

#SAVIOLATALKS:

Informing to spread sustainable culture



Today the word "sustainability" stands out on the websites of companies and on the front pages of newspapers, but it has not always been so. It was not so twenty-one years ago when LifeGate was born, making use of the experience gained by my family with Fattoria Scaldasole, the first company to bring an organic product to large retailers. Since then, the objective has always been the same: to inform and awaken consciences in order to spread the model of sustainable development.

From the data collected in our "Sustainable Lifestyle Observatories", which we have been implementing since 2015, citizens are increasingly asking companies to activate sustainability paths that are attentive to the environmental and social dimension, now perceived as a fundamental lever for the growth of the economy. The pandemic has not stopped this trend, which has instead undergone a strong acceleration, leading us to a profound planetary change.

LifeGate has always promoted growth based on three values, People, Profit, Planet, the pillars to which a company must commit to be truly sustainable. People, because in companies there are, first of all, people, with their own peculiarities and skills; Planet, because it is essential that the company operates in harmony with individuals and the planet; Profit, because the business model must create economic value for all the subjects with which it interacts.

With the experience gained, LifeGate acts as a partner in production activities, associations, entities and institutions, to propose paths of analysis, strategy and action plan, branding and communication focused on specific areas and services. The consulting team supports companies in the development of their own sustainability path, offering numerous services, through actions deemed more suitable and effective from time to time.

These actions lead entrepreneurs to become aware and to undertake a change to continuously improve their social and environmental performance, reducing costs, increasing revenues and differentiating themselves from competitors.

The resources are not infinite and the choices must be made with courage to modernise production systems in favour of a more sustainable economy. With the new "Circular Economy Action Plan for a Cleaner and Competitive Europe", an integral part of the European Green Deal, the concept of circularity is indicated as the basis for achieving the EU climate neutrality target by 2050.

Today, more than ever, a change of course is indispensable. To remain on the market, sustainability must be integrated into the company and brands, this is the trend for both the B2B and B2C market and we can only be happy about that.

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CEO of LifeGate