

Da Eataly a Green Pea

Comunicare green Obblighi e possibilità per le imprese

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Green Pea Ceo – Eataly

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The first **Green Retail Park** dedicated to the theme of **Respect**.





«GOOD, CLEAN & FAIR»
Carlo Petrini, 2005
Slow Food Founder

What we put in our body

Food & Beverage

MADE IN ITALY

EXPERIENCE -
EDUTAINMENT

«CLEAN, FINE AND DURABLE»
Oscar Farinetti, 2019
Eataly & Green Pea Founder

What we use outside our body

Services & Durable Goods



The Analysis



2007

«Italy is the country with the greatest biodiversity, with the greatest food tradition in the world and has never gone abroad with a large chain of food distribution»

«Offer quality Italian food to the largest possible number of people in the world, not only to the enthusiasts and the rich»

«Celebrating the beauty of Italian food around the world and tell the stories of the products and virtuous producers»

«New Experiential Format:
MARKET, RESTAURANTS, TEACHING»

2007



2021



EATALY IN THE WORLD

EATALY HAS

41 STORES in

16 different COUNTRIES and has a presence in

4 CONTINENTS



2007 TORINO LINGOTTO

2008 BOLOGNA

2009 TOKYO MITSUKOSHI
2009 PINEROLO

2010 NEW YORK FLATIRON
2010 MONTICELLO D'ALBA

2011 GENOVA
2011 TORINO LAGRANGE
2011 GENOLA

2012 ROMA OSTIENSE

2013 DUBAI MALL
2013 CHICAGO
2013 ISTANBUL
2013 FIRENZE

2014 MILANO SMERALDO
2014 FIRENZE MERCATO C.
2014 PIACENZA
2014 CHERI

2015 SAO PAULO
2015 SEOUL
2015 MUNICH

2016 DUBAI FC
2016 SECCHIA OVEST
2016 NEW YORK WTC
2016 RIYADH
2016 BOSTON

2017 TRIESTE
2017 MOSCOW
2017 TOKYO G. MARUNOUCHI
2017 LOS ANGELES
2017 FICO EATALY WORLD
2017 DOHA FESTIVAL CITY

2018 STOCKHOLM
2018 LAS VEGAS

2019 PARIS
2019 KUWAIT
2019 TORONTO
2019 TOKYO HARAJUKU

2020 DALLAS

2021 SEOUL
2021 LONDON



The Scenario



2 issues

**Catastrophic
weather events:**

1999: 19

2019: 1516

9 million/year
of deaths due to
pollution

5 mm per year
the growth rate of the
global average sea level
over the last 5 years

100 million barrels
of **oil** consumed
Every day

+100% increase
of carbon dioxide in
the last century
vs. last 800,000 years

**165 million tons of
plastic at sea.** In
2050 for every ton of
fish, 3 of plastic

500 million animals
killed in fires
in Australia in 2020

+1.1°C the increase in
the global average of
temperatures
compared to the pre-
industrial period.
+0.2°C in the last
Five years old.

90% of scientists have no doubts about global warming.
It's an emergency, not a debate



The Scenario



2 issues

100 billion
green investments
European Union, zero
emissions by 2050

7% U.S. GDP Green
economy **+20%** in 3 years
+49% Green job in 15
years vs **6%** traditional
economy

A trillion dollars in
sustainable investments
BlackRock: in 10 years
increase the volume by 10
times from 90 billion today

374 billion euro on
natural resources and the
environment **Next
Generation Eu** on 1.800
Billion

+40% Sustainability
trend topic brand
communication in 2019

65% of world consumers
say they want to buy
sustainable products vs
26% that buy.

70% is willing to spend
more to buy an eco-
sustainable product.
18-24 anni
demonstrate a propensity
of **96%** greater than the
over-55s

64% of Italians do not
feel supported by
companies in terms of the
commitment **VS** media of
Europeans is of the **54%**

Green is a business opportunity



Green Heroes



Al Gore

Us Vice President, Nobel
Peace and Academy Award
2007

«There is no doubt that the climate crisis now represents an unprecedented threat not only to the survival of the planet, but also to our ideas on the capacity of democracy and capitalism.»



Papa Francesco
Laudato Si
2015

«Climate change is a global problem with serious environmental, social, economic, distributive and political implications, and is one of the main challenges facing humanity today»



Greta Thunberg
FridaysForFuture
2018

«People are suffering, they are dying. Entire ecosystems are collapsing. We are at the beginning of a mass extinction. And all you're talking about is money and fairy tales of eternal economic growth?»



Larry Fink
BlackRock Letter
2019

«Climate risk is the investment risk»



The Analysis



2020

«The 3 F of Made in Italy in the World:
FOOD, FASHION, FURNITURE»

«Greta Effect»

«The department store's identity crisis
VS Online»

«New Experiential Format:
THE FIRST GREEN RETAIL PARK DEDICATED TO RESPECT»

2020

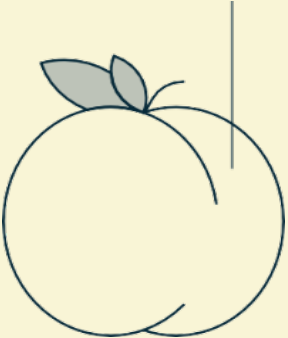


FUTURE

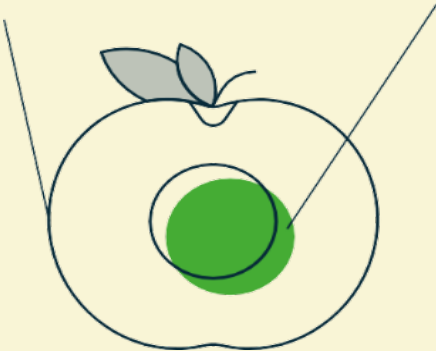


Here is *Peach* of Green Pea

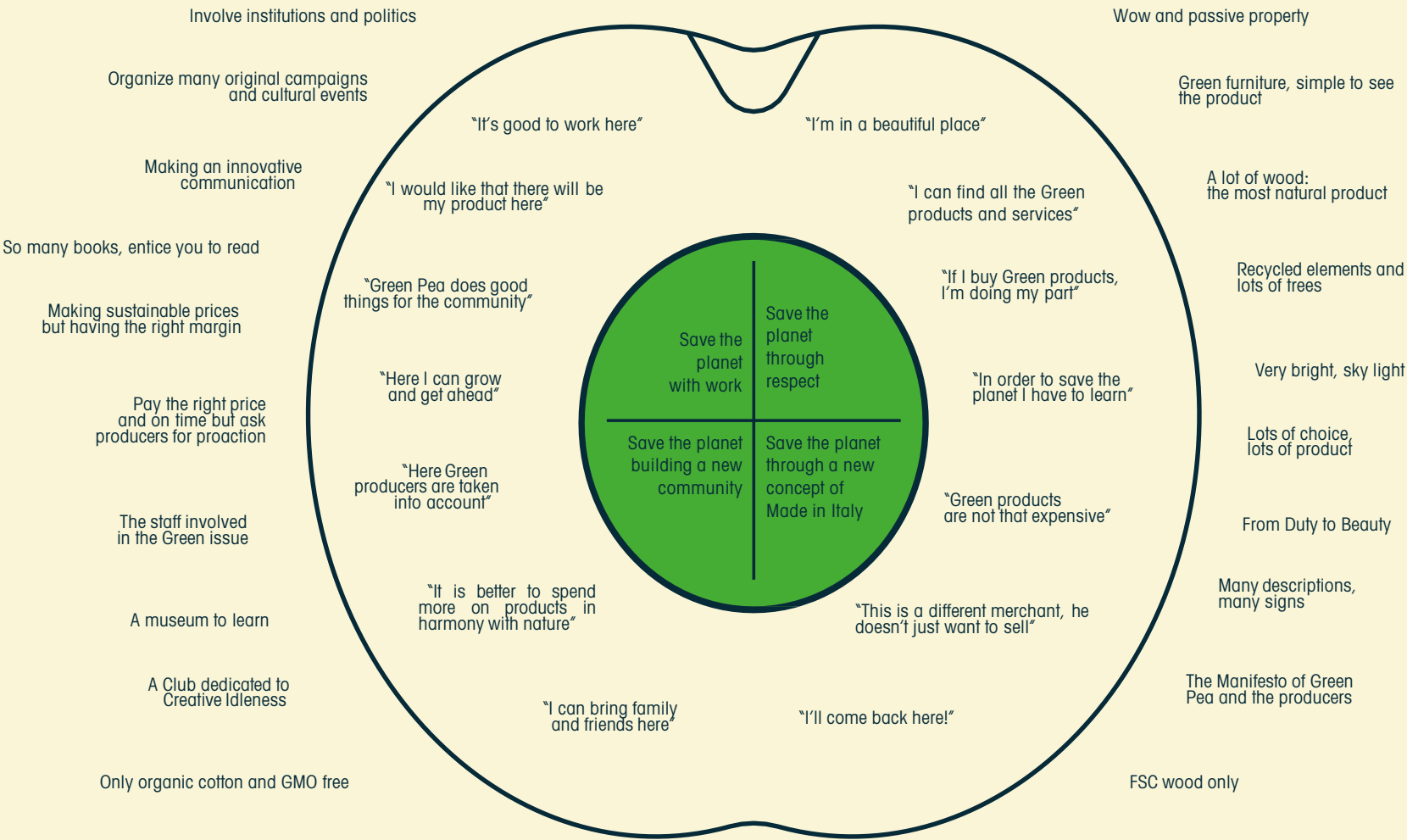
PEEL:
THE STORE AND THE
COMMUNICATION



PULP:
THE EXPERIENCES
that we want our
audience will live



STONE:
poetic objective
VALUES





should we stop consuming?
or
should we begin to consume with respect?



a **green pea**,
symbol of respect



from duty to beauty





The first **Green Retail Park** in the world
dedicated to the theme of **Respect**.

150,000 sq. ft. on 5 floors: the place where
sustainable products - created in harmony with Earth,
Air, Water and People - are not a duty, but become a
beauty.

Green Pea opens on the 9th of December in Turin,
next to Eataly at Lingotto.

VISION

HAVE RESPECT & SAVE THE PLANET



MISSION

**CHANGE CONSUMER ATTITUDES
FROM DUTY TO BEAUTY**



TARGET

EVERYONE + KIDS + GP MEMBERS



Our Manifesto

0

WE HAVE THE INCURABLE HOPE THAT it is possible to save, lengthen and improve human life on our planet. It's up to us, every single human. We need to change our relationship with the Earth, Air and Water, and improve relations with all the living beings: humans, animals and plants... in one word a new relationship with Nature. It is necessary to move towards a sense of Respect and Harmony.

1

WITH EXPERIENCED CONVICTION WE BELIEVE THAT, to quickly achieve this goal, it is necessary to transfer the value of Respect from the sense of duty to that of beauty. People need to work to reduce and differentiate waste of all kinds, and to use renewable energy sources. Not only to feel better but also to look better, pleasant, more esteemed. In 4 words: "from duty to beauty".

2

IN A SOCIAL MODEL called "Consumer Society", based on the work destined to produce goods (products and services) to be consumed, we think it is necessary to build a new consumption model: based on products built in Respect for Nature, consumed in a long time and which, at the end of its functionality cycle, can be easily recycled. For this reason, we decided to create a single large place that represents the new consumption model we have in mind. And we will call it Green Pea.

3

AFTER THE EXCELLENT EXPERIENCE in the world of food, with EATALY model, Green Pea wants to take care of the other markets: the goods that make up the most substantial part of our consumer activities: energy, movement, dressing, home and leisure. We intend to demonstrate that it is possible, immediately, to buy products and services of great quality and beauty, built in harmony with Nature and functional to a form of responsible use.

4

WE SELL ENERGY, and apparatus to create it, that do not contribute to the warming and pollution of the planet. Italy has plenty of flowing water, wind that blows and sun that heats up. These are the sources on which we will immediately focus, but we remain curious and attentive towards any technological innovation that goes in the direction of environmental sustainability. Our incurable goal is: energy from clean and renewable sources in every home, in every factory, in every office ... in every place of human existence.

5

WE SELL MACHINES TO MOVE: with one, two, three, four or even more wheels. They are beautiful, safe and pleasant to use. They are Italian, but in particular they are equipped with engines powered by clean energy sources, which are not harm the environment. Also in the field of vehicles, Green Pea closely follows the technological evolution aimed at environmental well-being.

6

WE SELL CLOTHES, footwear, bags and accessories of great quality and beauty, built with materials (new or recycled) born in harmony with Nature. If cotton: organic and GMO free. If materials of animal origin: from certified and respected breeding farms. If synthetic materials: created with products thrown away (by others) and recycled (by us). Colored with techniques that do not cause harm, or as little damage as possible, to Nature. A fundamental component of our idea of sustainability is the long duration and the possibility of reuse or recycling at the end of its life. We have producers who already respond 100% to this profile and others who have started the journey with excellent results, having set themselves the goal, at least for the products on sale at Green Pea, of the highest possible level of sustainability. Each manufacturer displays the description of their factory specification.



Our Manifesto

7

WE SELL FURNITURE, accessories, lighting fixtures and other household items of great quality and high design. Formaldehyde emissions reduced to the minimum terms according to the strictest regulations. Woods from forests managed in balance between cutting and replanting and guaranteed by the FSC specification. Metals and glass created with the greatest possible care, biodegradable or recyclable plastics at the end of their life. For each piece of furniture sold we will plant a new tree. A fundamental component of our idea of sustainability is the long duration and the possibility of reuse or recycling at the end of its life. We have producers who already respond 100% to this profile and others who have started the journey with excellent results, having set themselves the goal, at least for the products on sale at Green Pea, of the highest possible level of sustainability. Each manufacturer displays the description of their factory specification.

8

WE OFFER A PLACE FOR YOUR FREE TIME, the Otium Pea Club. It constitutes an identity element for Green Pea: it consists of various and large spaces where you can stop to think, talk, taste, take care of your body, have fun, read, learn, design ... or do nothing. With absolute freedom for individuals to decide how to spend their time within the Club. Idleness can be creative, Green Pea intends to demonstrate it, but without any obligation. Levity!

9

WE WANT TO BUILD AN INTERACTIVE GROUP of producers who have in common the value of Respect for Nature, but at the same time aiming to build beautiful, long-lasting and imperishable products, as well as very personal and in line with the principles of beauty and originality of Made in Italy of the first level. Proud of their distinct identity and of the success achieved but, nevertheless, eager to grow and improve, also exchanging ideas with the other Green Pea producers. This group will be an extraordinary force that will be required of us from the world and which, after a happy experience in Turin, will be offered to the world: the Producers Pea Club.

10

THESE COMPANIES ARE FOR ALMOST TOTALLY ITALIAN, but we make ourselves available to involve foreign companies, only if so original and in line with our principles ... to deserve it. For the same reason, we intend to accept companies that sometimes do not produce 100% in Italy, but do so with demonstrated diligence in all respects. Italy is a small country but with infinite potential to offer to the world. Using other soils and people of other nationalities to produce our specialties can represent an opportunity if every action is carried out with a deep sense of Respect. All this will be declared in truth and honesty. The concept of the chain told is the core of our project.

IN CONCLUSION, THE STORYTELLING

... AND WE WANT TO TELL ALL THIS. In the path within the various floors of Green Pea you will be accompanied by a narration dedicated to the theme of Respect, developed as a serial story. You can learn more about this story in every corner of the Building, from the Factory Regulations to the testimonies of our Partners, on the app and on social networks.

Number one goal of this narration: involve head, heart and belly, to show you that respecting Nature is not only a duty, but also a beauty.

Number two goal: make you want to tell it around and – why not? – to boast about it. We confess immediately: ours is an optimistic way of telling. We are convinced that yes, we will be able to save human life on our planet.

And then, a small green pea on each product to sum up this story of Respect, and remind you to tell it.



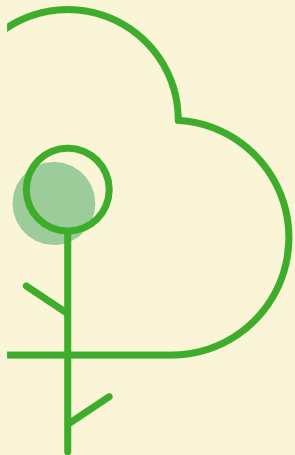


Here it is where our adventure begins.
It embodies Green Pea's Manifesto itself.



150,000 sq. ft. but with a
screwdriver and a
24 mm wrench
you could take it all apart





It recovers:

FOLLOWING THE PHILOSOPHY OF THE **SECOND LIFE**,
THE BUILDING IS BUILT OF RECYCLABLE MATERIALS
- STEEL, IRON AND GLASS -
AND IT CAN BE COMPLETELY DISMANTLED.

It respects:

THE WOOD OF THE OUTER SHELL COMES FROM 2 HARMONIC WOODS
OF **VAL DI FIEMME** AND BELLUNO DESTROYED BY THE **VAIA STORM**
OF OCTOBER 2018, THANKS TO THE LEGNO E SOLE COMPANY.
THE INTERIOR FLOORS WERE MADE WITH RECYCLED WOOD FROM
THE **CUNEO VALLEYS** THANKS TO THE BRONDELLO COMPANY.

It reduces:

THE USE OF **AIRLITE** PAINT TURNS THE WALLS INTO **PURIFIERS**,
REDUCING AIR POLLUTION BY 88% AND KILLING BACTERIA BY 99.9%.

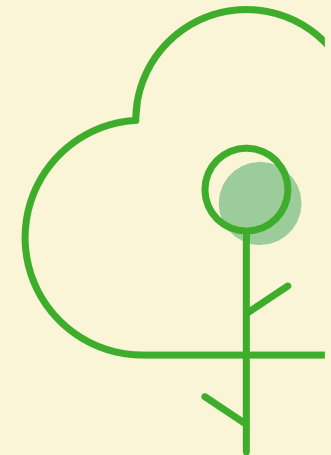
It saves:

THE MOST ADVANCED ENERGY SOLUTIONS:

GEOHERMIC | DISTRICT HEATING | LAST GENERATION PHOTOVOLTAIC
LAST GENERATION LED | ULTRA FAST ELECTRIC OUTLETS
PIEZOELECTRIC FLOORS AT ALL ENTRANCES | MINI WIND TURBINES
SMART FLOWERS | RAINWATER HARVESTING

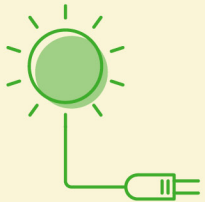
It breaths:

IN THE BUILDING **MORE THAN 2,000 TREES AND PLANTS GROW**,
THANKS TO THE COLLABORATION WITH **VANNINO VANNUCCI**,
THE GREATEST NURSERYMAN IN EUROPE.





Our Green Offer



ENERGY

In a social model that is called **Consumer Society**, the primary behavior is consumption. The top 3 durable goods markets are: vehicles, clothing and furniture. We propose them so that they are beautiful and functional, but also **fair**. That is created in Respect with Nature, people who build them and people who use them.



MOVE



TO GET DRESSED



CONNECT

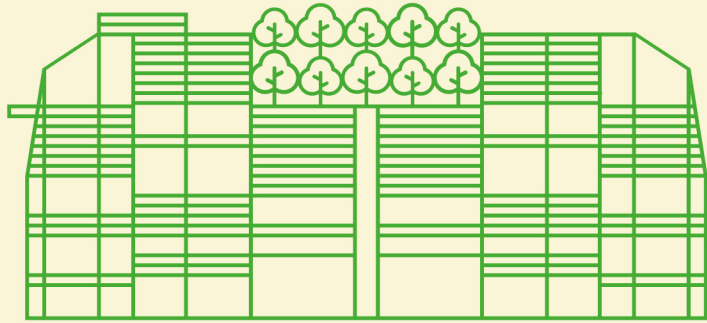


LIVE



AND RELAX...
WITH RESPECT





150,000 SQ. FT. ON 5 FLOORS

4 FLOORS OF NEG-OZIO (SHOP)

1 FLOOR OF CREATIVE OZIO
(IDLENESS)

GP**4**

otium

rooftop, lounge bar, pool & spa

GP**3**

beauty

taste, read & beauty

GP**2**

fashion

dress & style

GP**1**

home

living & design

GP**0**

life

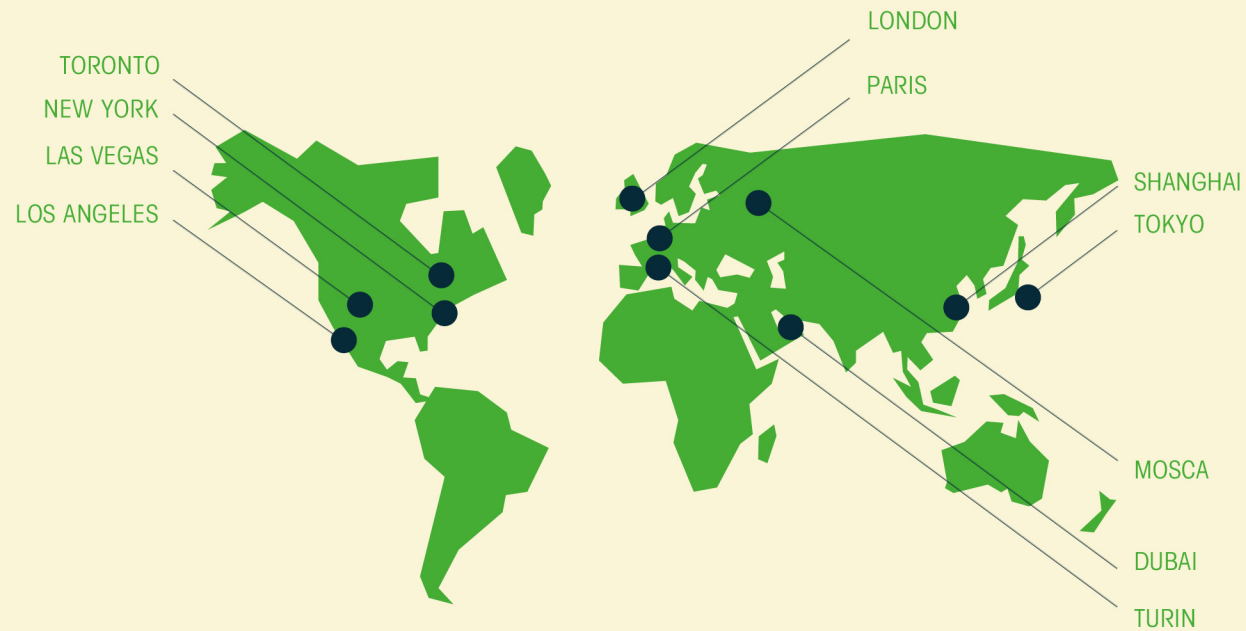
move, energy & connect

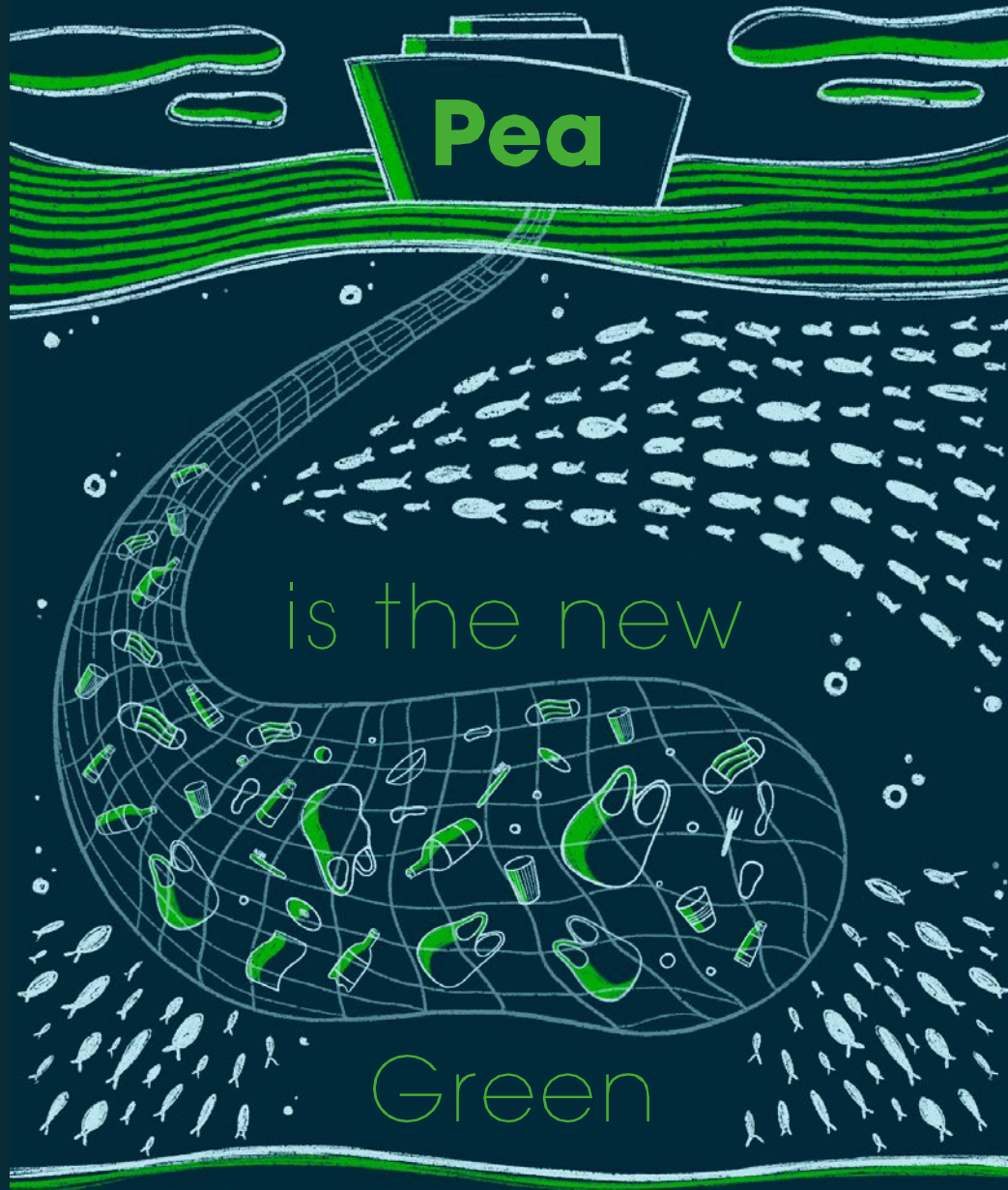




GREEN PEA INTERNATIONAL DEVELOPMENT:
CELEBRATE THE BEAUTY OF ITALIAN GREEN
FASHION AND DESIGN IN THE WORLD

**WHERE WE WILL GO,
together**





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Thanks
Grazie!

from duty to beauty

greenpea.com