

# SAMMONTANA ITALIA

## AT SAMMONTANA, WE...

ARE THE FRUIT OF THE COURAGE, DETERMINATION AND PASSION OF 3 YOUNG BROTHERS FROM TUSCANY who followed their dream, changing their own lives and shaping a new, better future for themselves and for the generations to come.

**THAT'S WHY** WE'RE COMMITTED TO SUPPORTING THE ASPIRATIONS OF YOUNG PEOPLE, enabling them to give form to their ambitions and access a brilliant future by envisioning and building a brighter tomorrow.

## AT SAMMONTANA, WE...

HAVE BUILT OUR NARRATIVE BY DISCUSSING OUR VISIONS across different generations, for a constant interplay of imagination and wisdom, inspiration and experience, the pursuit for innovation, and a shared respect for tradition.

**THAT'S WHY** WE WANT TO SAFEGUARD OUR PACT BETWEEN GENERATIONS, upholding it as the sole viable model for a transforming and evolving world.

## AT SAMMONTANA, WE...

RECOGNISE OUR RESPONSIBILITY to take action in the face of THE CRITICAL URGENCIES OF OUR TIME, especially those linked to climate change and the environment.

**THAT'S WHY** WE ARE COMMITTED TO RESPONDING TO THE CALL FOR CHANGE that comes from the younger generations in particular, so we can leave them a PLANET that still has a smile to give.

## AT SAMMONTANA, WE...

FIRMLY BELIEVE THAT CONTRIBUTING TO THE WELL-BEING OF OUR COMMUNITIES, for a fairer and more equitable future, encompassing the ability to generate and cultivate new ideas, appreciating budding potential whilst holding respect for the significance of experience.

**THAT'S WHY** WE HAVE CHOSEN TO STAND SIDE-BY-SIDE WITH THE NEW GENERATIONS, ensuring that the voices of a possible future will never find themselves marginalized from the places where tomorrow's opportunities are created for all.

THE SMILE THAT FEEDS  
THE FUTURE OF  
NEW GENERATIONS