



WINDTRE adheres to Earth Hour 2024

The company will participate in the event promoted by the WWF for the fight against climate change

Rome, 22th march 2024

Once again this year, WINDTRE will participate in Earth Hour, the international initiative promoted by the WWF that invites people to turn off their lights for an hour in a symbolic gesture aimed at raising awareness among citizens, cities, and companies around the globe of the urgent need to take action and to express a common commitment to overcoming the challenge posed by climate change, for a more sustainable future. The company will adhere to the Earth Hour initiative, scheduled for Saturday 23 March, by switching off the lights at its main offices for one hour, from 8:30 p.m. until 9:30 p.m., to show its support for the protection of the environment and nature, and encourages its customers, points of sale, and employees to do the same.

WINDTRE has reaffirmed its unwavering commitment to environmental protection. In fact the company has reduced its CO2 emissions by 46% with respect to 2017, also thanks to its energy efficiency initiatives, and aims to eliminate its emissions by 2030 as part of its ESG objectives. In terms of the green economy, WINDTRE promotes urban transformation through the “Smart City” project, whereby it aims to support local administrations as an adviser, and to guide the digital transition of Italy’s cities, thus generating a positive social and environmental impact. WINDTRE has also been collaborating with the WWF for years, supporting initiatives such as the “Valore Oasi” project, dedicated to protecting and helping maintain three natural oases located near the company’s main offices.