

**Freeing the land from plastic,
Mitsubishi Electric renews its commitment to
environmental sustainability with a new initiative**

On October 22, together with Plastic Free, the company will support a clean up event in the City of Vimercate with the participation of its employees to raise awareness and educate the community about responsible plastic management

Vimercate, Oct. 19, 2023 – Looking far beyond the present, is the approach that Mitsubishi Electric has always pursued globally, believing that a long-term vision helps to achieve concrete goals with intentionality, fulfilling complex targets such as improving the environment in which we live and achieving sustainable growth.

The company's global *Environmental Sustainability Vision 2050* program, in fact, places environmental protection as a corporate priority and establishes an increase in initiatives aimed at this end. It is in this context that the **collaboration with [Plastic Free](#)** - a non-profit organization established with the aim of informing and raising awareness among as many people as possible about the dangers of plastic pollution, which has collected more than 3.5 million kilograms of plastic from ecosystems since 2019 - has matured, and which sees the Mitsubishi Electric Italian branch engaged in a number of initiatives aimed at **eliminating plastic in the work environment and in the communities in which it operates**.

The first initiative, organized by Plastic Free and sponsored by the City of Vimercate, will take place on **October 22** in Vimercate where Mitsubishi Electric employees will dedicate their time and energy to clean up the area, working to collect both abandoned plastic and non-hazardous waste. Meeting time for this activity, also open to the public, is **9 a.m. at Via Via Polini, 2 (Vimercate)**. At the end of the morning, the plastic collected will be weighed to get a concrete idea of how much impact this action has generated in the area and thus contribute to the awareness of citizens on the importance of reducing plastic in daily life. An event that represents the beginning of a long-term project to contribute towards safeguarding the environment in which we live.

To attend the free clean up event you can register [here](#).

Vimercate Mayor Francesco Cereda states: *“Involving citizens in taking care of their city and public spaces is very important, because it allows the civic spirit to grow in terms of attachment and care for what belongs to everyone. Even more important is when these initiatives come to life through public-private synergies, as in this case, creating added value for the entire community”*.

" *As a company, we are strongly committed to promoting sustainable behavior and environmental conservation* ", said **Mario Poltronieri**, president of the Italian branch of Mitsubishi Electric Europe. *"Partnering with Plastic Free allows us to support an important cause and actively involve our employees in taking action to protect the places where we live, laying the foundation for a cleaner, healthier and more livable future"*.

“Citizens, institutions and businesses together can really make a difference. With everyone's concrete commitment, we can design a future in which we end plastic abuse. Thanks to the attention and support that companies like Mitsubishi Electric place on environmental issues, we can increase awareness and act for a healthier Planet with less plastic waste” declares **Luca De Gaetano**, founder and president of Plastic Free Onlus.

Among the initiatives carried out by the association, in addition to environmental cleanup events, they support municipalities to convert to plastic free, the rescue of sea turtles and awareness-raising activities in Italian schools. Actions that turn into real numbers every day: in fact, since 2019, nearly **3.5 million kilograms of plastic and waste have been removed** from the environment, 181 sea turtles rescued and 2,618 accompanied to birth, nearly **180,000 Italian students raised awareness**, and **69 municipalities made plastic free**.

However, Mitsubishi Electric Europe's Italian branch is not limited to just cleaning up the territories. At its headquarters, **the company has adopted a plastic awareness, conscious recycling policy** that aims to minimize the use

of single-use plastic in offices, promoting sustainable alternatives and encouraging recycling for all materials. In this regard, water dispensers have been introduced, decreased the use of compostable tableware, and encouraged employees' adoption of water bottles and accurate waste separation.

Mitsubishi Electric believes it is crucial to act responsibly to mitigate the environmental impact of plastic in the ecosystem, but this would not be possible without each individual taking action and sharing the same goals. The active involvement of employees, along with reducing the use of plastic in their offices, is a significant step toward a more sustainable society.

“We are thrilled to be part of this global movement to tackle plastic pollution and will continue to take tangible actions to protect the environment in the future. The fight against plastics is just one of many sustainability initiatives that Mitsubishi Electric actively promotes since we consider this to be a core value and a fundamental part of our corporate culture”, Mario Poltronieri concludes.

#



About Mitsubishi Electric

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment.

In Europe it is present since 1969 with branches in 21 Countries: UK, Germany, France, Italy, Spain, Portugal, The Netherlands, Sweden, Ireland, Czech, Belgium, Russia, Poland, Slovakia, Turkey, UAE, South Africa, Norway, Hungary, Romania and Greece. The Italian branch, established in 1985, operates through 3 commercial divisions: **Air-Conditioning** – air-conditioning for residential, commercial and industrial real estate, heating, de-humidification and air treatment; **Industrial Automation and Mechatronics** – systems and appliances for industrial automation and numerical control; **Automotive** – systems and components for control of car and motor vehicle devices. Support is also provided for the sales of **Semiconductors**.

Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.”

The company recorded a revenue of 5,003.6 billion yen (U.S.\$ 37.3 billion*) in the fiscal year ended March 31, 2023.

For more information, please visit mitsubishielectric.com

**U.S. dollar amounts are translated from yen at the rate of ¥134=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2023*

Media Information

Imageware | +39 02700251

Alessandra Pigoni – apigoni@imageware.it Elena Colombo – ecolombo@imageware.it