

CLIENTE SOSTENIBILE, LOGISTICA SOSTENIBILE: CAMBIA IL PARADIGMA TRA COSTO E VALORE



DAVIDE BRUNETTI – National Geographic



PLANET OR PLASTIC?



IL PIU' DISTRIBUITO
BRAND TELEVISIVO NEL
MONDO

487M

CASE
IN 172 PAESI

FRA I PIU' LETTI MAGAZINE
NEL MONDO

73M

STAMPA E DIGITALE
IN 33 LINGUE

#1 MEDIA PUBLISHER
SUL SOCIAL

416M+

SOCIAL MEDIA FANS

OGNI ANNO NATIONAL GEOGRAPHIC PUBBLICA 150 LIBRI, TIENE 200 LIVE
EVENTS E CREA MOSTRE INNOVATIVE VISITATE DA 15 MILIONI DI
PERSONE NEL MONDO.

NOMINATO PER IL PREMIO PULITZER NEL 2017 PER IL SERVIZIO SUL GENDER
ISSUE DEL MAGAZINE

HA RICEVUTO 17 EMMY NOMINATIONS NEL 2017

- f TOP 10 BRAND ON FACEBOOK (192M)
- ▶ TOP 10 BRAND ON YOUTUBE (9.8M)
- 📷 #1 MEDIA BRAND ON INSTAGRAM (130M)
- 🐦 TWITTER (40.3M)
- 👤 SNAPCHAT (5.8M)

NATIONAL GEOGRAPHIC

REINVESTE

27%

DEI PROPRI PROFITTI IN PROGETTI DI
CONSERVAZIONE AMBIENTALE E RICERCA
SCIENTIFICA E TECNOLOGICA



NATIONAL GEOGRAPHIC







Direttiva EU su plastica monouso?

 NATIONAL
GEOGRAPHIC



An underwater scene with a teal and blue color palette. Numerous jellyfish with long, thin tentacles are swimming in the water. Sunlight rays filter down from the top right. The text "PLANET OR PLASTIC ?" is centered in white, bold, sans-serif font. There are black rectangular bars in the top-left and bottom-right corners.

PLANET OR PLASTIC
?

An underwater photograph showing a large amount of plastic waste, including bags and fragments, floating in the water. A single fish is visible swimming through the debris. The water is a clear, light blue-green color.

NEL 2050 PROBABILMENTE NEGLI
OCEANI SI PESCHERA' PIU' PLASTICA
CHE PESCI

World Economic Forum

An underwater photograph showing a large amount of plastic waste floating in clear blue water. The waste includes various types of plastic bags, some crumpled and some partially inflated, along with other debris like sticks and small pieces of plastic. The scene is a stark illustration of marine pollution.

PIU' DEL 40% DELLA PLASTICA E'
USATA UNA VOLTA SOLA, POI SI
GETTA

An underwater photograph showing a dense concentration of plastic waste in the ocean. The water is a deep teal color, and the debris includes numerous clear plastic bags, fragments of white and blue plastic, and other unidentifiable pieces of trash. The scene is a stark representation of marine pollution.

NATIONAL GEOGRAPHIC E' UNA
VOCE FORTE CHE ISPIRA LE
PERSONE AL CAMBIAMENTO

IL NOSTRO OBIETTIVO STRATEGICO

RIDURRE SIGNIFICATIVAMENTE
LA QUANTITA' DI SINGLE – USE
PLASTIC CHE RAGGIUNGE GLI
OCEANI



CONSUMERS

ISTITUZIONI

CORPORATE

COMUNICAZIONE
EDITORIALE E
MARKETING
EVENTI
CONSUMER PRODUCTS

LA NOSTRA MISSION
SOSTEGNO A
RICERCA E
INNOVAZIONE

ALLEANZE
CORPORATE

06.2018

NATIONAL
GEOGRAPHIC



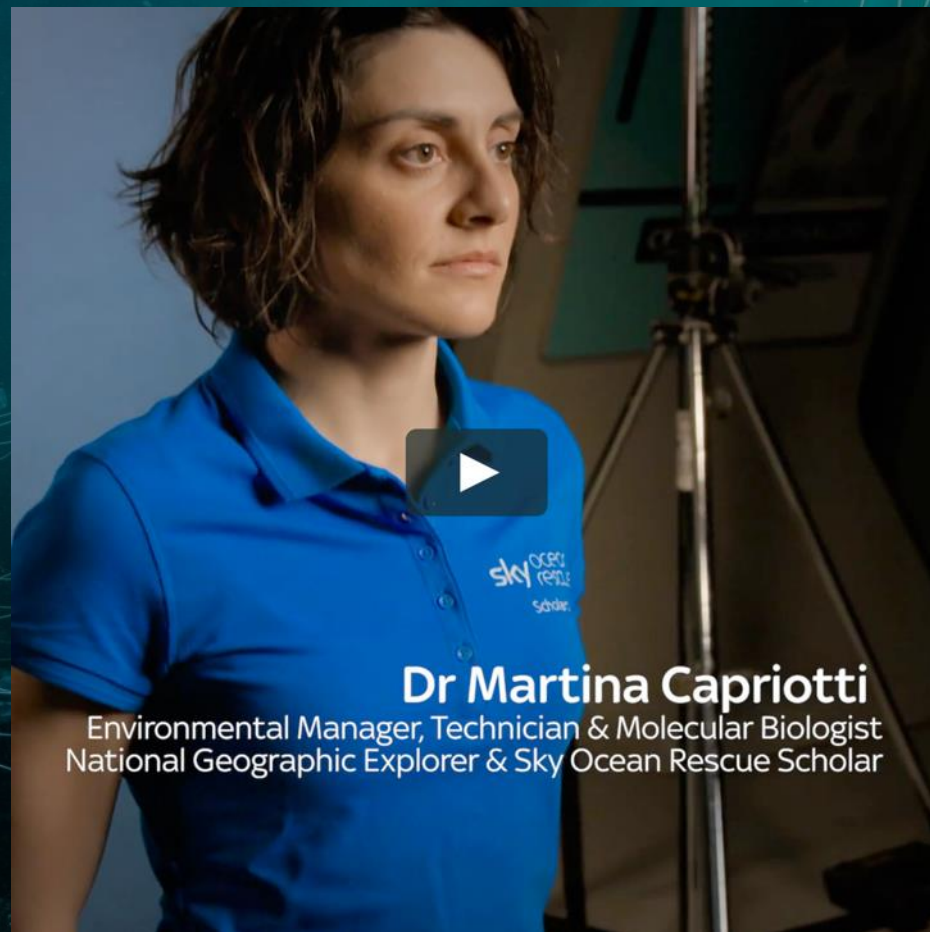
PLANET OR
PLASTIC?

18 billion pounds of
plastic winds up in
the ocean each year.
And that's just the
tip of the iceberg.

*"Plastics aren't inherently
bad. It's what we do, or don't
do, with them that counts."*

—SYLVIA EARLE,
NATIONAL GEOGRAPHIC
EXPLORER-IN-RESIDENCE

Assegni di Ricerca National Geographic



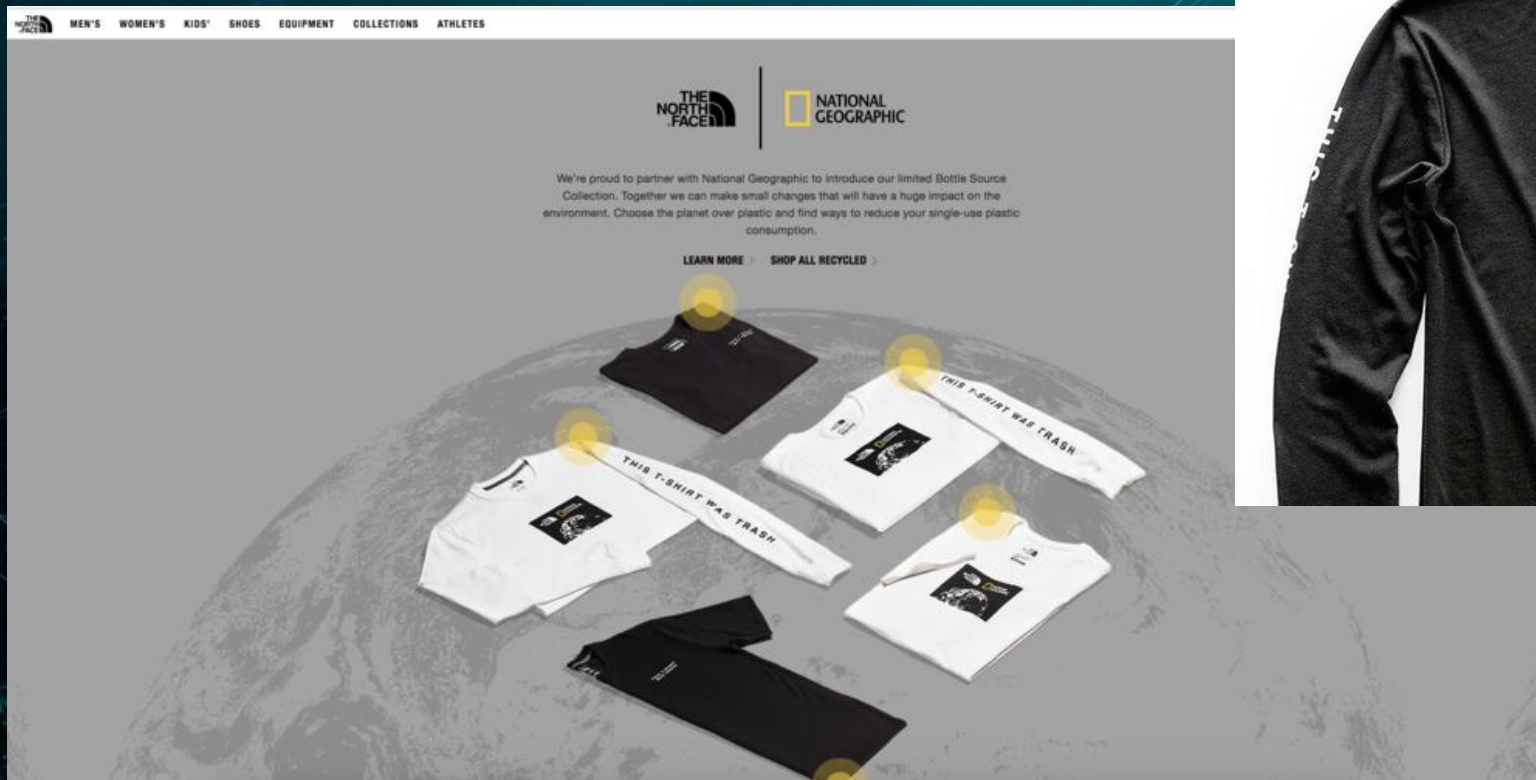
Dr Martina Capriotti

Environmental Manager, Technician & Molecular Biologist
National Geographic Explorer & Sky Ocean Rescue Scholar

sky ocean
rescue

**NATIONAL
GEOGRAPHIC**

Capsule Collection – The North Face t-shirt da bottiglie di Plastica



National Geographic & Jakala



PIU' DI

500K

PEZZI DISTRIBUITI IN EUROPA

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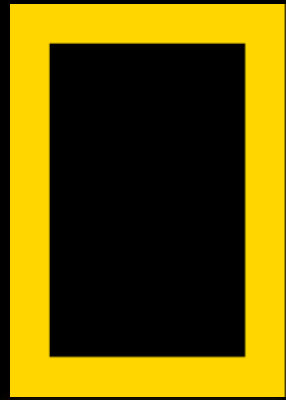


National Geographic & Jakala

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**NATIONAL
GEOGRAPHIC**

ГЕОГРАФИЧЕСКИЙ

