

THE REGINA BRAND (SOFIDEL GROUP) ALONGSIDE THE “PO BEFORE THE SEA” INITIATIVE

The biggest reclamation of the Po River, organized by Plastic Free Onlus, is about to start involving Piedmont, Lombardy, Emilia-Romagna and Veneto in Italy

On **May 23rd**, Plastic Free Odv Onlus association, with the support of companies attentive to environmental protection, such as *Flowe*, **Sofidel Group with its Regina brand**, and *Roberto Collina*, **is organizing more than 50 simultaneous cleaning events across four regions in Italy: Piedmont, Lombardy, Emilia-Romagna, and Veneto**. This is the largest ever clean-up of the banks of the River Po and **aims to remove over 50,000 kg of waste, especially plastic, from the environment**.

Every year, each person produces about 460 kilos of waste, equivalent to the weight of a polar bear. According to the study conducted by A.I.C.A. (International Association for Environmental Communication) and the European Research Institute (E.R.I.), the Po River spills that same amount in the form of microplastics in just one hour into the Adriatic Sea. This increasingly dangerous pollution has a daily impact on the entire ecosystem, especially the marine ecosystem, and consequently on human beings. The catchment area of the Po River and its tributaries corresponds to a very large, industrially advanced area with a population of 20 million people.

In this context, the Sofidel Group, one of the world's leading manufacturers of tissue paper for hygiene products, has chosen to support the “Po before the sea” initiative, confirming its commitment to taking care of the planet. **A responsibility that is upheld along the entire value chain:** upstream, in the supply chain management; in the production phase, through technological and sustainable industrial processes; and downstream, in the creation of products that take care of people, offering hygiene and practicality, and take care of the planet.

“The Sofidel Group, also through the Regina brand, wants to be at the forefront of the commitment to a cleaner world. This is why we are pleased to participate in this initiative that, in addition to bringing concrete benefits, aims to raise awareness and spread the culture of respect for the planet,” stated **Luigi Lazzareschi, CEO of the Sofidel Group**. *“As part of our sustainability goals, in 2020 we have reduced the use of plastic packaging*

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Sofidel is a WWF Climate Savers member

for our products by about 20% and we are pursuing the ambitious goal of reducing the incidence of conventional plastic by 50% in our production by 2030, compared to 2013."

For more information on the initiative "Po before the sea": <https://www.plasticfreeonlus.it/23-maggio-unpoprimadelmare/> (in Italian)

The Sofidel Group

With registered office in Porcari (Lucca), the Sofidel Group is one of the world leaders in the production of paper for sanitary and domestic use. Founded in 1966, the Group operates in 12 countries – Italy, Spain, the United Kingdom, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania and the United States – with more than 6,000 employees, a net consolidated turnover of 2,173 million euros (2020) and a production capacity of over one million tons a year (1,428,000 tons in 2020). "Regina" is its best-known brand and can be found in most of the key markets. Other brands include: Softis, Le Trèfle, Sopalin, Thirst Pockets, KittenSoft, Nalys, Cosynel, Lycke, Nicky, Papernet. A member of the Global Compact and the World Wildlife Fund's international Climate Savers programme, the Sofidel Group considers sustainability to be a strategic factor of growth and is committed to reducing the impact on the natural heritage and maximising the social benefits with the aim of creating shared added value for all its stakeholders. Sofidel's goals for reducing the emissions of greenhouse gases by 2030 have been recognised by the Science Based Targets initiative (SBTi) in line with the levels required to keep global warming well below 2°C, in accordance with the requirements of the Paris Agreement.

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