



Introducing Brands4Sustainability, an alliance between responsible brands that care for our planet's future

*The United Nations Climate Change Conference (COP25) in Madrid saw the presentation of "Brands4Sustainability", an initiative whose aim is to bring together the most actively engaged brands in terms of achieving the UN's sustainable development goals (SDGs). The leading groups behind this idea are CNH Industrial, Cremonini, Lavazza, Wega Coffee Machines and Unes Supermarkets.*

Madrid, 11 December 2019 – An alliance between companies that use their brands to place sustainability and social responsibility at the centre of their strategies: this is how the "Brands4Sustainability" initiative was described during its presentation today in Madrid, on the occasion of COP25, the 25th meeting of the UN Climate Change Conference, organised by the United Nations.

CNH Industrial, a global leader in the *capital goods* sector – operating through brands such as IVECO, New Holland and FPT Industrial, to name some of the best known – was one the first groups to join this initiative. Others are the Cremonini Group, Lavazza, Wega Coffee Machines (leading producer and distributor of professional espresso coffee machines) and Unes, a supermarket chain with over 190 stores in the north-west of Italy. In its planning phase, the initiative was supported by the Bocconi University School of Management.

To show how concrete their commitments are, each member company will actively contribute to establishing an initial joint fund to support the projects, which will be identified in 2020.

The announcement of "Brands4Sustainability" in Madrid is only going be the first step of a collaboration designed to grow over time, through concrete projects and the active participation of many more companies. In itself, the announcement made in Madrid is clearly an invitation launched to other primary production, commercial and service companies, whose adherence to this project will increase the alliance's strength in future, inspired by Goal 17 of the 2030 Agenda, i.e. Partnerships for Sustainable Development.