



## PRESS RELEASE

### PIRELLI: WELFARE GOES ONLINE WITH COURSES FOR EMPLOYEES AND ACTIVITIES FOR CHILDREN

#### CREATIVITY, ENGLISH AND TECHNOLOGY WORKSHOPS FOR THE CHILDREN OF EMPLOYEES WORKING FROM HOME

#### PSYCHOPHYSICAL SUPPORT THROUGH MINDFULNESS PRACTICES

#### "CYCL-E AROUND" ELECTRIC BICYCLE SERVICE TO FAVOUR SUSTAINABLE MOBILITY

*Milan, 22 May 2020* - Play-educational activities for employees' children, mindfulness practices, yoga courses, pilates and workouts as well as a virtual family care window with useful advice for managing the day-to-day. All strictly online. These are some of the welfare initiatives that Pirelli has launched during the Covid-19 emergency to help its employees engage with the new mode of work, manage their families and the gradual return to activities in the forms dictated by the pandemic.

To help parents working from home manage their children, Pirelli has launched the **"Pirelli Smart Kids"** program, weekly online "edutainment" activities for employees' children between the ages of 3 and 11, divided by age group and subject areas. These include workshops **to stimulate creativity**, for **English**, one dedicated to **technology and innovation** and many others. In the context of this program, the Fondazione Pirelli and Pirelli HangarBicocca are taking a particularly significant role, putting to use their experience in the educational field through workshops and digital teaching activities linked to entrepreneurial culture and art.

Pirelli, in addition, for the psychophysical wellbeing of its employees, has launched an offering of free online courses in **'Mindfulness'**, conducted by specialists in the area, and **wellbeing** (yoga, stretching, pilates, physical exercise) with the possibility of doing exercises at home with a dedicated trainer. From the beginning of the emergency, these instruments have been accompanied by a **family care window** where employees can get useful support in the management family and social situations. There is also a listening centre to support "caregiver" employees who are involved, for example, in the care of a non-self-sufficient relative or people experiencing moments of significant change within the family nucleus.

To support homeworking, in addition, Pirelli is offering, via its online company training platform **"Learning Lab"**, two new sections to give employees – through videos, tutorials and guidebooks – information for the better use of the digital instruments already available to them for homeworking.

To encourage sustainable mobility and facilitate the home-office commute, Pirelli will offer its employees some **Pirelli CYCL-e around** electric bicycles, a rental service for high-end assisted-pedaling bicycles. The initiative is also a pilot test for the development of the initiative on a large scale and aimed at other companies as well. Always attentive to the theme of mobility, Pirelli already provides employees who cycle to work a changing area with showers.

To complete the offering of **welfare and HSE services**, in recent weeks Pirelli sent to the homes of all its employees in Italy a set of facemasks so they can carry out their daily activities safely and, from the beginning, provided a hotline for eventual needs.

Welfare has a long tradition at Pirelli and the company provides a variety of services. These include the in-house medical centre at the company headquarters, which offers specialist visits free of charge; a company concierge service for a variety of daily needs, such as dry-cleaning, tailoring, postal and package collection point. At all its Italian sites – Milan headquarters, Settimo Torinese and Bollate factories - there are libraries for employees.

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