

**The Parco delle Idee was created
to commemorate National Tree Day 2017**

November 21, 2017 - Salvatore Ferragamo, a company engaged for years in land protection and exploitation, to celebrate the National Tree Day, started the creation of the Parco delle Idee (Park of Ideas), inside the Polo Scientifico of Sesto Fiorentino; a green urban area, the trees of which will be a subject of study for students from the University of Florence.

The project – born from the partnership with Lifegate (a point of reference in the field of sustainability in Italy), Carbonsink (an academic spin-off of the University of Florence, specialized in the compensation of CO2 emissions), and the Department of Agri-food Production and Environmental Science – has led to the plantation of roughly two hundred native trees. The operations were also carried out with the help of our colleagues, who participated voluntarily in the plantation day, working together for four hours to adopt and plant some of the trees. Later on, each team work had the chance to put a commemorative plaque on one of the trees, with the names of the team members and a short sentence.

The Parco delle Idee lays the foundations for the creation of green available areas in the Polo Scientifico of the University of Florence, and is part of the Tuscan Region project to realize the Bosco della Piana. The project will also benefit the microclimate, and the CO2 emissions absorbed by the different tree specimens will be calculated.

“This new commitment of the company and its employees, which for one day participated voluntarily in the plantation work, is for a further matter of pride for all of us,” commented Ferruccio Ferragamo, President of the Ferragamo Group. “Our company has always been committed to multiple initiatives aimed at the protection of the Italian historical, cultural and environmental heritage; and particularly of the Florentine and Tuscan ones, to which we are bound by long-standing affection and gratitude. The Parco delle Idee represents an effective, tangible way to express our appreciation for a reality to which we owe such a great part of our international success. At the same time, it is the expression of a virtuous demeanour that every modern company has the duty to take in respect of the territory and social fabric in which it operates.”

Salvatore Ferragamo Sp.A.

Salvatore Ferragamo Sp.A. is the parent Company of the Salvatore Ferragamo Group, one of the world's leaders in the luxury industry and whose origins date back to 1927.

The Group is active in the creation, production and sale of shoes, leather goods, apparel, silk products and other accessories, along with women's and men's fragrances. The Group's product offer also includes eyewear and watches, manufactured by licensees.

The uniqueness and exclusivity of our creations, along with the perfect blend of style, creativity and innovation enriched by the quality and superior craftsmanship of the 'Made in Italy' tradition, have always been the hallmarks of the Group's products. With approximately 4,000 employees and a network of 687 mono-brand stores as of 30 September 2017, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader in the European, American and Asian markets.

www.ferragamo.com

The LifeGate Group

LifeGate is the point of reference on sustainability in Italy. Since 2000, through its communication network, it has been promoting a sustainable lifestyle, engaging more than five million people and supporting the companies' sustainable development; consulting on sustainability, communication, and environmental projects, and providing renewable energy and energetic efficiency. LifeGate was the first Italian firm to put into practice the Kyoto Protocol with the project Impatto Zero™ – which calculates, reduces, and compensates the CO2 emissions deriving from any human activity, through carbon credits generated from the creation and protection of growing forests. For over fifteen years, it has been working in forests in Italy and throughout the world – from the Parco del Ticino in Lombardy to the rain forests in Costa Rica and Madagascar – using a network of influential scientific partners, including Universities, Ministries of the Environment, and Park Authorities. Through the LifeGate Trees projects, the Group promotes activities that contribute to preserving and reclassifying green areas in the Brazilian Amazon and down the Milan Naviglio Grande.

www.life-gate.it

The Carbonsink Group

Carbonsink is an academic spin-off of the University of Florence, highly specialized in the development of strategies to mitigate the climate changes, and in the compensation of CO2 emissions. Carbonsink works with business process expert consultants, as well as with technicians specialized in emissions reduction, developing corporate strategies that measure and mitigate the emissions, and implementing projects for their reduction; including in developing countries, where they are integrated with the business production chain. Carbonsink is also a member of IETA (International Emission Trading Association), and the only Italian credited partner of CDP (Carbon Disclosure Project).

www.carbonsink.it

Salvatore Ferragamo

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