

APPAREL AND ACCESSORIES

## Gucci surpasses environmental reduction target 4 years early

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*Gucci released its first report highlighting how it has made social and environmental efforts. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci has hit its environmental impact reduction target, according to its inaugural Impact Report on [Equilibrium.Gucci.com](https://www.gucci.com/equilibrium).

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Incorporating 2020 data, Gucci's new Environmental Profit and Loss 1 results revealed that the brand has already surpassed its 2025 reduction target four years ahead of schedule, with a 44 percent reduction in total environmental impacts and 47 percent decrease in greenhouse gas emissions. In 2020 alone, Gucci achieved a 17 percent decrease in greenhouse gas emissions and a nine percent reduction of its total footprint versus 2019.

"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, president and CEO of Gucci, in a statement. "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."

### Gucci Equilibrium

Divided between two pillars, people and planet, the Gucci Equilibrium Impact Report highlights a selection of initiatives that are translating the brand's strategic vision into actions to drive lasting social impact and environmental stewardship.

**2 years**

Best Workplace 2020 in Italy for the 2nd year in a row

**28,379**

More than 80+ organisations supported by CHIME FOR CHANGE creating a positive impact for 28,379 women and girls

**€2.5m**

More than € 2.5 m donated to support COVID-19 relief initiatives

**57.4%**

Female members of management globally

**98/100**

Rated 98/100 on Gender Parity Index in France

**52,000+**

People positively impacted across the 12 Changemakers cities through our Gucci Changemakers North America Impact Fund

**2 years**

Received the "Welcome. Working for Refugee Integration" award by the United Nations Refugee Agency (UNHCR) for the 2nd consecutive year

**1 million+**

Digital learning courses were completed

*Key highlights from Gucci's impact on people throughout 2020. Image courtesy of Gucci*

Gucci was awarded Best Workplace 2020 in Italy for the second consecutive year and established the Global Equity Board to further integrate and reinforce diversity, equity and inclusion in its workplace.

More than half, 57.4 percent, of Gucci's management positions are held by women and rated 98 out of 100 on the 2020 Gender Parity Index in France.

Gucci raised more than \$17.5 million to support gender equality projects and advocacy through its Chime for Change initiative, funding 442 projects in 89 countries and directly impacting 28,379 women and girls in 2020.

In September, the initiative partnered with the African American Policy Forum to debut a special edition of its Chime Zine that advanced a gender-inclusive narrative in the movement for Black lives. Led by guest editor Kimberl Crenshaw, the issue featured the voices of Black women and calls on the global community to join AAPF in their #SayHerName campaign ([see story](#)).

The brand also launched a \$5 million Changemakers Fund to promote social good and racial justice in diverse communities across North America, which impacted over 52,000 people in 12 cities throughout the year.

The company also established a 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 \$246 million.

**-44%**

Reduced our total footprint by  
- 44% since 2015

**2018**

Carbon neutral in scopes 1,2  
and 3 of the Greenhouse Gas  
Protocol since 2018

**93%**

Renewable energy  
consumption worldwide  
(stores, offices, warehouses,  
our factories)

**1.9m  
hectares**

Invested in the protection and  
restoration of over 1.9m  
hectares of forests, mangroves  
and biodiversity

**95%**

Overall traceability of our  
materials

**70**

Created first circular  
collection called 'Gucci Off  
The Grid' with around 70  
different products



Launched our new eco-friendly  
Green Packaging for stores  
and online

**2**

Partnered with The Lion's  
Share Fund and contributed to  
projects including 2  
emergency funds to protect  
endangered wildlife and  
habitats

*Key highlights from Gucci's impact on the planet throughout 2020. Image courtesy of Gucci*

In regards to the planet, Gucci reached 93 percent renewable energy consumption worldwide, including stores, offices, warehouses and Gucci-owned factories, with a 100 percent target by next year. It also achieved 95 percent overall traceability of materials.

Gucci explored circular business models and created the first circular collection Gucci Off The Grid under Gucci Circular lines ([see story](#)), and launched eco-friendly green packaging for stores and online.

The company also invested in the protection and restoration of more than 1.9 million hectares, 4.7 acres, of forests, mangroves and biodiversity, and introduced the Natural Climate Solutions Portfolio, which includes investments in regenerative agriculture.

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