



## Lavazza partners with the Italy Pavilion at Expo Dubai 2020:

### Blend for Better time is here

- From Dubai, a narrative about the values and commitment of Lavazza, the voice of 'Made in Italy' sustainability, as told by the new *iTierra!* range and projects promoted by the Lavazza Foundation
- The natural aroma of coffee at its finest produced by the Solar Moka, the heart and symbol of the coffee shop designed for the event by CRA - Carlo Ratti Associati and Italo Rota Building Office

Dubai, October 1, 2021 - **Blend for Better**: three words to communicate a commitment that encapsulates a whole world. The **better world** to strive for by producing not just coffee, but a **virtuous circle that creates economic, social and environmental value**. This is the commitment made by Lavazza and shared on the international stage provided by Expo Dubai 2020, not least through the key feature of the brand's presence at the event, the **Solar Coffee Garden** designed by CRA-Carlo Ratti Associati and Italo Rota Building Office in the Italian Pavilion, of which Lavazza is **Platinum Sponsor**.

"Lavazza wants to help **promote 'Made in Italy' excellence in sustainability and innovation**, essential levers today for shaping the future as both an individual company and a system, as well as being part of our DNA from the outset," said Francesca Lavazza. "I strongly believe in the role businesses play as **"development actors"**: we are responsible for our impact on society and must be a model of sustainable business development. And our presence in the Italy Pavilion tells the story of and testifies to our commitment to a better future".

This is the vision that inspired the design of the *Solar Coffee Garden*. Created to offer an immersive experience of the transparent and sustainable supply chain, the Lavazza coffee shop is a space which breathes life into every stage of coffee production, from bean to cup. A coffee whose essence lies not only in its aroma, but also in the care it receives in the land of origin and the respect it is shown by its growers. At the Italy Pavilion, Lavazza welcomes visitors into the world of *iTierra!*, a range that combines a focus on the origin and preparation of the product, excellent taste, respect for the environment and a focus on social issues. *iTierra!* accompanies every cup with a **true story of sustainability**, told by the concrete support offered **since 2002** through the projects of the **Lavazza Foundation** - now active in **19 countries across three continents with 31 projects, benefiting over 130,000 people** - which have the goal of ensuring **sustainable coffee farming that respects both the planet and people**.

The **Solar Moka** is an installation powered by solar energy, representing the heart of the coffee shop and acting as a concrete expression of the brand's focus on sustainable processes. Inspired by the principles of the circular economy, the preparation process presented by the Solar Moka avoids the CO2 emissions responsible for climate change and heats up only the water needed, without waste. The production process is showcased as a continuous cycle, combining natural and artificial elements, revealing the potential reuse of every component, and highlighting the importance of a transparent supply chain. Also contributing to the circular economy, the counter is made with waste coffee and beans on a tactile eco-resin surface.



### **Blend for Better: a future with deep roots**

The partnership with the Commission responsible for Italy's presence at Expo Dubai forms part of the business and sustainability strategy defined by Lavazza Group, which some time ago set out on a development path that is integrated into our business operations and processes, as well as being implemented by the non-profit Giuseppe e Pericle Lavazza Foundation. *"Coffee is a product of the earth," commented Carlo Colpo, Lavazza Group Marketing Communication Director & Brand Home Director, "and our brand has a very close relationship with nature and the idea of protecting the planet. Sustainability and CSR have played a role in our projects for many years now and we are continuing a journey we started out on a long time ago. It is a story we tell today through Blend for Better, a communication platform that embodies our commitment as a company and exploits the strength of our brands to generate shared value for society, for people and for the environment."*

**Blend for Better** springs from Lavazza's deepest values, the values that inspire and drive the projects, processes and operations which translate into the responsible production of excellent quality coffee. All with the ambitious target of achieving several of the Sustainable Development Goals (SDGs) set out in the 2030 Agenda of the United Nations.

*"That is why we have developed a structured programme of activities in four areas: Care for the environment, Spin a virtuous cycle, Open up opportunities, Educate for change. This choice is a concrete expression of our philosophy, of our desire to play an active role in people's lives and to contribute to a better world, taking a stand and pulling the levers needed to create awareness and participation," Colpo concluded.*

### **ITALIAN PAVILION AT EXPO DUBAI 2020**

The Italian Pavilion at Expo Dubai 2020 was designed by CRA-Carlo Ratti Associati and Italo Rota Building Office, with F&M Ingegneria and Matteo Gatto. The building utilizes three real-sized boat hulls, which could potentially set sail after the event, to create and shape the roof of the structure. With no conventional walls, the pavilion features a multimedia façade made of more than 70 kilometers of nautical rope made from recycled plastic and uses an advanced natural system for climate mitigation that negates the need for air conditioning. Overall, the project puts forward an all-encompassing vision for reconfigurable architecture and circular design, which strives to address the current climate crisis. Closely involving some of Italy's most innovative companies in an interactive exhibition path, the building extends over a surface of 3.500 square meters (38.000 square feet). It also uses new types of building materials - from algae and coffee grounds to orange peels and sand - suggesting alternative design strategies for future projects internationally.