

"ViasatWoods" IS BORN IN MADAGASCAR

150,000 trees will be planted on the large island in the Indian Ocean

150,000 trees will be planted by Viasat Group in Madagascar over the next three years (2020-2022), donating the equivalent of corporate gifts to support the reforestation project of Graine de Vie, a Belgian NGO founded in 2009.

An initiative that is part of the Group's overall sustainability project, extensively illustrated in our annual Social Report. In the last 12 years, this publication has taken on growing importance in communicating the Company's commitment to generate value, seeking sustainable balances (economic, social and environmental) and paying due attention to the expectations of all Stakeholders that intertwine their interests with those of the company.

We are aware of how technological development can contribute to decreasing the environmental impact deriving from production activities and the market diffusion of our solutions and services, but to realize this perspective, innovation must be well addressed, identifying the main objective precisely as the sustainability.

"It is no coincidence that our Group invests in technological solutions that can promote, thanks to the analysis of data and information coming from on-board devices, a better driving style, considerably reducing CO2 polluting emissions from private and commercial vehicles," explains Domenico Petrone, President of Viasat Group. "The same goes for the innovative approach that the Group proposes to companies operating in the world of waste management, providing effective tools to make urban hygiene services more efficient with a view to a conscious transition to the circular economy".

Graine de Vie is a Belgian non-governmental organization, present in BeLux and France, that aims to offset the ecological footprint of industrialized countries by planting trees on the island of Madagascar. Since 2009 it planted over 18 million trees, such as cocoa, mango, moringa and mangrove, in 423 reforestation areas with 148 nurseries in 16 of the 22 regions of Madagascar. A planted tree costs 25 cents and can absorb about 5 kg of CO2 per year. This is why we decided, as Ecopartner, to create Viasat Woods in Madagascar, supporting Graine de Vie in the three-year period 2020 - 2022.

If you appreciate this initiative and would like to compensate for your own CO2 footprint, **we invite you to support the action of Graine de Vie** with donation as a company or private individual

To find out how to do it, visit the site

by clicking on the banner below



Thanks, and Happy Holidays to you and your loved ones.

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