

## Respect for the environment: Known by all, understood by few

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### Little voices, big powers

Last evening, like every day, I was sitting at the table with my wife and my son: this is the most special time of the day for me, after work I'm happy to come home to the people I love.

That evening, as we were eating dinner along with our little dog, surrounded by the warm embrace of home and the love of family, I came across a soulful dialogue with my son.

Despite his young age, he surprised me, **my son attends the 3rd grade** and he is a very curious, sunny, but especially talkative child. Every evening, he tells us all about his day, what happened at school, what he did with his friends and also about some pranks he pulled with his classmates.

Sometimes I struggle to listen to him because I am caught up in a thoughts and worries, **but what he told me today really left me speechless....**

Let me mention that three years ago he had taken part with me and my colleagues at **GEMELS ESG**, dedicated to the cleaning the green area of San Paolo D'Argon Plis.

Mindful of that experience and their activities at school in terms of respecting the environment, he told me what happened today on the class trip:

"Dad! Today while I was on the bus to go on a trip to the Carrara Academy in Bergamo, my friends and I were having good time singing at the top of our lungs, when something strange happened and we all fell silent, it seemed like we were playing the silent game!

We saw the driver do something really bad: **the driver** rolled down the window and, without thinking about it, **threw a piece of paper outside**. My friends and I were speechless. Why he done that? We all looked at him, in silence, until one child whispered, "That's not correct!"

With courage and my friends support, I stepped forward and asked him, "Mr. Driver, why did you throw that waste paper out the window? **Don't you care about nature?**"

He turned toward us. He was very surprised by our serious faces and asked, "Why? Do you think one piece of paper can make a difference?"

I replied that if everyone did as he did, **the world would become much dirtier and sadder**. All together we reminded him that the environment belongs to everyone and needs us, every day.

The driver listens to us silently, thoughtful. He also seemed to be reflecting on our words.

Happy, we got off the bus, confident that we had done the right thing. And as we walked away, we noticed that the driver was still there, we saw him open the door, get out, take a few steps, and pick up the waste paper he had just thrown away. Then he gave us a smile and waved goodbye."

I listen to my son with proud e and **learned that the words and gestures of the youngest ones can make a big difference**.

All it takes is a kind and courageous voice to remind everyone how precious the environment is and how even the smallest actions matter.

In **GEMELS** we believe that the true **values** of a business depend largely on **education** and **respect**, not only for employees and partners, but also for the community in which it operates.

If every company paid more attention to its impact on the territory and did "social learning" of ESG operations, the world's environmental situation could improve.

Indeed, if every year even just 2 percent of the companies that are reading this article started to follow our example and imitate us, every year we would be able to have an exponential growth in culture and respect for the land, contributing positively to the social and environmental well-being of the reality around us.

*It is nice to see how Team Gemels, and even the youngest members of the team, always care about the preservation of their territory and how they dedicate part of their time to taking care of the places we all share.*