



Fondazione **Zegna**

## FONDAZIONE ZEGNA: CULTIVATING A SUSTAINABLE FUTURE IN CHINA

Fondazione Zegna was founded by the fourth generation of the Zegna family in 2000 to improve the quality of life of communities and individuals around the world -- a mission whose roots are derived in the ethos of the company's founder, Ermenegildo, for whom ethics, business and aesthetics were intrinsically interwoven.

Ermenegildo was a visionary man who in the 1930's created one of the earliest Italian industrial examples of environmental and social patronage, through the reforestation of the mountain area surrounding the eponymous wool mill and the establishment of welfare facilities for the local community.

Throughout the last decade Fondazione Zegna has supported and funded sustainable projects in cooperation with non-profit organizations operating in various fields, in different parts of the world and locally, with the distinct aim of sustainably improving the quality of life for people.

Fondazione Zegna is based in Trivero, where Casa Zegna, an historical archive and cultural center, and Oasi Zegna, an "open-air laboratory" covering over 100 km<sup>2</sup> and focusing on relationships between people, mountain culture and nature, are also situated.

International humanitarian initiatives are coordinated across four key areas of activity:

1. Conservation and amelioration of environmental and cultural resources:  
Through the support of FAI which safeguards Italian heritage and environment, WWF CHINA for Panda protection and OCEANA to safeguard the world's oceans.
2. Fostering sustainable development in local communities, in Italy and beyond:  
Through the coordination of projects such as CARE&SHARE India with training, nutrition and microcredit projects and AMREF in Africa to provide fresh water.
3. Support for medical and scientific research:  
Through the support in China of ST. JUDE CHILDREN'S RESEARCH HOSPITAL for leukemia research and treatment in Beijing and CREAThe ONLUS to help reduce the risk of the transmission of HIV in Europe.
4. Education and training for young people:  
Projects supported include musical scholarships with Valery Gergiev's MARIINSKIJ THEATER in Russia, FONDAZIONE PISTOLETTO – CITTADELLARTE in Italy, CARE&SHARE India with a tailoring training school and INSTITUTO RIO to develop musical sensibility in the favelas of Rio, Brazil.

For the past eight years Fondazione Zegna has supported non-profit environmental, medical research and pediatric care projects within China with the distinct aim of sustainably improving the quality of life for the Chinese people.



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Having first partnered with WWF China in 2004 to promote eco-tourism and conservation in the mountainous region of Qinling, home to the Giant Panda, Fondazione Zegna joined St. Jude Children's Research Hospital in 2006 to support the fight against infantile Leukemia.

### ST. JUDE CHILDREN'S RESEARCH HOSPITAL – Fighting Infantile Leukemia

St. Jude Children's Research Hospital is a non-profit organization working on the research and treatment of leukemia in children "whether or not their families can pay the cost." St. Jude was opened in 1962 in Memphis, Tennessee and has since then treated many thousands of children from throughout the USA and over 70 other countries.

The St. Jude International Outreach Program (IOP) is constantly looking for innovative ways to fulfill its mission of improving the care and survival rates of children with catastrophic diseases worldwide by sharing knowledge, technology and organizational skills.

St. Jude Children's Research Hospital is extremely efficient: for every dollar donated, 84 cents go to research and treatment, meaning that running costs are kept to a minimum. The hospital is also a leader in developing cures and treatments for the most common form of childhood leukemia, acute lymphoblastic leukemia (ALL), with a 5-year survival rate for children treated at St. Jude of approximately 94%. In China, unfortunately, only about 10% of the estimated 10,000 Chinese children diagnosed with ALL each year receive proper treatment. The remaining 90% either do not start treatment, or abandon therapy because of economic hardship.

In December 2004, the IOP developed a standard, effective, cost-effective protocol to treat Chinese children with low-risk ALL in collaboration with Beijing Children's Hospital and the Shanghai Children's Medical Center. In 2006, Fondazione Zegna joined St. Jude in the fight against infantile leukemia, launching an important and innovative project to develop a therapeutic protocol for certain pediatric tumors that is applicable throughout mainland China. This protocol is being specifically designed for children suffering from leukemia who come from poor families.

The two participating hospitals have not only benefited from the transfer of knowledge by the prestigious US hospital, they have also been equipped with more effective technical instrumentation and assistance services. In 2010, the St. Jude IOP-sponsored ALL protocol treatment project was expanded to Xijing Hospital, a tertiary care medical facility located in Xi'an city, in the epicenter of the Shaanxi province. To date, more than 100 patients have been treated at the three hospitals with excellent overall results. The patients, aged between 10 months and 15 years, came from 19 Chinese provinces.

A group of seven hospitals from Shanghai and four other provinces, led by Shanghai Children's Medical Center (SCMC), are using the Joint ALL Protocol developed at St. Jude. Under the leadership of the SCMC with guidance and oversight by Dr. Jin Yan Tang, a multifaceted supportive care system has been implemented and is having a positive impact on the patient care and treatment outcome at SCMC



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Hematology/Oncology Department. The five programs of the supportive care system include: a temporary housing program to provide accommodations during remission induction and early consolidation treatment, a data management program to collect and enter data of the patients treated at the Hematology/Oncology department, a nursing education program dedicated to the education and mentoring of nurses within the Hematology/Oncology department, a palliative care program aimed at implementing international standards to establish services on symptom control, assessment of quality of life, care for dying patients, and pain evaluation and treatment, and an infection control program designed to reduce and prevent infection through hand hygiene education and hygiene supplies.

A recent study published by Dr. Jin Yan Tang cited the excellent results and relatively low treatment cost using the protocol jointly developed with St. Jude. The publication drew the attention of Dr. Chen Zhu, Health Minister of China, who as a result has initiated a pilot project providing financial support toward the treatment of children with ALL (at low or intermediate risk of relapse) at selected/designated medical centers in different regions of China.

Over and above the exceptional results on the lives of the children involved, the Project is an important new model of interaction between the public sector and private donors in mainland China. The collaboration between St. Jude Children's Research Hospital, Fondazione Zegna and the Chinese hospitals demonstrates China's receptiveness towards a fundraising culture capable of alleviating serious deficiencies in these hospitals. Perhaps more important is China's receptiveness to fostering dialog and knowledge transfer on a national and international level.

One of the long term benefits of the Project is the knowledge and skills transfer process from St. Jude to the participating hospitals, which will in turn have beneficial effects on the pediatric health system in the country as a whole. This ambitious and farsighted project stems from the thinking, and action, of Professor Ching-Hon Pui, vice-director of the hematology and oncology division at St. Jude, who says that tumors are one of the prime causes of death amongst Chinese children. "Every year around 45,000 new cases are diagnosed," explains Professor Pui. "At least half of these patients can be treated with a relatively simple protocol. Our Project shows it is possible to reach these kids and treat them."

### WWF CHINA - The Panda Corridor

The Qinling mountains, where the Yellow River and the Yangtze rise, are one of the areas of highest biological diversity in China, accommodating an incredible variety of animal and plant species. But uncontrolled tourism in recent years is threatening the territory's ecological equilibrium and failing to benefit local people. The Panda Corridor is WWF China's biggest project, involving a vast effort to protect pandas in the Qinling mountains by linking conservation activities to the promotion of eco-tourism so that local communities can develop socially and economically. The Panda Corridor Project promotes a virtuous combination of eco-tourism and conservation through the development of activities that are sustainable from both an environmental and a social and economic viewpoint.



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Fondazione Zegna has been providing continuous sponsorship of the Panda Corridor project since October 2004. The sponsorship covers four aspects of work in the field: eco-tourism promotion, conservation-based sustainable community development, giant panda monitoring and patrolling, as well as conservation awareness raising and communications. Pilot projects, initially unveiled in the South Taibaishan region, demonstrate that eco-tourism can be the solution to reduce the disturbance of mass tourism that challenges the Qinling giant panda landscape. Eco-tourism can also increase income for local tourism operators and local communities. Similar projects are now being replicated in other places within the Qinling.

In collaboration with local authorities in the Shaanxi Province, the project has achieved its initial objectives in regard to eco-tourism promotion. Accomplishments include the construction of an eco-friendly Panda House, eco trails and bridges to enable tourists to walk through the forest without damaging or disturbing the panda corridors, and the training of park operators and staff on eco-tourism development and management. Today, more than 100,000 people visit the South Taibaishan area annually, generating an annual turnover of more than RMB 4,000,000.

Conservation-based community development has helped villagers, who used to make a living by solely relying on natural resources thereby risking disturbance of panda habitats, engage in more eco-friendly green farming. This has also produced a significant increase in income compared to traditional farming. Over 100 conservation and development projects are being supported, including the construction of energy-saving stoves and biogas reservoirs, support of home-stay operations, and support of Chinese beekeeping farmers. In addition to raising annual income and living standards, on-going benefits are seen in the overall commitment by communities empowered to do what is beneficial for their long-term development. More than 36 villages, for example, have passed community rules to ban poaching and logging activities.

Fondazione Zegna has also contributed directly to giant panda conservation by supporting monitoring and patrolling work in the field, which is a new initiative in habitat management in China. Similarly, conservation awareness efforts aimed at nature reserve staff, communities, student groups and the general public, are being carried out with the support of Fondazione Zegna in an effort to raise overall awareness of nature and environment-related issues.

Fondazione Zegna will continue to support the Panda Corridor Project for the next three years in order to help mitigate the negative impact of incompatible forest practices and unsustainable forest management on the giant panda and its habitat while, at the same time, ensuring the livelihoods and development of communities within or next to habitat areas. Near-term goals of the program include the planting of at least 50 ha of bamboo forests within selected panda habitat areas, development and realization of an area of sustainable forest development spanning at least 8,000 ha, and the implementation by at least three community villages within priority areas of the sustainable community development model, which includes the promotion and implementation of alternative livelihood practices and the introduction of renewable rural energy.