

Press Release

Almaviva and Ogyre Together to Collect 1 Ton of Marine Trash in 3 Months

Objective: to Protect the Blue Planet. The partnership between Almaviva and Ogyre represents a tangible commitment to environmental sustainability and the global fight against ocean pollution.

Rome, December 4, 2023 - The campaign to collect marine trash in Italy and Brazil, supported by Almaviva as a partner of Ogyre, kicks off today. Ogyre is the first global “fishing for litter” platform in the world whose mission is to clean the oceans.

“Fishing for litter” is a method of retrieving plastic from the sea that involves local fishermen in various countries. The collected waste is stored and brought ashore. Once in port, marine litter is catalogued and disposed of correctly, according to the logic of circular economy.

Almaviva and Ogyre believe in the power of collective action and are committed to advancing their mission to protect the world's oceans, helping to safeguard marine biodiversity and combat climate change.

“The challenge we face today, as a company, is to reconcile technological innovation with environmental conservation, people’s quality of life, and maintaining financial stability. To this end, in addition to our commitment to harnessing the potential of technological evolution for the benefit of the country's growth and sustainable development, we dedicate ourselves to value-driven initiatives that align with the objectives set out in the UN’s 2030 Agenda,” comments **Marco Tripi, CEO of the Almaviva Group.**

“The collaboration with Almaviva was established to provide an immediate and tangible response to the urgent threat of ocean pollution. We are thrilled to have found a partner that not only cares about the environmental emergency, but also recognizes Ogyre’s social value, especially in places like Brazil, where every recovery operation not only preserves marine ecosystems, but also contributes to the well-being of the local communities involved,” comments **Antonio Augeri, co-founder of Ogyre.**

Almaviva has decided to actively commit to safeguarding the sea, starting with an initial collaborative project that aims to collect **1,000 kg of marine trash** in three months, thus contributing to Goal 8 (economic growth), Goal 12 (responsible consumption and production,) and Goal 13 (fight against climate change) for sustainable development (**SDGs, Sustainable Development Goals**).

For more information on the partnership between Almaviva and Ogyre visit the website at this link:
<https://ogyre.com/link/almaviva>

Almaviva Group

The Almaviva Group, a leader in Information & Communications Technology in Italy, synonymous with digital innovation, guides the country's growth processes by meeting the challenge that companies must face in order to remain competitive in the digital age, innovating its own business model, organization, corporate culture, and ICT. With a foundation of strong "Made in Italy" skills, Almaviva has created a global network of 46,000 people (7,000 in Italy and 39,000 abroad) and generated a turnover of €1,096 million in 2022. It operates through 44 offices in Italy and 31 abroad, with a major presence in Brazil as well as in the United States, Saudi Arabia, Colombia, Egypt, Finland, the Dominican Republic, Tunisia, and Brussels, the nerve center of the EU.

www.almaviva.it

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Ogyre

Ogyre is the first Italian "*fishing for litter*" platform, a practice that aims to clean the seas of marine trash with the help of fishermen who, regularly remunerated by Ogyre, recover trash from the sea and bring it back to shore for disposal. Ogyre engages individuals and companies in its mission, thanks to a technological platform that makes it possible to contribute together to the health of the sea by directly financing the fleets of fishing vessels involved in collection projects.

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