



BePink-Bongioanni and Imatra's journey into the ESG world has officially begun

Now every pedal stroke will have an added value for personal and environmental well-being.

The partnership between the BePink-Bongioanni team and Imatra is now a certainty and the path towards ESG is becoming increasingly clear. Respect for the environment is an absolute must for both companies.

While the app converts the kilometres travelled by the athletes into a 100% green digital currency produced from human energy, the ladies are in the middle of their season, preparing for important competitions from which they will gain satisfaction, learning and, of course, a fair amount of Imatra Coin.

Through the digital currency produced, the team will be able to buy on the imatra.com website, but also visualise the actual CO2 savings, which translate into the well-being of the planet and all its inhabitants.

"In addition to sporting performance and our focus on the development of athletes," says Team Manager Walter Zini, "attention to social and environmental issues has always been an important part of our team's mission. This collaboration is the birth of a global project that we hope will be followed by all cycling enthusiasts around the world. On the bepink.eu website, you can check every day how many kilometres the riders have cycled and how much CO2 they have saved. Actually working to reduce the carbon footprint is an important goal for us to pursue with determination and commitment, just as we do every time we put a race number on the back!"

"Being trusted by a cycling team is priceless for us," says Manolo Bianchini, Chairman of Imatra. "Knowing that every day they can set an example of how it is really possible to make a difference for ourselves and the planet fills us with enthusiasm. Our project is forward-looking. It aims to raise awareness and lay a solid foundation for a culture that is increasingly mindful of nature and personal well-being: small steps towards a possible big goal. If this virtuous behaviour also pays off in economic terms, it is all the more worthwhile. That is why we have joined forces with top brands that believe with us that this goal is achievable."

Imatra's mission is based on individual and global change, not just a sport but an actual lifestyle that generates value and contributes to making a difference.

"BePink-Bongioanni's journey with Imatra and its community is constantly evolving; a journey made of objectives, commitment and ever greater goals, just like those of our athletes," concludes Walter Zini.