

NONPROFITS

Gucci pitches in to help Lion's Share fund raise \$100M to protect biodiversity and nature

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Gucci is committing to contribute 0.5 percent of its media spend each time an animal is featured in the brand's ads. Image courtesy of The Lion's Share Fund and Gucci

By LUXURY DAILY NEWS SERVICE

Long a supporter of philanthropic causes, Italian fashion giant Gucci is participating in The Lion's Share fund to help preserve and protect biodiversity and nature, while tackling the climate-change crisis around the world.

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The fund targets \$100 million in fundraising annually over the next five years for animal conservation, biodiversity and climate change. Participating brands and companies are asked to contribute 0.5 percent of their media spend each time an animal is featured in their ads.

"The Lion's Share fund is an important addition to our conservation strategy," said Marco Bizzari, Milan-based president/CEO of Gucci, in a statement.

"Nature and wildlife provide Gucci with inspired creation that is an integral part of our narrative through our collections and campaigns," he said.

"With the increasing threats to the planet's biodiversity, groundbreaking initiatives like The Lion's Share fund have the potential to be transformative by organically connecting the business community with direct action to protect our natural habitats and most threatened species.

"In a similar way, since 2018, Gucci has been totally carbon neutral across our supply chain and we offset our remaining emissions every year through REDD+, which protects critical forests and biodiversity around the world."

Gucci joins companies such as Mars, Nielsen, BBDO, The Economist Group, JCDcaux and Finch in supporting The Lion's Share.

Different beast

French luxury conglomerate Kering's flagship brand, **Gucci** has taken the lead in philanthropic causes, social issues and sustainability.

The United Nations Development Program leads the fund, with support from a coalition of companies and UN partners.

The **Lion's Share fund** has already made its mark since its September 2018 debut.

For example, it has offered a grant to improve critical radio systems for law enforcement officers protecting wildlife in Mozambique's Niassa Nature Reserve and helping reduce the elephant-poaching rate to zero.

The fund has also extended a grant to help secure land for endangered orangutans, elephants and tigers in North Sumatra in Indonesia.

Animals appear in approximately 20 per cent of all advertisements in the world, yet despite this, animals do not always receive the support they deserve, according to the UNDP.

THE LION'S SHARE provides brands such as Gucci with the opportunity to take urgent action and play a role in protecting the planet.

"This partnership with Gucci marks the continuing evolution of this innovative fund, which provides a unique opportunity for brands across all industries to join forces and help preserve and protect biodiversity across the globe," said UNDP administrator Achim Steiner in a statement.

"Wildlife populations are half the size they were just 50 years ago, and their habitats and ecosystems are destroyed at an unprecedented rate due to human activity," he said. "The Lion's Share is an idea that is as innovative as it is simple and it makes a real impact on wildlife conservation."

1 million species are facing extinction. Nature is in crisis.

How can you help?

When you see a brand you love using animal images in advertisements, post & tag them with **#LionsShare**.

It's your job to connect **#LionsShare** with brands so that ads work for nature. Hosted by **@UNDP**. pic.twitter.com/y9TeAgxwJ8

The Lion's Share Fund (@LionsShareFund) **November 19, 2019**