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“*Glimpses*” sustainability video-clips

RadiciGroup uses video storytelling to present some key themes of its Sustainability Report 2015

Since its founding, RadiciGroup’s distinctive characteristics have always been the valorization of people, passion for work, care for the communities where its companies are based and optimization of resources.

For twelve years, RadiciGroup has reported on its industrial businesses with data and results on its economic, social and environmental sustainability.

And **this year**, to be even more efficient in communicating the goals it has reached and more transparent in pointing out its new ambitious objectives concerning sustainable development, RadiciGroup has taken advantage of the power of video. In addition to a video message from President Angelo Radici shown at the official presentation of Sustainability Report 2015, three video clips called “*Glimpses*” were created. The latter videos deal with three themes explained more in depth in the Sustainability Report (sustainable supply chain, use of water resources and parent company ISO 9001:2015 certification) and are aimed at illustrating RadiciGroup’s strategies for sustainability: concrete action and measurable results.

The concept and realization of the “*Glimpses*” clips were the work of the firm Exposure Architects, based on an idea of architect Oliviero Godi, who chose to make the videos in black and white: *“The black-and-white format helps viewers concentrate on the contents, the people and natural resources making up the surroundings in which RadiciGroup works. And this environment is what the Group is determined to preserve, so that it can continue to operate sustainably in harmony with the local communities”*.

The first video clip, “*Working Together*”, is dedicated to the Group’s great effort to achieve a **sustainable supply chain**. It uses the paragon of an ant colony, which has always represented a world where cooperation and organization lead to significant results, a world where it is possible to face – and win – seemingly insurmountable challenges, thanks to the teamwork and commitment of all the individuals involved.

The theme of the second clip, “*Waterworld*”, is **water**, a precious natural resource for everyone and of extreme importance to RadiciGroup. The Group’s companies recycle water as many times as possible in their plant cooling processes and, after scrupulous monitoring and treatment, discharge clean water to the environment, in conformity with the applicable laws and regulations of the countries where they operate.

The focus of “*Sustainable Development*”, the third video clip, is the achievement of **ISO 9001:2015 certification** by RadiciGroup’s parent company. Here the metaphor is a group of people who, together, follow the path to the top of the mountain, just like Radici Partecipazioni SpA. Thanks to its continuous effort, constant determination and tireless desire to reach increasingly more ambitious goals, the company was the first to be certified according to the new edition of the ISO standard, which includes requirements for defining the operating context and risk analysis. This certification will become the reference point for the renewal of certifications already held by RadiciGroup’s production units, to ensure that they always remain in the forefront on matters of quality, the environment, energy and workplace health and safety.

Click here to watch the “Glimpses” video clips:

“*Working Together*” – Sustainable supply chain: http://www.radicigroup.com/en/news-media/video/glimpses-sustainability-video_clips-_-working-together-34585

“*Waterworld*” – Safeguarding water resources: http://www.radicigroup.com/en/news-media/video/glimpses-sustainability-video_clips-_-waterworld-34596

“*Sustainable Development*” – ISO 9001:2015 certification of Radici Partecipazioni SpA: http://www.radicigroup.com/en/news-media/video/glimpses-sustainability-video_clips-_-sustainable-development-34597

The complete Sustainability Report 2015, as well as its “Key Elements”, can be found at the following link: <http://www.radicigroup.com/it/documentazione/corporate/bilancio>

The Sustainability Report as seen by Angelo Radici, president of RadiciGroup: <http://www.radicigroup.com/it/news-media/video/bilancio-di-sostenibilit%C3%A0-2015-33802>

RADICIGROUP - With 2,985 employees, sales revenue of EUR 1,011 million, and a network of production and sales sites located in Europe, North America, South America and Asia, RadiciGroup is one of the world’s leading producers of a wide range of chemical intermediates, polyamide polymers, engineering plastics, synthetic fibres and nonwovens. These products are the result of the Group’s outstanding chemical know-how and are used in a variety of industrial sectors such as: AUTOMOTIVE – ELECTRICAL AND ELECTRONICS – CONSUMER GOODS – APPAREL – FURNISHINGS – CONSTRUCTION – HOUSEHOLD APPLIANCES – SPORT. With its business areas - **Specialty Chemicals, Performance Plastics and Synthetic Fibres & Nonwovens** (Performance Yarn, Comfort Fibres and Extrusion Yarn), RadiciGroup is part of a larger industrial group that also includes textile machinery (ITEMA), energy (GEOGREEN) and hotel (SAN MARCO) businesses.

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