

Haier Europe

Haier Europe and Fondazione Progetto Arca supporting the most vulnerable

Haier Europe is donating a van, equipped with household appliances, which will reinforce Fondazione's roadside assistance and its 'Mobile Kitchen' service

After the launch of the new "Mobile Kitchen" service of Fondazione Progetto Arca in November 2020, Haier Europe decided to contribute and increase assistance on the streets. The company donated a **van to deliver food to the most vulnerable people** who are facing the winter, made even tougher by the current social and health circumstances.

The vehicle, which will be used by the operators of the mobile street Units in Milan and in the other cities where Progetto Arca operates, **is equipped with kitchen appliances donated by the company** and will offer a hot meal to those who need it most. Moreover, it will represent a shelter, a reference point for those who have no home or need help. A concrete gesture, to be closer to our community.

*"A hot meal donated as a gesture of care and attention is the most direct, sincere and welcoming way to get in touch with people and to tell them that you are trustworthy. It is this comment from the President of Fondazione Progetto Arca that urged and motivated us to do our part" - says **Karim Bruneo, Corporate Communication Director of Haier Europe**. "We feel a strong responsibility to be active citizens of the community and to bridge the gap, which is why we wanted to support Progetto Arca to make it even better equipped to face emergencies and social challenges".*

Haier Europe's donation supports the various activities carried out by **Fondazione Progetto Arca**, in this complex and delicate time when it is increasingly important to protect the life, health and dignity of the weakest. Every day Progetto Arca offers listening and assistance on the streets, as well as hot meals, medical care and shelter to thousands of people in difficulty, accompanying them on a path of personal recovery and social, housing and work reintegration. Last year, Progetto Arca served more than 1,600,000 meals, offered 505,000 nights of hosting and 4,600 medical visits, helping more than 10,500 people.

*"It is with great joy and pride that we welcome this generous donation from our friends at Haier Europe: a new van will now be at the disposal of the operators and volunteers who are engaged every evening in assisting vulnerable people living on the streets" - says **Alberto Sinigallia, President of Fondazione Progetto Arca**. "The new and well-equipped vehicle has all the tools necessary to prepare and distribute an even greater number of hot meals to those who have no home and cannot afford to care for themselves or eat in a healthy and balanced manner. We are therefore starting a new and important expansion made possible only by this union of visions and aid, which allows us to be ever more present and effective in protecting our most vulnerable fellow citizens."*

Since the beginning of the emergency, Haier Europe has been offering assistance to the healthcare facilities in the areas most affected by the Coronavirus emergency, through donations of products, masks and medical equipment. With this donation, the number 1 company in the world in the large household appliances sector continues its commitment to the communities in which it operates, once again putting people at the center of its actions.

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Haier Europe is part of the Haier Smart Home group, the world's No. 1 brand in the large household appliances sector and a Fortune Global 500 company. Listed on the Shanghai Stock Exchange (SHA: 600690) since 1993, Haier Smart Home is present on all 5 continents with 25 industrial plants, 10 research and development centers and around 100,000 employees.

The company achieved revenues of approximately RMB 200 billion in 2019 and has a global sales force present in more than 160 countries. Haier's vision is to become the global leader in IoT serving smart solutions. Haier Smart Home is the first Chinese company to enter the D-Share Market of the China Europe International Exchange (CEINEX D-Share Market) in Frankfurt in October 2018 with the aim of promoting the brand and supporting business growth internationally and in Europe, where the company sells products under the Candy, Hoover, Haier, Rosières, GE Appliances and Fisher&Paykel brands. Haier Europe is headquartered in Brugherio (MB), Italy. More information is available [here](#).

Fondazione Progetto Arca

Fondazione Progetto Arca ONLUS was born in Milan 26 years ago to bring concrete help to people in a state of severe poverty and social exclusion. At the center of its intervention are homeless people, destitute families, people with addiction problems, refugees and asylum seekers. Every day Progetto Arca offers listening and assistance on the streets, hot meals, medical care and shelter in real homes to thousands of poor people. With its operators and volunteers, it accompanies each person in difficulty along a path of personal recovery and social, housing and work reintegration. Last year Progetto Arca served more than 1,600,000 meals, offered 505,000 nights of hosting and 4,600 medical visits. More than 10,500 people received help.

www.progettoarca.org