



GUCCI PUBLISHES FIRST IMPACT REPORT AND SURPASSES ENVIRONMENTAL REDUCTION TARGET 4 YEARS EARLY

Gucci releases new 2020 EP&L results with significant decrease in footprint

Milan, 15 June 2021 – Today, Gucci published its inaugural Impact Report on Equilibrium.Gucci.com, one year after expanding its Equilibrium digital platforms. The Gucci Equilibrium Impact Report has been designed to summarize the commitments, progress and actions taken by the House to generate positive change for people and planet, while looking toward the future. Incorporating 2020 data, Gucci's new Environmental Profit and Loss (EP&L)¹ results ([link](#)) were also published in the report today revealing that the House surpassed its 2025 reduction target four years ahead of time: -44% reduction of total environmental impacts and -47% decrease in greenhouse gas emissions (2015 baseline). This positive trend also reveals a continued reduction pathway year-over-year starting from 2015. Just in 2020, Gucci achieved a -17% decrease in greenhouse gas emissions and a -9% reduction of its total footprint versus 2019².

"Our inaugural Gucci Equilibrium Impact Report illustrates our actions and commitments to be inclusive, sustainable, responsible and accountable in everything we do," said Marco Bizzarri, Gucci's President and CEO. "We have surpassed our target to reduce our total footprint four years early, an achievement that underlines our commitment to transformative change. It is our mission to be part of the solution for a better tomorrow and we will continue to build authentic value across our business and in the wider world – value for people, value for climate and value for nature."

Divided between two pillars, People and Planet, the Gucci Equilibrium Impact Report highlights a selection of initiatives that are translating the House's strategic vision into actions to drive lasting social impact and environmental stewardship. Some highlights in the report include:

People

- **Best Workplace 2020** in Italy for the second year in a row
- Established **Global Equity Board** to further integrate and reinforce diversity, equity, and inclusion
- **57.4%** female members of management globally and rated 98/100 on the 2020 Gender Parity Index in France

- More than **\$17.5m** raised to support gender equality projects and advocacy through **CHIME FOR CHANGE**, funding 442 projects in 89 countries and directly impacting 28,379 women and girls in 2020
- Received the “**Welcome. Working for Refugee Integration**” award by the United Nations Refugee Agency (UNHCR) in 2020 for the second consecutive year
- More than €2.5m donated to support COVID-19 relief initiatives, including promoting equitable access to vaccines globally
- Set up program with Banca Intesa Sanpaolo to support Italy’s fashion suppliers during the pandemic, providing quick access to loans with favorable terms and equaling **over €200 million** in loans as of 31 December 2020
- Launched \$5m Changemakers Fund to promote social good and racial justice in diverse communities across North America, which positively impacted over **52,000 people in 12 cities in 2020**, and a \$1.5m scholarship program to support diverse young talents entering the fashion industry
- Launched Gucci École de l’Amour to pass on luxury craftsmanship skills, with 526 student artisans enrolled since 2018
- Introduced Gucci Design Fellowship Programme, a collaboration to provide young designers from ten international fashion schools with hands-on experience, while facilitating cultural exchange.

Planet

- 2020 EP&L analysis showed a **-44% reduction of Gucci’s total environmental footprint** and a **-47% decrease in its greenhouse gas emissions** in its direct operations and across the supply chain since 2015, relative to growth
- **Carbon neutral** in scopes 1,2 and 3 of the Greenhouse Gas Protocol since 2018
- **93%** renewable energy consumption worldwide (stores, offices, warehouses, Gucci-owned factories) in 2020, with a 100% target by 2022
- **95%** overall traceability of materials
- Explored circular business models and created first circular collection ‘**Gucci Off The Grid**’ under Gucci Circular Lines
- Launched **new eco-friendly Green Packaging** for stores and online
- Achieved ISO 20121 sustainability certification for events, including fashion shows
- Invested in the protection and restoration of over **1.9m hectares of forests, mangroves and biodiversity**
- Introduced Gucci’s **Natural Climate Solutions Portfolio**, including investments in regenerative agriculture
- Partnered with **The Lion’s Share Fund** to protect endangered wildlife and habitats

For more information read the first [Gucci Equilibrium Impact Report](#) and discover the details of the 2020 EP&L results at Gucci’s Digital EP&L [here](#).

About Gucci

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands. As the House marks its 100th Anniversary under the Creative Direction of Alessandro Michele, with Marco Bizzarri as President and Chief Executive, Gucci moves forward into the coming decades with an ongoing commitment in redefining luxury, while celebrating the creativity, innovation and Italian craftsmanship at the core of its values.

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.

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 and discover Gucci's Instagram dedicated to social and environmental sustainability at [Instagram.com/GucciEquilibrium](https://www.instagram.com/GucciEquilibrium).

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¹ The Environmental Profit and Loss (EP&L) account measures GHG emissions, water consumption, air and water pollution, land use, and waste production within Gucci's own operations and across the entire supply chain and then calculates the social cost in relation to these impacts. Gucci set a target to reduce its total footprint by 40% and GHG emissions by 50% by 2025 (2015 baseline). Gucci's GHG reduction target 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.

² Comparing its 2020 EP&L results to 2019, Gucci reduced its total environmental impacts in its direct operations and across its supply chain by -9% and decreased its greenhouse gas emissions by -17%, relative to growth.