**CASE features in Italian TV programme, helping to clean Europe’s most polluted river**

*CASE appeared in RAI2’s "La Natura che parla" (Nature Speaks), a journey through Italy in search of environmental crises and the activities underway to address them. The CNH Industrial brand iscommitted to continuous improvements in technology, innovation and sustainability, and was part of an operation to clean up the beach of the most polluted river in Europe, the Sarno.*

*Turin, 19 October 2020*

CASE Construction Equipment recently featured in the new documentary from Italy’s Rai 2, entitled "La Natura che parla” (Nature Speaks). The series was inspired by the COVID-19 pandemic, looking to ask why these kinds of events happen in nature, and whether there are any warning signals. From here, a range of environmental threats throughout Italy were then showcased, as well as the efforts underway to rectify them.

To do so, Luigi Pelazza, a journalist and the programme’s presenter, travelled from Italy’s alpine glaciers, which are under threat of disappearing, to the mouth of the Sarno river, the most polluted in Europe. Supported by different departments of the Carabinieri and CNR (Italy’s National Research Council) researchers, the eight episodes analysed different ecosystems and how they are being affected by human behaviour. During his journey, Pelazza discussed ecology with well-known figures from Italian culture, such as singer Piero Pelù and the mountaineer and writer Mauro Corona.

“The series aimed to highlight the damage our actions can have on the environment, while also showing the efforts people are making to ensure they are not lasting,” commented Luigi Pelazz.a. “CASE’s wheel loader has been instrumental in one of these operations, helping to efficiently clear a heavily polluted beach and return it to nature.”

CASE’s 821G wheel loader featured in the eighth episode, dedicated solely to the Sarno river. The machine has been at work cleaning the beach in Rovigliano (Torre Annunziata), which is the mouth of the river.

“We are always looking for opportunities to make a positive difference in the communities in which we operate. Immediately after hearing about this project, I knew that CASE would be the perfect ally in helping to solve the issues at hand,” said Daniela Ropolo, Head of Sustainable Development Initiatives, CNH Industrial.

Although located near Naples and Pompeii, as well as facing the islands of Capri and Ischia, the beach is unsuitable for swimming and littered with rubbish. During the episode, recorded during last week of August, the mounds of bottles, containers, reeds and other general waste were collected by the volunteer association “Le meraviglie del Golfo", with as much recycled as possible.

The 821G was fitted with a three-cubic metre skeleton bucket that was able to filter out the debris from the sand. All the debris collected was then put in a 6m long container, which was only half full once the operation was complete. As a result, the beach’s fine black volcanic sand is once again visible.

"CASE technologies have never been an end in themselves, but always aim to solve real world challenges, such as pollution. One of our core values is to support communities, of which the beach clearing is a great example. Providing volunteers with a machine to give back to nature and restore such a special volcanic beach has been both an honour for us and something we owe to future generations,” said Nicola D’Arpino, Vice President Sales and Marketing, CNH Industrial Construction Europe.

This is not the first time CASE has committed to supporting communities affected by natural disasters and to contributing to the protection of the environment. CNH Industrial’s wider focus on sustainability is also reflected in the design of its machines and the company is always looking for electrification opportunities.

For nine years running, CNH Industrial has also been named Industry Leader in the Dow Jones Sustainability Indices, World and Europe.

The series was produced by 4Elements, the content factory of Showlab, in collaboration with Kia, CNR and L'Arma dei Carabinieri.

**Notes to editors:**

Please visit our website to download high-resolution text, video and image files (JPG 300 DPI, CMYK) and other CASE press releases: [www.casecetools.com/press-kit](http://www.casecetools.com/press-kit)

Follow CASE on:

[cid:image001.gif@01D123A8.097F9890](https://www.facebook.com/caseconstructionequipment) [cid:image002.gif@01D123A8.097F9890](https://twitter.com/#!/casece) [cid:image003.gif@01D123A8.097F9890](https://www.youtube.com/user/Caseatwork) [cid:image004.gif@01D123A8.097F9890](https://www.linkedin.com/company/case-construction-equipment)

*CASE Construction Equipment sells and supports a full line of construction equipment around the world, including the No. 1 loader/backhoes, excavators, motor graders, wheel loaders, vibratory compaction rollers, crawler dozers, skid steers, compact track loaders and rough-terrain forklifts. Through CASE dealers, customers have access to a true professional partner with world-class equipment and aftermarket support, industry-leading warranties and flexible financing. More information is available at* [*www.CASEce.com*](http://www.CASEce.com)*.*

*CASE Construction Equipment is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at* [*www.cnhindustrial.com*](http://www.cnhindustrial.com).

**For more information contact:**

Brad Kilner – Copestone on behalf of CASE Construction Equipment

+44 (0) 7375 558517

[brad@copestone.uk.com](mailto:emma@copestone.uk.com)