



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.

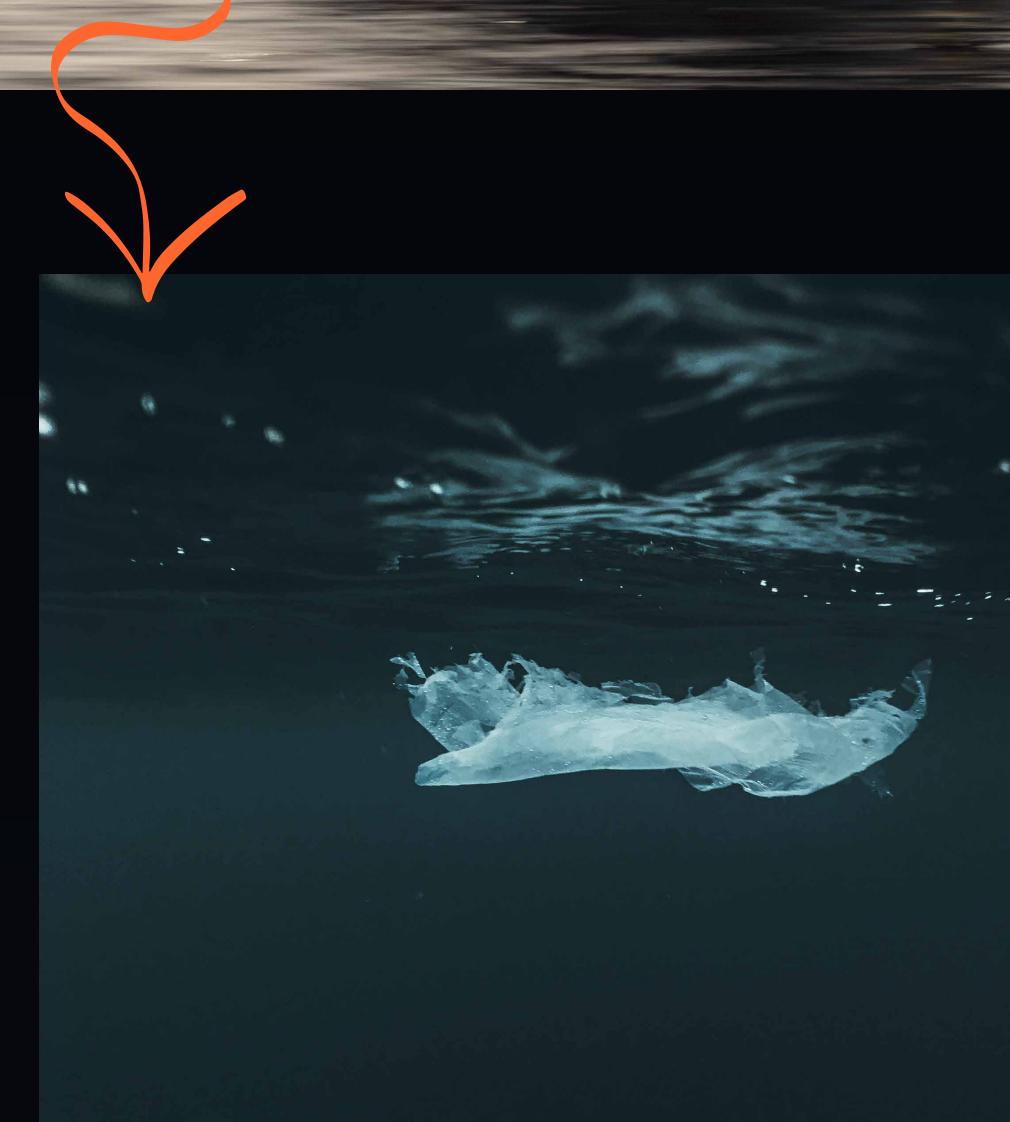
performance indicators (KPIs), ensuring transparency and measurability of the business impact, thus contributing to the sustainability goals of all involved parties.

Every project is backed by data and key

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 inclusion of sustainable 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.

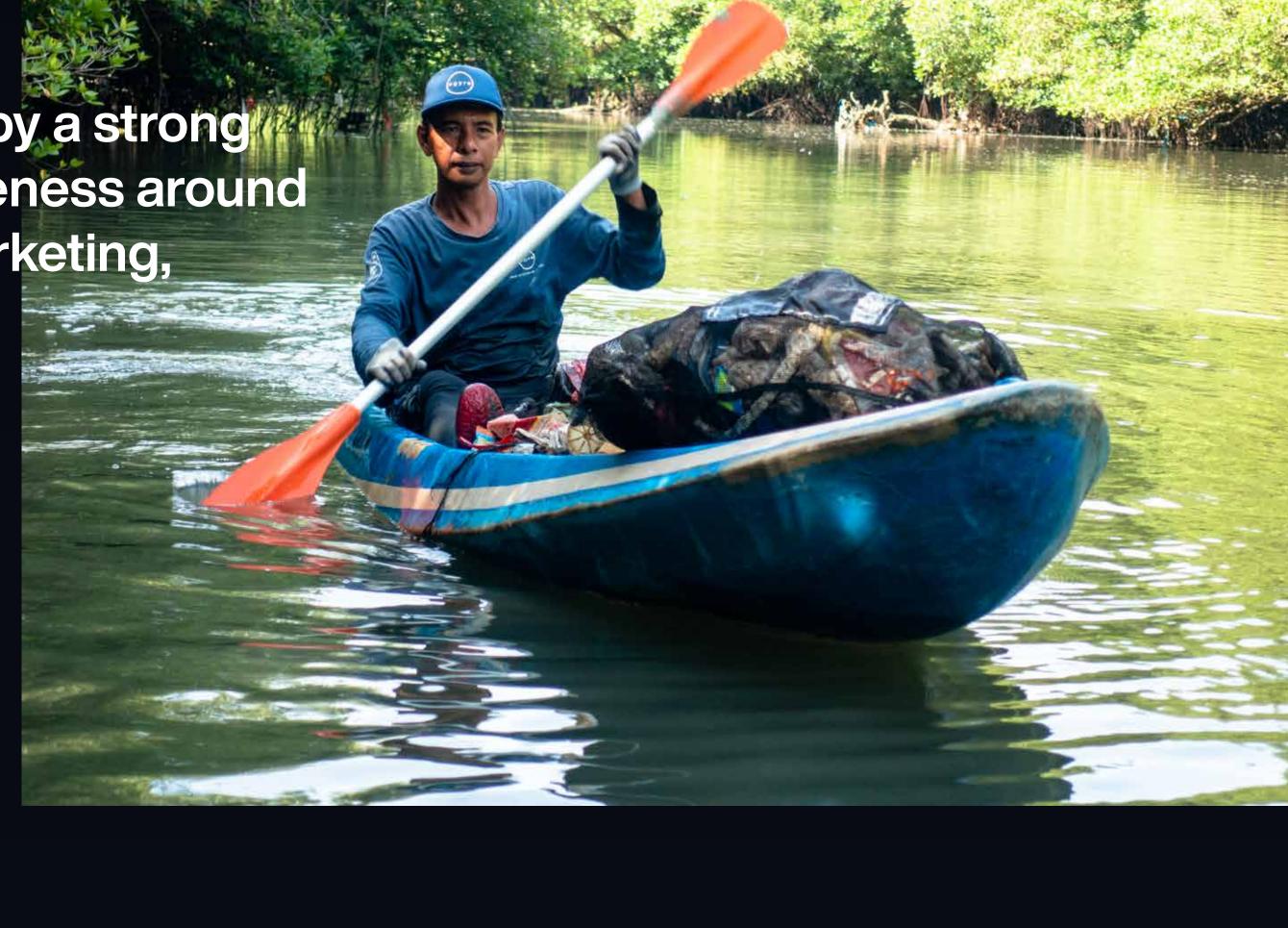




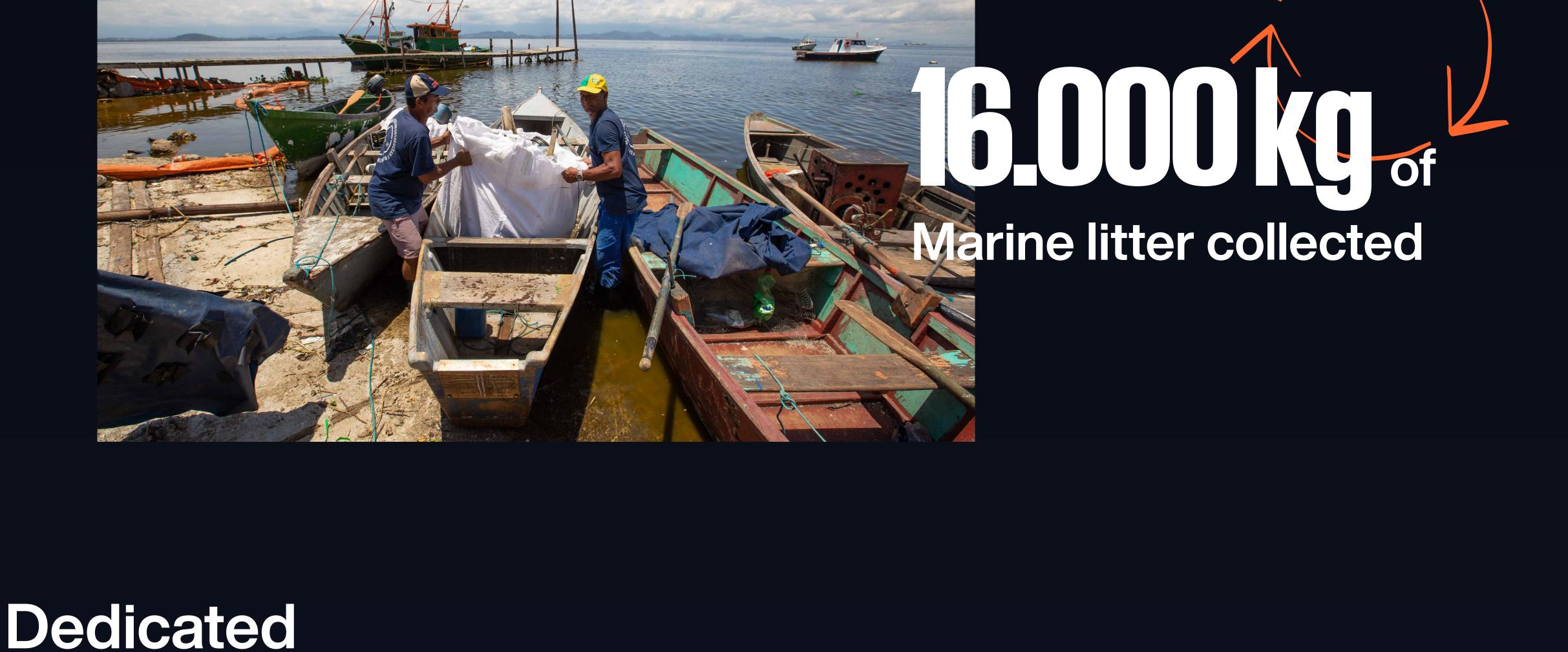
## A project to achieve their sustainability ambition to mitigate the group impact on climate change.

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



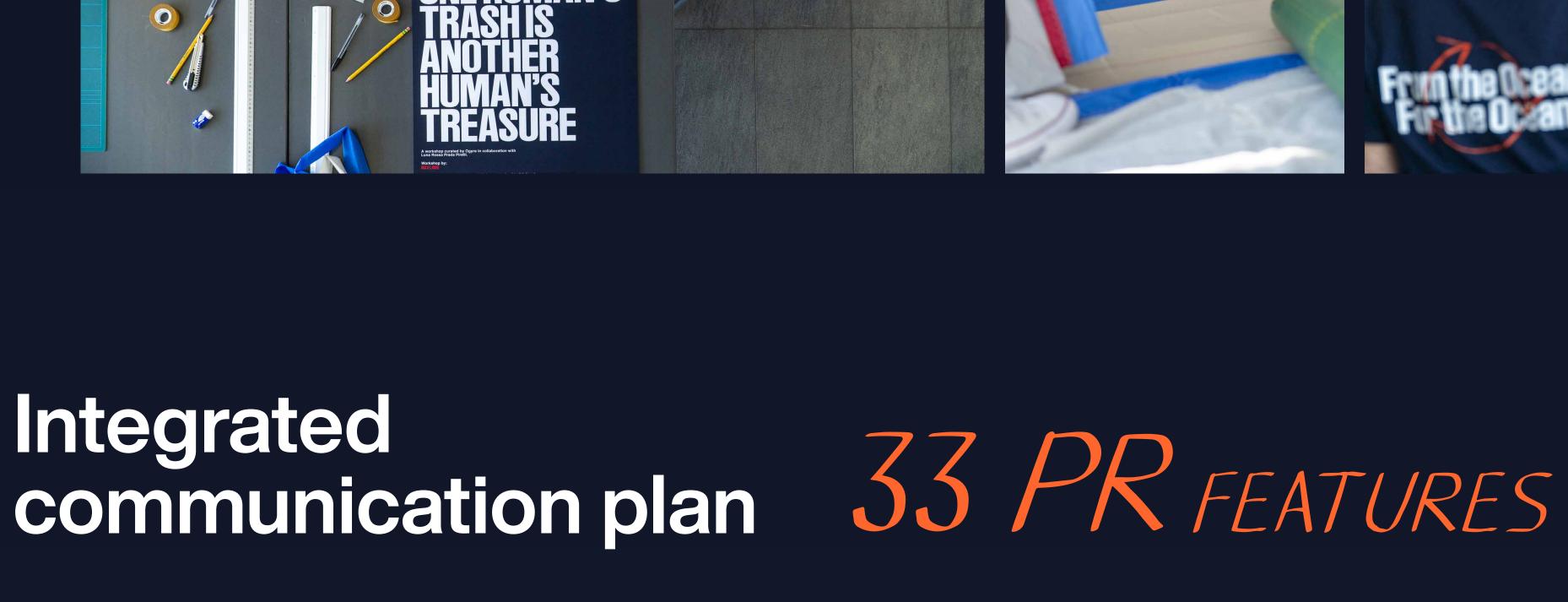
The results



content 2023

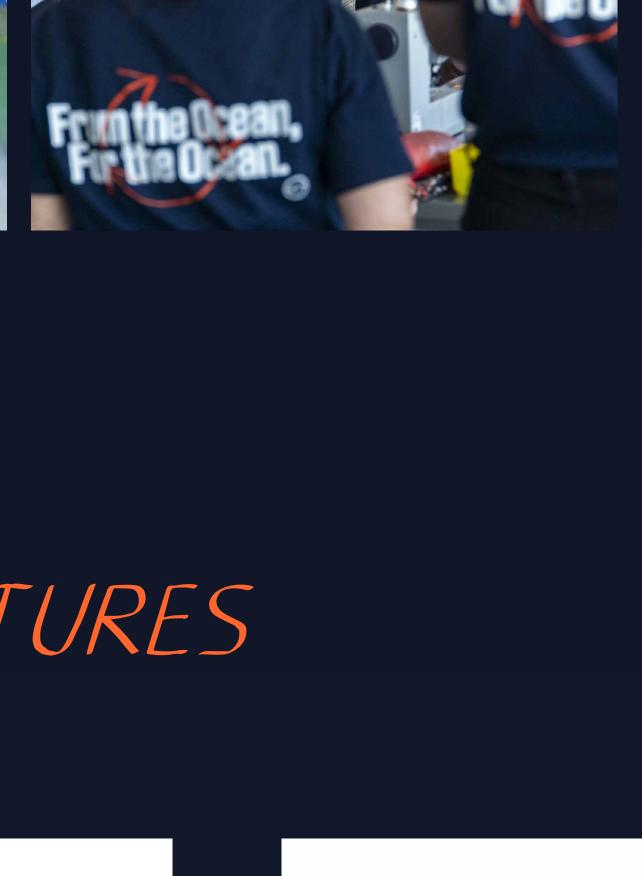








lunarossachallenge e o\_gyre



3 minuti per leggere

alle tematiche ambientali: nelle vene del team Luna Rossa Prada Pirelli e in

quelle di Ogyre, infatti, scorre acqua marina, la stessa nella quale entrambi

Luna Rossa Prada Pirelli e Ogyre insieme per un mare più pulito **Network News** Ci sono collaborazioni destinate a continuare e a migliorarsi. Come quella tra Ogyre e Luna Rossa Prada Pirelli che, per il secondo anno consecutivo, si impegnano in azioni concrete per la salvaguardia dei nostri mari. Alla base di questa collaborazione c'è una comunione di valori e l'attenzione

**ROMANO Sailing Team** Iunarossachallenge OCEAN SPOTLIGHT | 3 consigli per rendere più responsabile e consapevole il rapporto di ognuno di noi con il mare... altro Organic and paid digital amplification

