



PRESS RELEASE

PIRELLI LAUNCHES THE “SUSTAINABILITY JOURNEY PROGRAM” AIMED AT POINTS OF SALE

An ESG development path that responds to consumer expectations and allows commercial partners to obtain PIRELLI SUSTAINABILITY JOURNEY PROGRAM certification validated by TÜV Italy (TÜV SÜD Group)

Milan, 19 June 2025 – Pirelli launches the “Sustainability Journey Program”, an initiative aimed at involving points of sale in the company’s ESG (Environmental, Social and Governance) strategy and transmitting its values directly to the end consumer through the dealer network. The program includes support and training from Pirelli and allows the point of sale to obtain the new **certification introduced by Pirelli and validated by the independent body TÜV SÜD** which certifies the level of performance linked to the sustainability parameters of the members. The certification includes a selection of ESG issues, with particular attention to environmental protection and management of energy resources, as well as training, IT security and corruption prevention, to integration of the traditional quality and efficiency standards of international ISO (International Organization for Standardization) certifications.

The project, which does not require prerequisites for access, kicks off with an assessment phase that aims to measure the environmental and social impact of commercial partners at a given time, identifying areas for improvement to increase responsible practices within daily operations. The initiative also provides dedicated training to obtain the proprietary “**Sustainability Journey Program**” certification and to prepare to undertake the **ISO 14001** (Environmental Management System) and **45001** (Occupational health and safety management systems) certifications.

The phases of the Sustainability Journey Program: from assessment to certification

The points of sale that participate in the Sustainability Journey Program are supported from the beginning by specialized consultants to complete a **questionnaire** - divided into the three key areas of sustainability, namely environmental, social and governance - to obtain the score related to their level of preparation. Through the **Sustainability Guidebook**, which contains examples and best practices to improve in the areas under examination, the partners will be able to implement actions aimed at reaching the level necessary to obtain the **Pirelli certification issued by TÜV SÜD**. The certification will be accompanied by a plaque to be displayed in the point of sale and by an online recognition to enhance the achievement also externally. It is an evolutionary path that every year will allow the points of sale, with the support of Pirelli, to further improve their performance in terms of sustainability, and to give visibility of it to consumers, given their increasing attention to these aspects during the purchase phase.

“In a context in which sustainability, health and safety issues are of increasingly strategic importance, Pirelli offers its partners a concrete and cutting-edge response, that combines operational excellence, attention to people and environmental protection”. Matteo Battaini, Pirelli Head of Sustainability and Future Mobility said: “Pirelli is the first company to undertake this type of journey on the market and with this initiative wants to provide concrete support to its partners as they face the challenges of the future, together building an increasingly responsible way of working and in line with growing consumer demands”.



The Sustainability Journey Program has several **benefits**, both from a business and reputational point of view. The adoption of increasingly responsible practices, in particular, allows points of sale to increase operating efficiency, manage operational risks more effectively and improve the quality of the work environment, supporting the well-being of people while improving loyalty, as well as strengthening the attractiveness of the point of sale towards the labor market and consumers.

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