for the energy production, also thanks to Ph.D. and welcoming students for internships properly paid, with a minimum amount of € 1.000 per month.

- **Circular Welfare**

Nowadays, with a perspective more and more oriented to the future, workers don't want to be treated in that way, but rather as people. GEMELS bets on the human factor.

For that reason, the company has been investing more and more in their collaborators' wellness. Since several years, GEMELS has been the refunding hundred percent day nursery and nursery school for all its people's children, up to € 12.000 each family per year.

A research conducted a few years ago by Save the Children revealed that a child's destiny is determined at the age of 2. As a consequence, it is fundamental to invest in our children's future since their early life.

Frequently, even today it happens that a woman, disadvantaged because of her working position or underpaid simply as being a woman, finds herself forced to give up her job in order to provide for her family for economic reasons. Having a baby, like it or not, is a cost.

GEMELS is sensitive to this theme and to female figures: here again a culture, a disruption that includes the weaker.

We find a paradox within the paradox: the more women are disadvantaged at a salary level, the more they'll have difficulties in getting their job position back, often without even going back to work. On the other side the ones that luckily take up a high-level job, will unlikely give it up.

Today the ones more affected are continuously affected and the ones who really need help and support don't receive it.

In this way, GEMELS promotes its concept of *circular welfare*, going with collaborators and their families along their lives; there are many projects in progress, among which the short work-week and much more. Someday, the essential idea is to support the collaborators' families also with the school and university costs, up to help with the old and not self-sufficient parents' support.



"We are not that small!": Gemels bets on a circular welfare.

Another significant fact is that GEMELS is a young reality: the average age is 32 years. At the company, *the percentage of women is 50%*, with peaks of more than 80% in the offices, with women who travel all around the world, female engineers in the technical and R&D department, up to the production departments.



At Gemels the percentage of women is 50%

In the technical department, for instance, there are three young women, who are mothers that have been hired when their children were still very young. Before starting working at GEMELS, they dealt with quite something else, but they showed a great tenacity and desire for revenge and that made them grow rapidly.

Today, people still speak about pay gap, at GEMELS it doesn't exist, actually there are more

women who hold responsibility positions.

On their social media you can discover many success stories of young women encouraged to start STEM education courses.

▪ ***Climate Change***

GEMELS focuses also on the promotion of the European Green Deal goals and on the support of the *climate change* culture.

Starting from the planting of fruit trees in order to provide for the CO2 produced, then to the creation of some green areas in the company, up to two annual days out organized by the GCMS team to clean the local green areas by picking up the waste, such as plastic, pneumatics and much more, from the floor.

GEMELS wants to challenge other realities and to create a more sustainable culture, starting from these small but big experiences. Why? Simply to set a good example, to build today for tomorrow, to pass on to the youngest the culture of environmental respect.

The Generation Z is particularly sensitive to these themes. Remember, just like the admiral William H. McRaven said in his speech at the opening of the University of Texas: *"If you want to change the world, start off by making your bed!!!"*



GCMS team: "if you want to change the world, start by picking up what you find on the ground"

According to GEMELS, *"a brilliant idea can make the company grow only if shared with high quality people"*, and this is just a little part of their philosophy. Actually, at the foundation there is something intangible, not easy to reproduce at all: it is something intrinsic, that comes from the management, who every day pass down to his collaborators the courage of making the difference.