Sostenibilità – Porsche Italy's approach to sustainability

16/04/2026 Jasmina Shehi leads Porsche Italy's sustainability efforts, working across the organization and its national network to translate ESG principles into practical, measurable actions. In this interview, she shares how Porsche Italy strives to bring environmental, social, and governance responsibility to life—from inclusive partnerships and customer engagement to initiatives that support a more sustainable development.

Why is sustainability personally and professionally important to you?

Jasmina Shehi: Sustainability has influenced the way I approach problems long before it became part of my professional career. During my Economics studies, I began to question whether economic progress could be pursued in a more balanced and responsible way. This reflection gradually evolved into a strong motivation, leading me to realign both my academic path and early professional experiences toward sustainability. To deepen my understanding, I complemented my studies with additional courses in sustainability and volunteered at the Inclusion Office of the University of Padua, where I supported students with disabilities. After graduating, I entered academic research and worked on projects

addressing sustainability challenges within the leather supply chain. My journey at Porsche began in Procurement, where integrating sustainability into daily decision-making aligned closely with my previous experience. Over time, I chose to pursue a postgraduate program in ESG management, which enabled me to take on broader responsibilities in cross-functional sustainability topics. The link between my personal interests and professional responsibilities makes working in this field both engaging and motivating for me.

What are your main areas of responsibility at Porsche Italy, and where do the sustainability priorities lie?

Shehi: Sustainability at Porsche Italy is managed through a strategic and collaborative approach that connects multiple areas of the organization. My role includes monitoring environmental targets in alignment with corporate guidelines, while ensuring that environmental, social and governance aspects are embedded into everyday processes. A central part of this work involves translating strategy into practical and measurable actions, both for Porsche Italy and for our partners across the country. Much of this depends on building a shared understanding and cooperating with internal and external stakeholders.

Can you share an example of this collaborative approach with stakeholders?

Shehi: A recent and meaningful example in the social area is our collaboration with the Italian Union of Blind and Visually Impaired People (UICI). The partnership, established in 2025, aimed to strengthen awareness and inclusion within our teams while improving the accessibility of our digital channels. Through interactive sessions, employees gained a better understanding of the daily challenges faced by people with visual impairments, which helped reduce stereotypes and encouraged more inclusive communication. At the same time, we enhanced the accessibility of our online platforms and websites introducing an AI-based widget that allows users to tailor their digital experience, such as adjusting contrast, enlarging text, or enabling text-to-speech. We also invited members of UICI to the Porsche Experience Center Franciacorta for a co-pilot experience. To surprise them and enhance accessibility, we provided a 3D-printed tactile map of the track, enabling our guests to perceive the layout through touch. This collaboration demonstrated concretely how social impact and daily business can effectively complement one another.

Where does sustainability at Porsche Italy become tangible in daily operations and on site?

Shehi: Our Porsche Experience Center Franciacorta is a strong showcase of how sustainability could be integrated into operations. It has been developed to be more sustainable in terms of design, management and functioning. The site reused existing infrastructure and implemented measures to reduce CO_2 emissions and support local biodiversity, including an enlarged PV system with battery storage and the installation of 40 beehives, contributing to its ISO 20121 certification. It also hosts inclusive programs such as “Driversity,” which enables customers with reduced mobility to drive using adapted controls, and “Driving Towards Inclusion” for individuals with cognitive disabilities. Furthermore, we engage female audiences through dedicated self-defense and safe-driving courses

under the “W.E. Power” program—strengthening empowerment and confidence for 60 participants in 2024/2025.

Let's take a look at the Italian market: How would you describe customer expectations when it comes to sustainability?

Shehi: Italian customers increasingly value sustainability in mobility decisions, especially in relation to electric vehicles. Before the launch of the Macan Electric, we conducted a study with approximately 2,500 participants—including 2,000 Porsche customers and 500 competitors' drivers—to understand the drivers of future EV purchases. Nearly half of them stated that environmental impact would influence their purchase decision, followed by driving experience and operating costs. What became particularly clear was how differently customer groups value this topic: nearly 40 percent of current Porsche customers in Italy cited environmental impact as a motivator, while this figure rose to around 55 percent among customers of competitor brands. This showed us that sustainability already matters to our established customers, but it is an even stronger differentiator for potential new customers. It also confirmed that shaping a credible sustainability narrative is directly linked to future growth in Italy.

You mentioned electromobility earlier. How does Porsche Italy address this topic, for example at events?

Shehi: A good example is “Taycan Rush”, the first fully electric motorsport single-brand format, fully conceived and implemented by Porsche Italy. The concept shows that electric mobility can be fully compatible with high performance and sporting excitement. The championship runs alongside the Porsche Carrera Cup Italia and features the Taycan Turbo GT (with Weissach package) in a time-attack format, where drivers compete for the fastest single lap time. We also introduced concrete sustainability measures, such as race apparel made from up to 70% recycled materials, staff carpooling primarily using electric vehicles, and the use of locally sourced, organic catering. In 2025, waste management at the Porsche Carrera Cup and Taycan Rush was further improved, with effective waste sorting helping to avoid more than 5.7 tons of CO_2 emissions compared to a scenario without proper sorting. Surplus food from both events was donated. Taycan Rush demonstrated how motorsports can evolve while staying true to Porsche's heritage.

All of these initiatives require a great deal of commitment and collaboration. What personally drives you in your day-to-day work?

Shehi: The creativity and dedication of my colleagues are a constant source of inspiration for me. Especially in formats such as the Taycan Rush, I experience every day how strong ideas emerge when people are encouraged to contribute and to collaborate across functions. I'm also motivated by the company's willingness to explore new approaches and turn sustainability topics into concrete actions that have real impact. Knowing that sustainability is an element of our strategy gives me energy—it reinforces the belief that what we are building is meaningful and long-term.

A look ahead: what are Porsche Italy's priorities for the future?

Shehi: We aim to further strengthen our sustainability work by streamlining processes and deepening the sense of shared responsibility across the entire organization. Our goal is to anchor ESG principles even more firmly in daily operations and to support a motivated network that brings these values to life. At the same time, we want to sharpen our sustainability positioning in Italy: as customer expectations continue to evolve, sustainability plays a key role in building trust. Ultimately, I believe that sustainability will increasingly shape how we design experiences, develop technologies, and build relationships with our stakeholders — reinforcing Porsche's position as a brand that leads with performance and purpose.

Info

In the interview series "Perspectives on Sustainability", Porsche employees talk about their specialist subject areas. The interview with Jasmina Shehi is part 20 of the series.

MEDIA ENQUIRIES

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Consumption data

Taycan Turbo GT (WLTP)*: Electrical consumption combined: 21.2 – 20.5 kWh/100 km; CO_2 emissions combined: 0 g/km; CO_2 class: A

*Further information on the official fuel consumption and the official specific CO_2 emissions of new passenger cars can be found in the "Leitfaden über den Kraftstoffverbrauch, die CO_2-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Fuel Consumption, CO_2Emissions and Electricity Consumption Guide for New Passenger Cars), which is available free of charge at all sales outlets and from DAT (Deutsche Automobil Treuhand GmbH, Helmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen, www.dat.de).

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