IMAGINING THE FUTURE WITH... YOU

SHARE YOUR VISION OF THE FUTURE AND GET A GREAT OPPORTUNITY

PIRELLI
FACEBOOK POST example

IMAGINING THE FUTURE WITH...
ARE YOU A young, talented student ready for an amazing experience in a global company?
Pirelli is looking for your creativity to embody the ‘top 10 values’ you expect to find in your world or in the company you would like to work for. Apply now and you could get a fully inclusive working opportunity at Pirelli Headquarters in Milan!
Be part of it! https://apps.facebook.com/imaginingthefuture/

TWEET example
#AREYOU young, talented and ready for an amazing experience at #pirelli headquarters in #Italy? #Bepartofit! http://bit.ly/U2FpnV

E-MAIL TO STUDENTS example
Dear student,
Pirelli, the Italian multinational company leader in the tyre manufacturers’ sector (www.pirelli.com), has launched a new programme open to students from all over the world, which aims at gathering ideas about values for the future. You can apply through a dedicated Facebook App and send your own contribution till February 1st 2013. After that, an international jury will choose the 10 most outstanding contributions and the 10 students will be offered a 2-month fully inclusive paid internship in Pirelli’s Milan head office and, moreover, the contributions will be published in the 2012 Pirelli Annual Report.
Visit the Facebook application at https://apps.facebook.com/imaginingthefuture/ and apply for it!
Dear Sirs,

As of two years, the Pirelli group has begun to publish a very special Annual Report, a volume that contains much more than just its Financial and Sustainability Balances (http://annual-financial-report-2011.pirelli.com/en).

It is a book that speaks about numbers, but also about values: through images, drawings, and reflections that help convey the spirit of a company founded 140 years ago and that numbers, alone, cannot express.

Last year, the book hosted the participation of many important figures: the young Dutch illustrator Stefan Glerum, the poet-philosopher Hans Magnus Enzensberger and three well-known international writers: Javier Cercas, William Least Heat-Moon, Guillermo Martinez.

This year's report, instead, wishes to open its door to youths all over the world and to their vision of the future, and it is for this reason, that with this letter, we ask for your collaboration.

The project is called “Imagining the Future With …” and the idea is to launch on-line, through web sites and social networks of the most prestigious international universities, a call for entry open to university students, asking them to identify the most important value for the future of the world, and to describe it in 140 words, just like Pirelli's 140 year anniversary.

An international jury, composed of prominent figures, that we are currently notifying, representing the fields of Technology, Science, Philosophy, Culture, Art, Economy and Sport, will choose the 10 most interesting definitions (and the 10 values), which will then be published in the Pirelli Annual Report. Each selected definition will also be illustrated by a famous cartoonist of international stature (we are contacting some of the best illustrators of the New Yorker).

To each of the 10 students who submits the most interesting definition, Pirelli will offer a 2 month paid internship in its Milan headquarters.

“Imagining the Future With...” will be hosted on the Pirelli Facebook page (https://apps.facebook.com/imaginingthefuture/) and on the Pirelli official website. The launch date is set for November 26th and the deadline to submit definitions is February 1st 2013. The project will then be presented, together with the Annual Report volume, in early May 2013. Should you agree to adhere to this initiative, we would ask for your permission to use your logo in all channels (online and offline) in which we communicate the project and to post our banner ads on your website.

It is a pleasure for us to give university students the opportunity to express their vision of the future in this book, and to have the experience of an enriching training period in our headquarters in Milan.

Please let us know if we can count on your collaboration for this exciting initiative. For any further clarifications or questions, feel free to contact our agency at stefania.scurati@baum.it.

Best regards,

Maurizio Abet
Communications and Media Relations Director

November, 27th 2012