Webinar
People: your best resource in environmental management. How to involve them?

Mauro Rossi

26 October 2023, 10.00 – 12.30
We are creators and makers of technology

One of the world’s largest semiconductor companies

Over 50,000 employees of which 9,000+ in R&D

$16.1 billion revenues in 2022

Over 80 sales & marketing offices serving over 200,000 customers across the globe

14 main manufacturing sites

Signatory of the United Nations Global Compact (UNGC)
Member of the Responsible Business Alliance (RBA)
Global presence
We address four end markets

- Automotive
- Industrial
- Personal electronics
- Communications equipment, computers & peripherals
ST & EMAS... a long history

EMAS registered since 1998

First Company to be EMAS registered in Italy (certificate 0001 Catania site, certificate 0002 Castelletto site, certificate 0003 Agrate site)

Winners of Italy EMAS award in 2020 and 2022.
Junior Env. Statement

[Image of a colorful drawing with text in Italian: "Struttura Ambiente e Ambiente Be Be Bambini"]
Why primary school?

- Because they are the future and...
- they are particularly receptive
to teach them a scientific approach to environmental protection
- to create a virtuous circle to interact with the local community
How to involve children?

We are storytelling creatures, and as children we acquire language to tell those stories that we have inside us.
J. Bruner

To be a person is to have a story. More than that, it is to be a story.
Kenyon & Randall

Storytelling is the most powerful way to put ideas into the world today
R. McKee
The Junior Statement
The «lessons»

- Experiments
- Games
- Cartoons
- Live drawings
- Fun
Twelve schools visited

Over fifty lessons done

More than 1500 students involved

Results/Outcome

- It wasn’t boring at all because they got the whole class to participate.
- They showed us a way to purify water...
- I also liked that there was an illustrator.
- They have made also a beautiful game...
- To purify gas they give him a “shower” instead.