

GOP announces its partnership with Re-Cig®

The initiative, part of the GOP Cares Green programme, aims to collect and recycle cigarette butts

Rome, July 11, 2025 – International law firm Gianni & Origoni announces its partnership with Re-Cig®, the first and only company in Italy and Europe certified to provide sustainable solutions for the recycling of cigarette butts.

This new initiative combines environmental sustainability and circular economy and Gianni & Origoni has chosen to support it as part of its GOP Cares programme, based on the ESG principles that draw together a series of action in favour of the environment (GOP Cares Green), people (GOP Cares Social), and governance (GOP Cares Work).

The improper disposal of cigarette butts is considered an environmental emergency due to the pollution they cause. In Italy, every year approximately 75% of cigarette butts are discarded in the environment, causing water contamination (ground waters, rivers and seas).

Cigarette butts represent 40% of the waste in the Mediterranean Sea, posing a major threat to marine life.

Re-Cig® collaborates with both private companies and public administrations to broaden the reach and impact of its innovative solution.

GOP has installed the Re-Cig® smokers' points in its break areas of the Milan and Rome offices to encourage the correct disposal of smoking waste which will then be transformed into a plastic material called Re-Ca® (recycled cellulose acetate), which can then be used to manufacture new objects such as buttons, zippers and eyeglass frames.

In terms of environmental commitment, GOP has been actively involved for years promoting recycling and managing waste; replacing the lighting fixtures in all its offices with LEDs and other low-consumption technologies; carrying out a progressive digitalization aimed at reducing the usage of paper; employing devices with high energy efficiency; installing presence sensors which automatically switch off lighting.

In 2024, as part of the project to reduce electricity consumption and CO₂ emissions, GOP recorded a reduction of approximately 4.9% in electricity consumption at its offices in Milan and Rome.

In addition, in all the firm's offices worldwide disposable plastic materials have been eliminated and replaced with compostable alternatives. Plastic bottles have been discontinued in favour of water dispensers, and personal water bottles.

Notes to Editor:

Gianni & Origoni is an international law firm with over 490 lawyers distributed in the offices of Rome, Milan, Bologna, Padua, Turin, Abu Dhabi, Brussels, Hong Kong, London, New York and Shanghai.

The firm is considered among the leaders in Italy in global business services and is active in the field of M&A, Corporate, Antitrust and Regulatory, Litigation and Arbitration, Environmental, Administrative Law, Labour, Banking & Finance, Financial Markets, Insurance, Industrial Law, White Collar Crime, Real Estate, Restructuring, Tax, Energy and Infrastructure, IP, Insolvency and Reorganisations, Shipping Aviation and Transportation, Wealth and Trust.

In 2024 the firm won "Italy Legal Adviser of the Year" at the Mergermarket European M&A Awards.

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