SUSTAINABILITY PARTNER

LUNA ROSSA PIRELLI PRADA

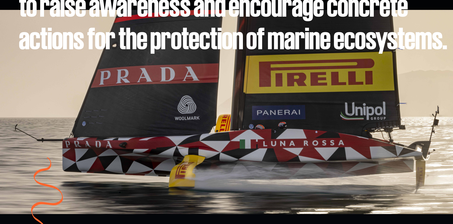
ogyre

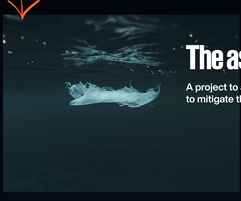
In an era where greenwashing is a hot topic, partnering with Ogyre shifts the conversation towards tangible action, enhancing the brand reputation of our employees through a conscious and sustainable choice of collaboration.

Every project is backed by data and key performance indicators (KPIs), ensuring transparency and measurability of the business impact, thus contributing to the sustainability goals of all involved parties.

Teaming up with Ogyre goes beyond building brand reputation. Through expanding the campaign, we can engage and raise awareness among employees about environmental responsibility. This can be achieved through the exchange of memorable gifts and solidarity-based team-building events.

Driven by their shared passion for the sea, Luna Rossa and Ogyre have united for a three-year collaboration with a dual mission: not only to clean the oceans from waste and plastic but also to raise awareness and encourage concrete actions for the protection of marine ecosystems.



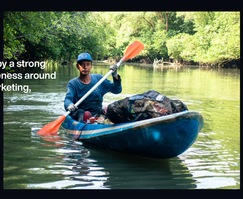


The ask

A project to achieve their sustainability ambition to mitigate the group impact on climate change.

The idea

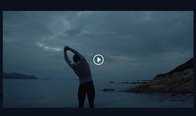
A fishing for litter campaign amplified by a strong PR content plan aimed at cultivating awareness around ocean pollution through the lens of marketing, science and education.



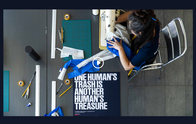
The results

16.000 kg of Marine litter collected

Dedicated content 2023

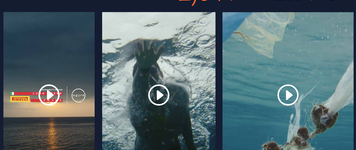


Workshop with Max Lamb



Integrated communication plan

33 PR FEATURES

Organic and paid digital amplification

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