

DLA  
NTE

**2021**

INGUADRA IL QR CODE  
E SCOPRI TUTTI I MOTIVI  
CHE RENDONO COCA-COLA  
ITALIANA DI FATTO

CLOSE THE GAP

YOUR

A RETEX COMPANY

**CONNEXIA**

# IMPACT

# REPORT

**Connexia Societa Benefit S.r.l.**





# CONTENTS

- 01. LETTER FROM THE CEO**
- 02. KEY DATA 2021**
- 03. CONNEXIA SOCIETÀ BENEFIT**
- 04. PROFIT**
- 05. KNOW-HOW**
- 06. PROJECTS**
- 07. WELL-BEING**
- 08. ENVIRONMENT**
- 09. METHODOLOGY**
- 10. DATA APPENDIX**

# ETHICAL COM- MIT- MENT



## Letter from the CEO

In 2020, Connexia chose to become a Benefit Corporation, formalising a path of social responsibility and ethical commitment that had become an integral part of the company's DNA over the years.

This is our second Impact Report and, like the first, is published at the height of the Covid-19 pandemic. In an absolutely extraordinary historical context, it therefore takes a snapshot of what has been done so far and charts the course for our future action. Connexia was the first among the big players in its industry to make this choice consciously, giving a strong signal and confirming its long-term commitment.

**Today we aim to raise the bar even higher by announcing our intention to become a B Corp.**

It is a journey in progress, but we want to share it now with all our stakeholders, so that they are aware of our approach. It is no coincidence that, for this second Impact Report, we have decided to place all our actions within the framework of 6 of the 17 Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda, established to contribute to global development, promote human well-being

and protect the environment.

All the details can be found on the following pages, but what I would like to emphasise here is the desire to be as transparent as possible and to give all our stakeholders the tools with which to "read", in the best possible way, what we have achieved so far, and to give ourselves the opportunity to map out future challenges and goals. This is all the more the case since, at the end of 2021, Connexia became part of Retex SPA, with which we fully share the ethics applied to business in terms of approach and *modus operandi*. Finally, among the objectives on the table in terms of integration, is that of accompanying the entire Group in this transformation based on all-round sustainability, the only approach that can make a real difference in the medium to long term.

**Paolo d'Ammassa**

**CEO & Founding**

**Partner**

# KEY DATA 2021

In 2020 Connexia became a **Benefit Corporation**, formalising its commitment to Corporate Social Responsibility.

Being a Benefit Corporation means **respecting the highest standards of accountability and transparency**, and giving equal weight to economic and financial objectives and to those related to social and environmental impact.

With the change in our Articles of Association, Connexia has put down in black and white its

long-term will to create shared value for the community.

**Considerable attention is dedicated to people**, their psycho-physical well-being, work-life balance, the professional growth of individuals and the enhancement of their talents.

The focus on all-round sustainability also pays off economically. Below are the key figures of Connexia's 2021 results, with double-digit year-on-year growth:

**22.4 MILLION** EURO IN REVENUES

**2 MILLION** EURO EBITDA

**1 MILLION** EURO PROFIT

## A JOURNEY IN THE MAKING

**2020**

Transformation into a Benefit Corporation

**2021**

Identifying SDGs

**NEXT**

B Corp Certification



**Connexia is a marketing and communications agency that brings together data, creativity, media**

**and technology.**

Active in the communications market since 1997, with offices in Milan and Rome, Connexia has created a new agency model: one that is fast and responsive, and seeks new opportunities to create value and invest in innovation and talent every day.

With a

**multicultural and multidisciplinary team of 160 professionals**

who are passionate about communication, Connexia develops ideas with high strategic content, expressing the values of the brands it represents across all channels and guiding the digital transformation processes of public and private organisations.

**Connexia is creativity,**

data-driven thinking, excellence in digital project management and technological innovation. Thanks to its full consultancy approach and its in-house video & content production hub, the agency is able to oversee the entire communication process, aiming to achieve the greatest possible integration between digital and physical.

Connexia is an ISO 9001 and ISO 20121-certified company that has chosen to demonstrate its ethical commitment and Corporate Social Responsibility by becoming a Benefit Corporation and complying with the highest standards of transparency, with one objective above all: to pursue, alongside economic and financial objectives, those of

**shared benefit linked to social and environmental impact.**



**BENEFIT  
CORPORATION  
RATION**

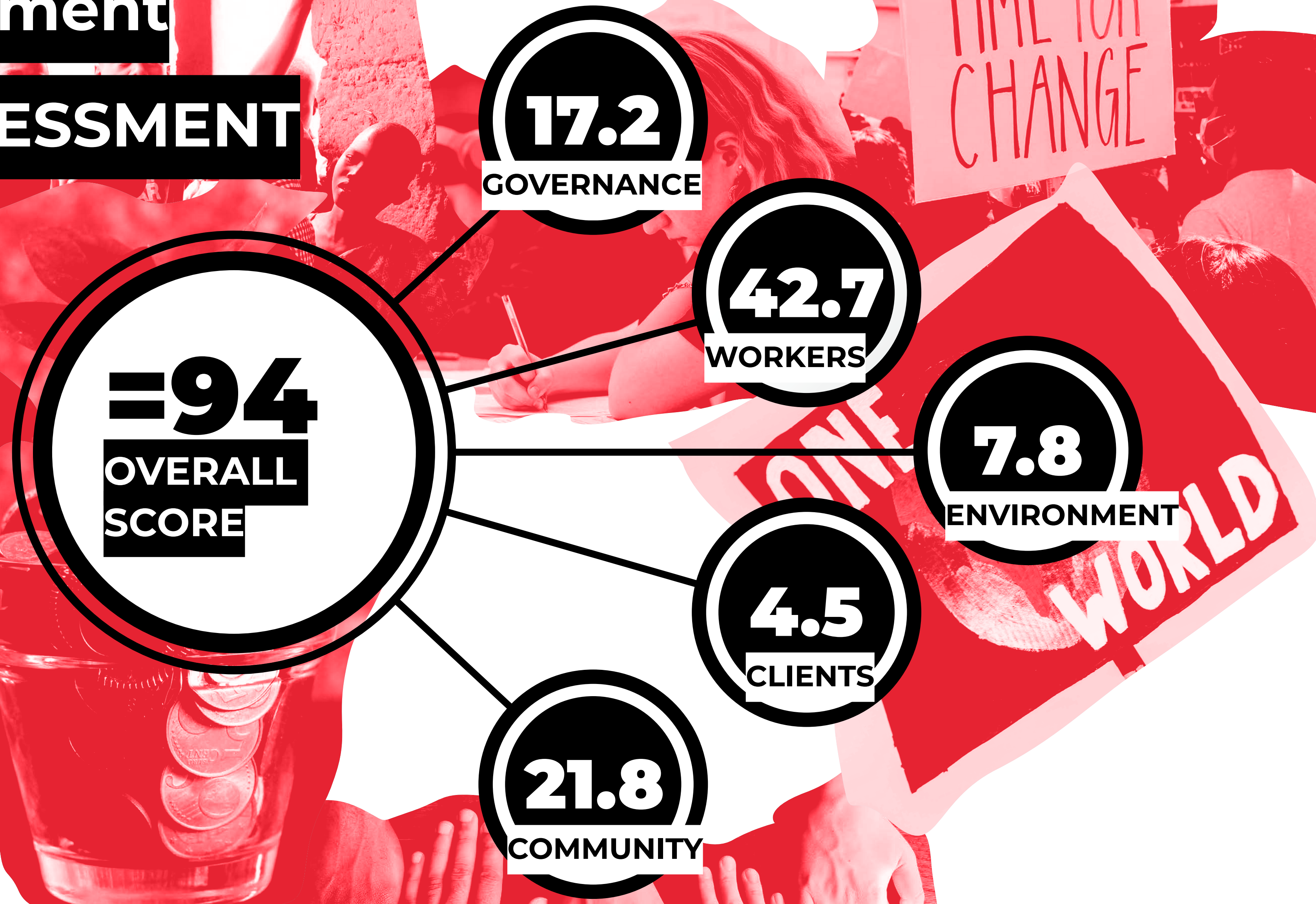


# Impact Assessment

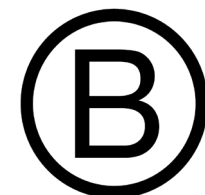
## B IMPACT ASSESSMENT

A Benefit Corporation is required to assess its common benefit impact by choosing from several existing methodologies. The one chosen by Connexia is the **BIA, or B Impact Assessment**, identified by the non-profit organisation B-Lab, which is responsible for B Corp. certification. And this is not by chance. As announced in the letter from our CEO, Paolo d'Amassa, it is **our intention to become a B Corp**, and this first online self-assessment is merely an incentive for us to pursue this course of action. Reason: **we achieved a score of 94 out of a minimum of 80**, an achievement far beyond our expectations.

Five areas were evaluated: Governance, Workers, Community, Environment and Clients. The infographic shows the scores achieved for each area:



Certified



Corporation



Dare: always try to go further, always achieve more than what is required, ask an extra question, be curious and proactive.

Be open to change, to changing your mind and questioning your beliefs. Every person has something important to say and share.

**Be bold & curious**

**Be open & listen**

**Share & collaborate**

**Have an impact**

**Respect & passion**

Make your mark, make a difference, do something better than what was there before.

**WE ARE**

Respect others. Respect your own actions.

THE CONNEXITUDINE

## Strategy

- #INDUSTRY BENCHMARK
- #ONLINE CONVERSATION MONITORING
- #CONSUMER INSIGHT
- #SENTIMENT ANALYSIS
- #COMMUNICATION STRATEGY
- #DIGITAL STRATEGY
- #SOCIAL MEDIA STRATEGY

## Media, measurement & optimisation

- #SEARCH MARKETING
- #MEDIA BUYING & PLANNING
- #DIGITAL ADVERTISING
- #CONVERSION MARKETING
- #PERFORMANCE ANALYSIS
- #DATA GOVERNANCE
- #DATA ANALYTICS

## Branding

- #PURPOSE DESIGN
- #BRAND POSITIONING
- #CORPORATE & BRAND IDENTITY
- #DIGITAL, PRINT, EVENT IDENTITY
- #EMPLOYER BRANDING
- #BRAND TRAINING
- #CORPORATE BRAND CULTURE

## Creativity

- #ADV
- #CAMPAIGN
- #SOCIAL MEDIA MARKETING CAMPAIGN
- #WEB & UX DESIGN
- #CONTENT PRODUCTION
- #STORYTELLING

## Media relations, influencers, & events

- #INFLUENCER MARKETING
- #MEDIA RELATIONS & PR
- #CORPORATE COMMUNICATION
- #PERSONAL BRANDING
- #CRISIS MANAGEMENT
- #EVENTS & EXPERIENCES MANAGEMENT

## Technology & innovation

- #INNOVATION CONSULTANCY
- #DATA STRATEGY
- #MOBILE DEVELOPMENT
- #WEB DEVELOPMENT
- #CRM CONSULTANCY
- #OPEN INNOVATION

**WHAT WE DO**



# DISCOVER OUR STORIES HERE

## Stakeholders & Partners

Majority shareholder

The media

External  
associates

Management

Talents (attraction)

Training schools

Clients

Providers

Trade associations

Advisors

Public Bodies

Group companies

No Profit Organisations

Business partners

Certification bodies



## 5 pillars with actions of common benefit



### 1. PROFIT

To allocate part of the profits to active and carefully selected non-profit organisations, to support, including economically, bodies that can help the most vulnerable in a concrete way.



### 3. PROJECTS

To create shared technological platforms that have a positive impact on the community and region.



### 5. WELL-BEING

To create concrete programmes with a focus on the physical and mental well-being, work-life balance, and professional development of individual employees, enhancing the talent of each individual in a context of fairness, meritocracy and involvement.



### 2. KNOW-HOW

To make the company's skills available on a pro bono basis to non-profit organisations, offering strategic, communication and marketing advice, as well as the technology and related training required for them to work at their best, through a real transfer of skills, aimed at supporting their growth over time.



### 4. ENVIRONMENT

To protect the environment through a daily commitment that aims to reduce the company's impact on the planet – for example, through the almost total dematerialisation of documents, the elimination of unnecessary travel and transfers, the avoidance of wasted electricity, supporting the separate collection of waste, the purchase and use of ecological products, and energy-efficient electronic and IT equipment.

To take urgent measures to combat climate change and its consequences.

### Climate action

13 CLIMATE ACTION



To end all forms of poverty in the world.

### No poverty

1 NO POVERTY



To ensure quality, equitable and inclusive education and promote lifelong learning opportunities for all.

### Quality education

4 QUALITY EDUCATION



## 6 SDGs SCELTI DA CONNEXIA

SUSTAINABLE DEVELOPMENT GOALS

### Reduced inequalities

10 REDUCED INEQUALITIES



To reduce inequality within and between nations.

### Gender equality

5 GENDER EQUALITY



To achieve gender equality and empowerment, as well as greater strength, self-esteem and awareness of all women and girls.

### Decent work and economic growth

8 DECENT WORK AND ECONOMIC GROWTH



To promote lasting, inclusive and sustainable economic growth, full and productive employment and decent work for all.



# PRO-FIT

By choosing to be a Benefit Corporation, we have formalised our willingness to embark on a path of sustainability, with the aim of generating a positive impact on the community in which we operate and creating shared value for different entities so that they can prosper and grow over time. Below are some of the activities implemented during 2021:

## CONNEXIA FOR CELIM - (CENTRO LAICI ITALIANI PER LE MISSIONI - ITALIAN LAY CENTRE FOR THE MISSIONS)

In 2021, we chose to buy handcrafted trivets made from recycled material from Mozambique to give to our employees.



## CHRISTMAS DONATIONS IN COLLABORATION WITH FONDAZIONE FRANCESCA RAVA

During Christmas 2021, we chose to join the initiative launched by Fondazione Francesca Rava - N.P.H Italia Onlus (an organisation that helps disadvantaged children in Italy and globally via long-distance adoptions, voluntary work etc.), by having 4 special gifts delivered on behalf of Connexia employees to families and people in need. More precisely, we donated:

- #A FRUIT TREE FOR AN N.P.H. (NUESTROS PEQUEÑOS HERMANOS) HOME;
- #DRINKING WATER FOR A FAMILY IN HAITI FOR ONE YEAR;
- #FISH AND FEED FOR A TILAPIA FARM IN HAITI;
- #CHRISTMAS LUNCH FOR A LONELY ELDERLY PERSON.



## CONNEXIA IN PARTNERSHIP WITH AGRIVIS (AN AGRICULTURAL SOCIAL COOPERATIVE) FOR THE EMPOWERMENT OF THE MOST VULNERABLE PEOPLE

In 2021, we started working with Agrivis, a social cooperative whose mission is the employment of disabled, socially vulnerable or disadvantaged people. Connexia will contribute to the job placement of a vulnerable person and will buy food products (pastes, creams, jams) from the cooperative to donate monthly to its employees.

#THE EARTH IS THE MOST FERTILE OPPORTUNITY FOR THE EMPOWERMENT OF VULNERABLE PEOPLE



## CONNEXIA TOGETHER WITH THE WISHING WELL

Connexia has chosen to contribute to the construction of water wells in the villages of Malawi by joining the Pozzo dei Desideri (The Wishing Well) project. The initiative stems from the first-hand experience of Matteo Ferrari, a computer scientist by profession who a few years ago decided to spend a month as a volunteer in Malawi, one of the poorest countries in the world, where women and children are forced to walk several kilometres to reach the nearest water source, carrying enormous weights on their heads. Struck by the drama of water shortages, on his return to Italy Matteo set up the The Wishing Well project.

#SINCE 2015, 38 WELLS HAVE BEEN DUG, BRINGING WATER TO MORE THAN 22,000 PEOPLE!



## GOAL 1 - NO POVERTY

We donate a percentage of our profits to support selected non-profit initiatives, with the aim of sustaining, including financially, ventures that can concretely help the most disadvantaged and contribute directly, albeit in a small way, to eradicating all forms of poverty. We are committed to maintaining and increasing donations from year to year. And not just that. We are considering implementing a corporate volunteer programme open to all our people. Also under consideration is Connexia's membership of the UN Global Compact, which encourages companies to conduct their business responsibly in pursuit of the UN's 2030 Sustainable Development Goals.

[Link to appendix](#)



Aware of the social role that business plays, and of its responsibility as part of the community, we believe that contributing to the spread of socio-economic well-being is one of the key elements that sets quality companies apart. Connexia's commitment to the community is achieved through the transfer of expertise to support and sustain non-profit organisations that can generate a positive impact on society.

### CONNEXIA COLLABORATES WITH FONDAZIONE FRANCESCA RAVA ON AWARENESS-RAISING CAMPAIGNS

Between May and December 2021, we supported Fondazione Francesca Rava - N.P.H Italia Onlus in media planning and management activities and data setting for the "5X1000" (0.5% of Italian tax returns contributed to charitable organisations), "Testamentary Bequests", "In Farmacia per i Bambini" (In the Pharmacy for Children) and "Christmas" campaigns on the main social media channels (FaceBook, Instagram, LinkedIn), as well as on Google.

MEDIA PLANNING AND MANAGEMENT OF THE 5X1000 CAMPAIGN \_ DISCOVER

MEDIA PLANNING AND MANAGEMENT OF THE TESTAMENTARY BEQUEST CAMPAIGN \_ DISCOVER

MEDIA PLANNING AND MANAGEMENT OF THE IN THE PHARMACY FOR CHILDREN CAMPAIGN \_ DISCOVER

**11,960** € INVESTED

**157** HOURS DONATED BY CONNEXIA EXTERNAL ASSOCIATES

**6** CONNEXIA EXTERNAL ASSOCIATES INVOLVED

# \_KNOW HOW



#### GOAL 1 - NO POVERTY

In collaboration with Fondazione Francesca Rava - N.P.H Italia Onlus, we promote the non-profit organisation's campaigns targeted at raising awareness of the conditions of hardship in which some children live in Italy and worldwide. Our aim is to make our expertise available to the Foundation so that it can operate at its best and thus indirectly contribute to eradicating poverty in the world.

[Link to appendix](#)





# PROJECT

At Connexia we want to contribute actively to the growth of people, communities, local areas and the environment, sharing and making available our resources (not only economic) to achieve the common good

## PROUD TO FAIL!

**“If you have not made many mistakes in life, it means you haven’t been trying hard enough!”**

Edited by our Chief Innovation Officer, Italo Marconi, we produced Proud to Fail, a monthly podcast to discuss the topic of the courage to fail. Taking part in the project are bold Italian top managers, experienced innovators who are not afraid to make mistakes and who are not afraid to tell their story, who are willing to talk about the importance of learning importance of learning as part of their career.

Unlike the common practice in Italy, which can sometimes stigmatise error, be it a penalty on the football pitch or a slip-up made in the office, in our opinion, if you have not made many mistakes in life, it means you haven’t been trying hard enough!

Spotify link

LINK

## BRAVERTISING

BRAVErtising is the monthly encounter with the Best of creativity selected by our Creative Director & Head of Branded Content, Riccardo Catagnano. This project seeks to analyse and highlight daring projects with a focus on social issues, and shows how creativity has evolved by changing its role and opening up new ground.

YouTube link

Four episodes were posted in 2021, with the following results:

**392 VIEWS**  
**1,276 IMPRESSIONS**  
**498 IMPRESSIONS**  
**4,076 IMPRESSIONS**

## THE BRAND FACTOR.ZIP

Connexia collaborates with OBE (Osservatorio Branded Entertainment), an association that studies and promotes the diffusion on the Italian market of branded content & entertainment as a strategic lever for integrated brand communication. Among the initiatives undertaken were: “The Brand Factor.ZIP”, a series of monthly meetings which, through the voice of the protagonists of creativity Made in Italy, recounts the best of branded content & entertainment on an international scale. Once again the star of the show was our Creative Director & Head of Branded Content, Riccardo Catagnano.

Five episodes were posted in 2021, with the following results:

**344 VIEWS**  
**2211 IMPRESSIONS**  
**884 IMPRESSIONS**  
**3,803 IMPRESSIONS**



## WAKE UP INNOVATORS EVOLUTION 2021

Wake Up Innovators is a cycle of meetings on a digital platform that Connexia dedicates to the culture of innovation. Launched in 2020 and continued in 2021, the initiative was designed with no set formula, but rather a fluid format influenced by the suggestions of a digital culture that Connexia helped to create. Four monthly meetings were held between January and April 2021, with as many key players in the Italian economy interviewed by Connexia's Corporate Communication Director, Zornitza Kratchmarova. These included a Special Edition entitled "Land of trespasses. Stories of open cities and identities", presented within the Milano Digital Week 2021 and dedicated to Milan as a city at the centre of it all: social, professional and emotional life. Thus, Milan is transformed into a microcosm with increasingly blurred boundaries, with a focus on the role of digitalisation in bringing about the full dematerialisation of the metropolitan city, annulling geographical and cultural limits and offering the same opportunities as a large city. Leading the dialogue, with guests from the four corners of the earth, was Chief Innovation Officer, Italo Marconi, and Creative & Head of Branded Content, Riccardo Catagnano.

[YouTube link](#)

 **737** VIEWS  
 **3343** VIEWS  
**19** PRE-EVENT COVERAGE

## MASTER'S IN PHARMACEUTICAL MARKETING (MAMAF)

In 2021, we became a partner in the Master's in Pharmaceutical Marketing (MAMAF) delivered by the Department of Pharmaceutical Sciences at the University of Pavia. For three days, some of Connexia's professionals took on the role of lecturers in the construction of a module designed to offer students a theoretical and practical experience of developing a data-driven marketing and communication strategy focused on the needs of patients and Pharma stakeholders. The collaboration with MAMAF is part of a series of innovative educational initiatives created with the aim of disseminating the models developed by Connexia and contributing to the transformation of organisations, industries and society.

[Link](#)



## IULM MASTER'S IN ETHICAL MARKETING AND SUSTAINABILITY COMMUNICATION

In 2021, we started a partnership with IULM (Libera Università di Lingue e Comunicazione - Free University of Languages and Communication) for the launch of the Master's in Ethical Marketing and Sustainability Communication. The course focuses solely on marketing and communication techniques applied to CSR issues, which are increasingly in demand in the world of business. Starting in the academic year 2022/2023, the course coordinator is our Chief Innovation Officer, Italo Marconi.

Topics to be addressed will range from the circular economy to the use of dedicated measurement tools, such as green analytics and the study of best cases and best practices, all realised through talks, project work and study tours moderated by company executives, professionals and academics. Connexia is also actively involved in finding resources to fund scholarships to support the most deserving students.

[Link](#)



## "GIVE BLOOD & KEEP THE WORLD BEATING" CAMPAIGN

"Give Blood and Keep the World Beating" is the title of the campaign created by Connexia to mark World Blood Donor Day. In 2021, Italy was the host country for World Blood Donor Day, with a series of initiatives promoted by the Ministry of Health in collaboration with the CSN (Centro Nazionale Sangue - National Blood Centre) and donor associations. As a partner of GHMC (Global Health Marketing & Communication), a worldwide network of independent agencies specialising in scientific and pharmaceutical communication, we were involved in all stages pertaining to the creative project, from the planning of the communication strategy to the conception of "Give Blood and Keep the World Beating", a slogan adopted by the WHO worldwide and which plays on the sound and meaning of the word "beating", ideally linking heartbeats and musical rhythms.

[YouTube Link](#) [Link](#) [Link to Appendix](#)



### GOAL 4 – QUALITY EDUCATION

We invest in education and outreach projects, especially on the topics of innovation and sustainability. In addition to maintaining and improving the training offer, we aim to evaluate further learning and knowledge-sharing opportunities.



# CONNEXIA PEOPLE

## COUNTRY OF ORIGIN

**94%** ITALY  
**6%** OTHER

## EMPLOYMENT

**97%** FULL-TIME  
**3%** PART-TIME

## CONTRACT TYPE

**84%** FULL-TIME PERMANENT  
**9%** FIXED TERM  
**7%** INTERNSHIP

By becoming a Benefit Corporation, we have voluntarily chosen to make a concrete commitment to pursuing actions that have a positive impact on different categories of stakeholders, including our employees. Connexia's growth, success and prestige are strongly linked to the company's ability to attract and retain talent. Human capital development ensures that we achieve the goals set out in our corporate strategy, working day after day to improve the well-being, work-life balance, retention and motivation of our people.

## GENDER

**68%** WOMEN  
**32%** MEN

## AGE

**70%** 30-50 YEARS OLD  
**29%** UNDER 30 YEARS OLD  
**1%** OVER 50 YEARS OLD

## TRAINING AND EDUCATION

We believe that, at the basis of success, there is a gradual progression consisting of actions geared towards supporting people's growth, both in relation to the role held and personal development. At Connexia, the growth of employees takes place both through technical and soft skills training and through a career plan review based on annual evaluations of quantitative and qualitative targets.

The training courses delivered in 2021 involved 108 employees, for a total of 609 hours.

[Link to appendix](#)

## TRAINING PROVIDED TO

**108**  
EMPLOYEES IN 2021

**609** TOTAL TRAINING HOURS PROVIDED IN 2021

# WELL BEING

In addition, 100 Connexia employees received a career plan review in 2021.

[Link to appendix](#)

**68%** PERCENTAGE OF  
EMPLOYEES WITH A CAREER  
PLAN REVIEW



# TAKING CARE\_

Our corporate culture is **curious, dynamic and inclusive**. These values guide us in offering our employees activities that are stimulating, educational and enjoyable.

The well-being of employees is central to the functioning of Connexia. In order to continue to grow, we aim to acquire, develop and retain the best talent, offering an exciting and stimulating working environment constantly focused on innovation. Our corporate culture is based on constant feedback, to understand our strengths and weaknesses and to improve continuously. We value every cultural background, interacting openly and constructively with everyone, whilst protecting the health and safety of all.

We want to contribute to improving the “work-life balance” by promoting co-creation and optimisation of processes and tools, and by enhancing professional growth parallel to corporate growth, so as to contribute to increasing personal satisfaction and a sense of belonging. In addition to flexibility policies, remote working, leave and part-time contracts, we have implemented tools for listening to employees, to encourage the sharing of ideas, insights and useful considerations to be brought to the attention of management in the form of proposals.

## All this we have done through:

#Activation of a dedicated email account, creation of an anonymous Google Form on the CNX People site, a half-hour live discussion every day; #Identification of guidelines to optimise workflows and use of remote work tools (Google Calendar, Google Meet); #Realisation of a survey administered to a voluntary and representative sample of employees, with the aim of detecting gains and pains in the work experience and being able to identify areas of concern and potential measures to be put in place.

## PROJECT FEEDATI WITH YUMI

In 2021, in collaboration with YUMI (a technological organisation involved in change management) we activated the Feedati Project, targeted at all Connexia people. This is a platform for individuals and companies, designed to encourage the adoption of new behaviours in the workplace, applying practices and theories of “nudging”. The aim is to encourage the positive habit of giving and receiving feedback, and to improve and grow by positively influencing the decision-making processes of groups and individuals.

This project is in line with Connexia's long-standing approach to a listening and feedback culture, together with the search for the right work-life balance and a harmonious and collaborative working environment.



## The phenomena on which YUMI acts are:

### Energy:

The state of mind of individuals, teams and communities

### Behaviour:

The most frequently implemented actions and those through which to grow

### Acknowledgements:

The dynamics of gratitude and celebration among employees and teams

### Interactions:

Evaluation of the effectiveness of meetings

332 Thanksgiving Friday badges sent

Mood Factory - Greater Energy: Teamwork, Autonomy, Good communication, Clear Objectives, Wow Projects

**THE RESULTS OBTAINED BY THE CONNEXIA COMMUNITY WERE:**

Heavy users: 5,946 comments and 3,468 suggestions sent

High level of adoption: 89%

High level of engagement: 59.38% (average number of persons active on a

weekly basis)



## REMOTE WORKING

In 2021, we planned to implement a regulation for the following year that will allow remote working to continue after the end of the Covid-19 pandemic, guaranteeing up to 2 days of remote working per week for all employees.

[Link to appendix](#)

## HEALTH & SAFETY

A safe and healthy workplace is a fundamental right of every individual. At Connexia we try to improve health and safety in every aspect, including through training. During 2021, 40 employees attended courses on both general and specific health and safety, for a total of 280 hours, and one health and safety officer attended a specially tailored 4 hour course for this position.

In the midst of the emergency due to the Covid-19 pandemic, we implemented effective actions against the increase in infections, including:

- #Reduction of workstations
- #Use of facemasks and sanitising gels
- #Sanitising of work environments
- #Display of useful information
- #Thermo scanner at the entrance, Green Pass check
- #Distribution of the Covid-19 protocol

## “CLOSE THE GAP, OPEN YOUR FUTURE” CAMPAIGN

It was with pleasure that we welcomed the partnership with Fastweb (a telecommunications company specialising in land lines and broadband connections) for the realisation of an urban regeneration project with a strong social involvement. Sustainability, creativity and inclusiveness are concepts that come together in complete harmony in the “Close the Gap, Open Your Future” project. The ensuing wall painting depicts two children engaged in the act of closing the gap, represented by the space between buildings, by ideally pushing two walls, the two extremities of the installation, towards each other. Connexia supervised and coordinated the realisation of the mural, signed by artist Giulio Rosk, Fastweb’s Social Ambassador, and developed a digital platform that allows users to experience a virtual tour using a QR code present on the work. The mural was accomplished using paints capable of absorbing 30.80 g of NOx per day (equivalent to the emissions of 42.8 g) and 9,512 g of CO2.

[Link](#)

**1 MILLION** PEOPLE REACHED

**1K** OF INTERACTION

**2.5 MILLION** IMPRESSIONS

5 GENDER EQUALITY



### GOAL 5 – GENDER EQUALITY

employee data shows a higher percentage of female, as well as fair pay and equal career opportunities between men and women. At Connexia, we continue to adopt an equal opportunities approach to managing people at all professional levels. We are also considering joining the UN WEPs (Women’s Empowerment Principles).

8 DECENT WORK AND ECONOMIC GROWTH



### GOAL 8 - DECENT WORK AND ECONOMIC GROWTH

We have introduced tools that make it possible to assess the economic performance of each individual project in real time and to intervene in the event of criticalities, and have adopted technology platforms to optimise processes that allow people to have a clear and transparent overview of each individual project brought on stream.

We offer a growth path for young graduates, starting with a 6-12-month internship and subsequent employment contract. In support of our talent recruitment policy, we collaborate with universities, academic institutions and training organisations located throughout Italy.

10 REDUCED INEQUALITIES



### GOAL 10 - REDUCED INEQUALITIES

Through our “Close the Gap, Open Your Future” campaign with Fastweb, we have raised awareness of the importance of inclusion as a key element in reducing inequalities.

At Connexia, we have drawn up a regulation for remote working to improve the work-life balance, also for the benefit of parenthood.



**AT CONNEXIA IT IS A COMMON GOAL TO PRESERVE AND PROTECT THE ENVIRONMENT. WE DO THIS BY REDUCING WASTE, DIGITALISING ACTIVITIES AS MUCH AS POSSIBLE, LIMITING HOME-WORK JOURNEYS AND/OR BUSINESS TRIPS, CHOOSING SUSTAINABLE PARTNERS AND SUPPORTING PROJECTS WITH A HIGH ENVIRONMENTAL VALUE.**

## **GREEN INITIATIVES**

### **PAPER AND SEPARATE WASTE COLLECTION**

We have embarked since 2019 on a digitalisation path that is leading us to reduce paper consumption in our offices by 65% per year, to combat waste and thus limit our carbon footprint. We are also committed to sorting our waste in the office. We have therefore set up containers for the collection of plastic, glass and paper, and disseminated good practices so that everyone can make their own contribution.

### **ENERGY**

In addition to the energy efficiency measures carried out at our offices, from mid-2021 the entire building in which our Milan office is located will be supplied with 100% renewable energy from hydroelectric power.

### **THE CONNEXIA FOREST**

On the occasion of Earth Day 2021, we launched the Connexia Forest initiative together with Tree-Nation (an environmental social network), giving every Connexian a gift of tree in the forest. We plan to continue this initiative by also donating new trees to future employees, thus increasing the boundary of the forest. Thanks to this initiative, to date it has been possible to absorb 41.95 t of CO<sub>2</sub>.



### **OTHER INITIATIVES**

During 2021, we reduced business travel and adopted the most sustainable means of transport, with a preference for the assiduous use of videoconferencing and remote working systems. We are mindful of excessive electricity consumption, and purchase environmentally friendly detergents, certified furniture, energy-efficient electronic and IT equipment, and much more.

### **CERTIFICATIONS**

As an example of our focus on environmental issues, we have obtained the following certifications:

#### **ISO 20121**

**Eco Declaration Product environmental attributes (Computers)**

**ENERGY STAR®**

[Link to appendix](#)

## **GOAL 13 – CLIMATE ACTION**



We initiated the Connexia Forest project as an ethical, concrete and ongoing commitment to safeguarding the planet. In addition, we aim to implement various green initiatives in the company to raise the awareness of employees on environmental protection and inviting them to make their own contribution.

# **ENVIRON- MENT**



# METHODOLOGY

This Impact Report meets the non-financial reporting requirements of the Benefit Corporations Act 208/2015. It contains a description of the specific objectives, methods and actions implemented by the company's Directors in pursuit of goals that are of shared benefit. The analysis was conducted using an external and independent evaluation standard: GRI-referenced claim.

This is the second Impact Report issued by Connexia, covering the period January-December 2021. Reporting will be carried out periodically on an annual basis.

Topics included in the Impact Report:  
Connexia Societa Benefit S.r.l.  
Date of most recent report: 2020, published in 2021.

This year Connexia decided to integrate the

UN Sustainable Development Goals 2030 into its sustainability strategy through the use of the SDGs Compass tool. The result of the analysis allowed Connexia to identify the SDGs most in line with its common benefit activities: 1. No poverty; 4. Quality education; 5. Gender equality; 8. Decent work and economic growth; 10. Reduced inequalities; 13. Climate action.

For more information regarding this Impact Report, please send an email to Connexia's two Impact Managers:

Connexia Societa Benefit S.r.l.  
The organisation is a Benefit Corporation that

**Nicoletta Vetere,**  
People & Culture Manager,  
[nicoletta.vetere@connexia.com](mailto:nicoletta.vetere@connexia.com)

**Zornitza Kratchmarova,**  
Corporate Communication Director,  
[kratchmarova@connexia.com](mailto:kratchmarova@connexia.com)

is part of the Retex S.p.A. group.

Addresses:  
Via B. Panizza, 7 - 20144 Milan - 02.8135541  
Piazza Barberini, 47 - 00187 Rome  
[info@connexia.com](mailto:info@connexia.com)

[Link to appendix](#)

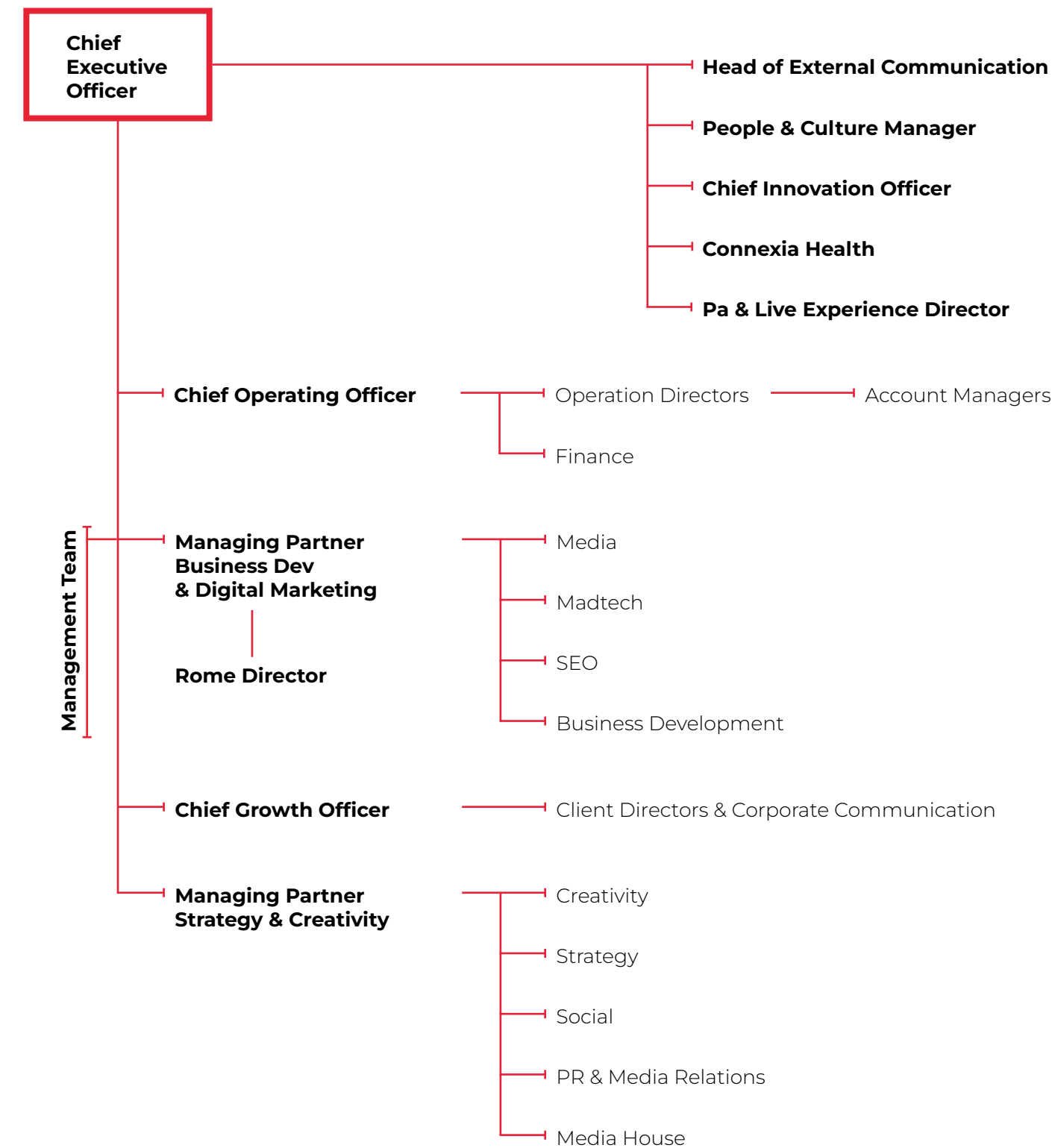


# DATA APPENDIX

## Connexia Società Benefit S.r.l.

<https://www.connexia.com/>

### Our organisational chart:



## Key Data 2021

RECLASSIFIED VALUE-ADDED INCOME STATEMENT			
Basis of accounting	12/31/2021	% Revenues	% Added Value
Gross Sales	€ 22,417,776	100%	
Other Revenues	€ 65,952	0%	
<b>Total Income from Production</b>	<b>€ 22,483,728</b>	<b>100%</b>	
Cost of goods	€ 22,687	0%	
Cost of services and other operating costs	€ 12,077,492	54%	
<b>Total production costs</b>	<b>€ 12,100,179</b>	<b>54%</b>	
<b>ADDED PRODUCT VALUE</b>	<b>€ 10,383,549</b>	<b>46%</b>	
Balance of non-recurring income	€ 276,051		

GROSS GLOBAL ADDED VALUE	<b>€ 10,107,498</b>	45%	
--------------------------	---------------------	-----	--

The overall gross added value in All is broken down as follows:

At work	€ 7,952,896	35%	79%
Salaries and contributions, severance pay	€ 7,952,896	35%	79%
To the state	€ 584,651	3%	6%
OTHER TAXES (ICI (Imposta Comunale sugli Immobili - Municipal Property Tax), IRES (Imposta sul Reddito delle Società - Corporate Income Tax), IRAP (Imposta Regionale sulle Attività Produttive - Regional Tax on Productive Activities), Stamp Duty, Waste, etc.)	€ 584,651	3%	6%
To lenders	€ 300,023	1%	3%
Remuneration of Administrators	€ 300,023	1%	3%
Added Value Reinvested	€ 1,269,928	6%	13%
Depreciation	€ 262,337	1%	3%
Allocation to reserve (legal and indivisible Law No. 59/1992)	€ 41,847	0%	0%
Retained earnings	€ 965,744	4%	10%

### The 5 pillars with actions of common benefit

**PROFIT:** 2.2.1 To allocate part of any profits earned each year to active, carefully selected non-profit organisations, with the specific aim of supporting them, also financially, and in this way help the most vulnerable in a concrete way.

**KNOW-HOW:** 2.2.3 To make the company's skills available on a pro bono basis to non-profit organisations, offering strategic, communication and marketing advice, as well as the technology and related training required for them to work at their best, through a real transfer of skills, aimed at supporting their growth over time.

**PROJECTS:** 2.2.4 To create shared technological platforms that have a positive impact on the community and the region.

**WELL-BEING:** 2.2.2 To undertake concrete programmes concerning mental and physical well-being, work-life balance and professional growth of individual employees, enhancing the talent of each person within an environment of fairness, meritocracy and



involvement.

**ENVIRONMENT:** 2.2.5 To protect the environment through a daily commitment that aims to reduce the company's impact on the planet, for example, through the almost total paperlessness of documents, the elimination of unnecessary travel and transfers, waste of electricity, supporting separate waste collection, the purchase and use of environmentally friendly products, energy-efficient electronic and IT equipment, and so forth.

#### Our stakeholders

The table gives an overview of Connexia's stakeholders and a brief description of each one.

Stakeholder	Description
Majority shareholder	Retex Spa
Management	Paolo d'Amassa founder and CEO + Shareholders and managers
External associates	Employees, apprentices, internees
Clients	Government owned and private companies, non-profit and non-governmental institutions and bodies
Advisors	Professionals in the following areas: tax, legal matters, labour, security, GDPR, IT, insurance
Providers	Service professionals related to the company's core business, maintenance technicians, gadgets and/or facility service contractors, printers, forwarding agents etc.
Business partners	Third-party agencies, technology platforms, Big Tech (FB, Google, TikTok etc.), BVA Doxa, iubenda
The media	Marcom, press agencies, business media etc.
Talents (attraction)	Future employees/employees
Training schools	Universities/Higher Education Schools
Communication associations	OBE, UNA (Aziende della Comunicazione Unite United Communication Companies - United Communication Companies), FERPI (Federazione Relazioni Pubbliche Italiana - Italian Public Relations Federation), Global Health PR, M&C (Marketing & Communication Group) etc.
No Profit Organisations	Francesca RAVA Foundation
Public Bodies	INPS (Istituto Nazionale della Previdenza Sociale - Italian National Social Security Institution), INAIL (Istituto Nazionale per l'Assicurazione contro gli Infortuni sul Lavoro - National Institute of Occupational Accident Insurance), the Municipality of Milan, the Labour Inspectorate, the Ministry of Innovation etc.
Certification bodies	Lloyd's Register Quality Assurance Italy Srl/Accredia

### Connexia for UN Agenda 2030

At Connexia, we have identified 6 of the 17 SDGs of the United Nations 2030 Agenda, designed to contribute to global development, promote human well-being and protect the environment, as a concrete benchmark in the conduct of our current and future activities. They are:



#### End poverty in all its forms everywhere

**1.4** By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance



#### Quality Education

**4.3** By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.

**4.4** By 2030, substantially increase the number of youth and adults who have relevant

skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

**4.5** By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

**4.7** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.



#### Achieve gender equality and empower all women and girls

**5.5** Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life



#### Promote inclusive and sustainable economic growth, employment and decent work for all

**8.2** Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

**8.6** By 2030, substantially reduce the proportion of youth not in employment, education or training



#### Reduce inequality within and among countries

**10.2** By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

**10.3** Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard



#### Take urgent action to combat climate change and its impacts

**13.3** Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

We support the Sustainable Development Goals through our projects, implemented actions and future perspectives.



Projects with Fondazione Francesca Rava, Agrivis, The Wishing Well, CELIM (Centro Laici Italiani per le Missioni - Italian Lay Centre for the Missions).

Donation of a percentage of profits to non-profit projects. We are committed to maintaining and increasing donations in the years to come, and among our goals is the introduction of corporate volunteering and the evaluation of Connexia's application for membership in the UNGC (United Nations Global Compact).

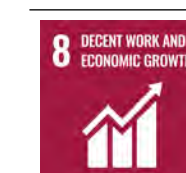


Education and outreach projects: Proud to Fail, BRAVErting, The Brand Factor, WakeUp Innovators, MAMAF Master's for Pharmaceutical Marketing), Give Blood and Keep the World Beating, Master IULM in Marketing Etico e Comunicazione della Sostenibilità Libera Università di Lingue e Comunicazione (IULM Master's in Ethical Marketing and Sustainability Communication) etc. Several of our people are also lecturers in specialised training schools and universities.

In addition to maintaining these training projects, we are committed to increasing knowledge-sharing opportunities and strategic partnerships with high-profile educational institutions.



Employee data shows a higher percentage of females, as well as fair pay and equal career opportunities between men and women. At Connexia, we continue to adopt an equal opportunities approach to managing people at all professional levels.



We have introduced tools that make it possible to assess the economic performance of each individual project in real time and to intervene in the event of criticalities. We have used technology platforms to optimise processes and allow people to have a clear and transparent overview of each individual project brought on stream.

We offer a growth path for young graduates, starting with a 6-12-month internship and subsequent employment contract. We are supported by several partnerships with universities and training institutions located throughout Italy, aimed at recruiting talent.



Through our "Close the Gap, Open Your Future" campaign launched with Fastweb, we have raised awareness of the importance of inclusion as a key element in reducing inequalities.

At Connexia, we have drawn up a regulation for remote working to improve the work-life balance of our people, also for the benefit of parenthood.



The Connexia Forest is a project that allows us to make a positive contribution to neutralising CO2 emissions and raising awareness about climate change. In addition, we will implement various green initiatives in the company to raise the awareness of employees on environmental protection and invite them to make their own contribution.

### Profit

2.2.1 To allocate part of any profits earned each year to active, carefully selected non-profit organisations, with the specific aim of supporting them, also financially, and in this way help the most vulnerable in a concrete way.

Objectives to be reached	Year in which reached	Expected year of achievement	% of current achievement	Category of stakeholders impacted	Actions undertaken 2020	Actions undertaken 2021
+ To maintain this commitment over the years	2020	Annual commitment 2021-2023	100	No-profit organisations	Donate a percentage of profits to non-profit organisations, selected by the controlling shareholder, in the areas of children, animals and dogs, long-distance adoptions, the poor and the homeless	Connexia Christmas donations in collaboration with Fondazione Francesca Rava; Connexia in partnership with Agrivis for the empowerment of the most vulnerable people; Connexia together with The Wishing Well (Data in the Impact Report data appendix)
+ To ensure better and regular communication of our commitment to donations	2020	Annual commitment 2021-2023	100	No-profit organisations		Dedicated internal e-mails and newsletters (which in-house we call DEM) + ad hoc sessions during All Agency meetings, organised monthly + activation on all Connexia touch points for external targets (clients, prospects and media)

#### Connexia Christmas donations in collaboration with Fondazione Francesca Rava

#### Connexia in partnership with Agrivis for the empowerment of the most vulnerable people

Link to the website: <https://www.agrivis.it/>

#### Connexia together with The Wishing Well

Link to the website: <https://ilpozzodeidesideri.org/>

#### CELIM - Italian Lay Centre for the Missions

Link to the website: <https://impact-to-change.celim.it/prodotto/sottopentola-di-tappi-e-tessuto/>



## Know How

2.2.3 To make the company's skills available on a pro bono basis to non-profit organisations, offering strategic, communication and marketing advice, as well as the technology and related training required for them to work at their best, through a real transfer of skills, aimed at supporting their growth over time.

Objectives to be reached	Year in which reached	Expected year of achievement	% of current achievement	Category of stakeholders impacted	Actions undertaken 2020	Actions undertaken 2021
+ To maintain this commitment over the years	2020	Annual commitment 2021-2023	100%	No-profit organisations	Making the company's skills available to non-profit organisations on a pro bono basis, offering strategic, communication, and marketing advice as well as technology and related training to non-profit organisations, selected by the owners, in the areas of children, animals, in particular dogs, long-distance adoption, the poor and the homeless	Connexia collaborates with Fondazione Francesca Rava on awareness-raising campaigns: - 5X1000 campaign; - Testamentary Bequest Campaign - In the Pharmacy for Children Campaign - Christmas Campaign.
+ To better report and communicate commitment to pro-bono projects on a regular basis	2020	Annual commitment 2021-2023	100%	No-profit organisations		DEM + ad hoc sessions during All Agency meetings, organised monthly + activation on all Connexia touch points for external targets (clients, prospects and media)

Connexia collaborates with Fondazione Francesca Rava on awareness-raising campaigns

The table shows the data concerning the economic contribution and activities carried out by Connexia in support of Fondazione Francesca Rava's "5X1000", "Testamentary Bequest", "In the Pharmacy for Children" and "Christmas" projects.

Duration	Activities performed	Euro invested	Hours donated by Connexia employees	Members of Connexia involved
May - December	Media planning and management - data setting	11960	157	6

## Projects

2.2.4 To create shared technological platforms that have a positive impact on the community and the region.

Objectives to be reached	Year in which reached	Expected year of achievement	% of current achievement	Category of stakeholders impacted	Actions undertaken 2020	Actions undertaken 2021
+ To offer digital services and products to companies to manage environmental and social sustainability issues more efficiently	2020	Annual commitment 2021-2023	100%	Business Partners, Management, Clients, Generosity map: during the Covid-19 pandemic, we provided non-profit organisations, for-profit organisations and citizens with a data collection tool to track all donations made.	Digital solidarity: during the Covid-19 pandemic we provided free licences for accessing Cisco Webex to all companies that requested one, for the red zone and then for the whole of Italy	Proud to Fail! BRAVErting The Brand Factor. ZIP Wake Up Innovators   EVOLUTION 2021 "Give Blood and Keep the World Beating" campaign
+ To launch a Master's in Sustainable Communication - IULM	2020	Annual commitment 2021-2023	80%	Training schools, Talent (attraction), non-profit organisations, Media		IULM Master's in Ethical Marketing and Sustainability Communication
+ To organise the MAMAF Master's for Pharmaceutical Marketing in partnership with the University of Pavia	2021	Annual commitment 2021-2022	100%	Training schools, Talent (attraction), non-profit organisations, Media		Master's in Pharmaceutical Marketing (MAMAF)
+ To launch an open call for innovation and social communication projects for non-profit organisations	2020	Annual commitment 2021-2023	0%	Training schools, Talent (attraction), non-profit organisations, Media		On the agenda

## Proud to fail!

The table shows the data on the episodes broadcast, the guests featured in each episode and the downloads counted at the end of 2021.

Episode	Guest	Date	Download
Episode 1 - A dialogue with Federico Napoli, Head of New Banking Products at FCA Bank	Federico Napoli, Head of New Banking Products at FCA Bank	14/07/2021	182
Episode 2 - A dialogue with Alberto Di Minin, Professor of Management at the Scuola Superiore Sant'Anna in Pisa.	Alberto Di Minin, Professor of Management at the Scuola Superiore Sant'Anna in Pisa.	29/09/2021	62
Episode 3 - A dialogue with Ernesto Ciorra, Chief Innovability® Officer of Enel	Ernesto Ciorra, Chief Innovability® Officer of Enel	10/11/2021	101
Episode 4 - A dialogue with Barbara Cimmino, Head of Corporate Social Responsibility and Head of Innovation at Yamamay	Barbara Cimmino, Head of Corporate Social Responsibility and Head of Innovation at Yamamay	20/12/2021	87

## BRAVErting

The table gives data on the episodes broadcast and the level of engagement achieved through data collected on views and impressions collected on YouTube, Facebook, Twitter and LinkedIn at the end of 2021.

Episode	Date	Views on YouTube	FaceBook impressions	Twitter Impressions	LinkedIn impressions
1	July	102	Not published	Not published	Not published
2	September	111	709	293	Not Published
3	November	141	567	205	4076
4	December	38	Not published	Not published	Not published

## The Brand Factor.ZIP

The table gives data on guests, YouTube views and impressions on the main social networking sites - Facebook, Twitter and LinkedIn - for the events of The Brand Factory. ZIP project.

Title	Guest	Data	YouTube Views	FaceBook Impressions	Twitter Impressions	LinkedIn Impressions
The Brand Factor.ZIP. The Maximum of Branded Entertainment, Reduced to a Minimum.	-	9 April 2021	137	530	Not published	Data not available
The Brand Factor. Zip. Guest: Francesco Gavatorra	Francesco Gavatorra	6 May 2021	59	521	Not published	1806
The Brand Factor.Zip. Guest: Karim Bartoletti	Karim Bartoletti	9 June 2021	59	615	672	Not published
The Brand Factor.Zip. Guest: Anita Falcetta	Anita Falcetta	22 July 2021	25	Not published	Not published	Not published
The Brand Factor.ZIP. Guest: Danilo Carlan E Alessio Dogana.	Danilo Carlan E Alessio Dogana	29 October 2021	64	545	212	1997

## Wake Up Innovators | EVOLUTION 2021

The table shows data on the project's cycle of meetings, the guests who attended and the main engagement results obtained between the newsletter and the social platforms YouTube and FaceBook.

Date	Wake Up Innovators   EVOLUTION	Guest	Views Youtube	Facebook Impressions	Pre-Event Coverage (Newsletters included)	Post-event Coverage
27/01/2021	Wake Up Innovators   EVOLUTION	Claudio Cecchetto	236	757	5	0
24/02/2021	Wake Up Innovators   EVOLUTION	Andrea Lucchetta	128	1279	5	0
18/03/2021	Wake Up Innovators   EVOLUTION @Milano Digital Week	Alessandro Colafranceschi, Andrea Pezzi, Giulia Pierangeli, Elia Stupka, Valentina Sumini, Ersilia Vaudo, Matteo Terzi	241	913	4	0
28/04/2021	Wake Up Innovators   EVOLUTION	Matteo Ferrari	132	394	5	0

## Master's in Pharmaceutical Marketing (MAMAF)

Day	Session	Topic - Method	Duration
1	Introduction and delivery of the brief	Explanation of the training experience and introduction of Connexia	30 min
1	Theory	Quantitative methods to identify target customers	180 min
1	Workshop	Use Connexia Outcomes to identify your target customers	
1	Theory	Qualitative methods to identify client needs and problems	180 min
1	Workshop	Use the Empathy Map to identify user problems and needs	
2	Theory	Omnichannel and customer journey	180 min
2	Workshop	Patient journey mapping and definition of KPIs	
2	Theory	Benchmarking: scenario analysis and competitive analysis	180 min
2	Workshop	Communication analysis of two brand competitors	
3	Theory	Communication strategy: communication objectives, insights and channel strategy	180 min
3	Workshop	Build your communication strategy (messages, style, channels)	
3	Theory	The creative process	120 min
3	Workshop	Develop the creative concept of your communication messages	
3	Summary of the pathway	Pathway summary + Q&A	30 min

## IULM Master's in Ethical Marketing and Sustainability Communication

Link: [The first IULM Master's in Ethical Marketing and Sustainability Communication kicks off](#)

## "Give Blood and Keep the World Beating" campaign

Inclusiveness	Beat units collected	Litres of solidarity	Young people involved	Lives saved
+100%	+ 3,433	+ 50,000	+ 8,000	incalculable



## Well-being

2.2.2 To undertake concrete programmes concerning mental and physical well-being, work-life balance and professional growth of individual employees, enhancing the talent of each person within an environment of fairness, meritocracy and involvement.

Objectives to be reached	Year in which reached	Expected year of achievement	% of current achievement	Category of stakeholders impacted	Actions undertaken 2020	Actions undertaken 2021
+ To improve the initiatives already in place	2020	Annual commitment 2021-2023	100%	Employees, Management, Consultants, Talents (attraction)	well-being During the first lockdown we launched the following initiatives, some of which are still running: People, connexia; emotional support; yoga and wellness pills; one day inCooking; activities for children; smart photography course; Connexia generated playlist; the Fra di NOI ("Between Us") column; #Challenge; Covid insurance; Connexia branded surgical facemasks and hand sanitiser mini-gel kit; Birthday gift; Christmas gift 2020. Other initiatives that also undertaken pre-Covid-19 pandemic include: All Agency Meeting; Connexia Lab; lunch roulette; welcome kit; DEM; conventions; fresh fruit in the office;	Training and education; Career plan review; Work Life Balance Between Us column; Face2Face All Agency Meeting; Birthday gift; Christmas gift People Connexia; Connexia Lab Connexia Match; Welcome KIT DEM; Natural and sparkling water dispenser; Cool Fridge; Conventions One-off bonuses; Metasalute Fund; National Collective Bargaining Agreement - Welfare; Supplementary health policies; Growth Plan presentation; Organisational changes; Connexia Monthly Outlook; Board of Directors · Activation of a dedicated e-mail, creation of an anonymous Google Form on the CNX people site, a half-hour live discussion every day; · Identification of guidelines to optimise the flow and use of remote working tools (Google calendar, Google Meet); · Carrying out of a survey to a voluntary and representative sample of employees with the aim of detecting gains and pains of the work experience and to be able to identify areas of concern and potential measures to be put in place.
+ To offer five free psychological E-counselling sessions, subject to voluntary request	2020	Annual commitment 2021-2023	100%	Employees, Management, Consultants, Talents (attraction)	fresh fridge; natural and sparkling water dispenser; €6 electronic restaurant tickets; Welfare CCNL; one-off bonuses; Metasalute Fund; supplementary health policies; ISO 9001 Certification	Psychological E-Counselling
+ Coffee with: to organise 30-minute meetings with different employees for all newcomers to the Connexia family	2020	Annual commitment 2021-2023	100%	Employees, Management, Consultants, Talents (attraction)	Work Life Balance We have the following benefits in place: flexibility; part-time; parental and matrimonial leave; simplified smart working; ConNexTeam Initiative	Coffee with + Connexia Match (two meetings per month of 15 minutes each between two randomly selected employees)
+ To give a €50 bonus to each employee to improve their remote workstation	2020	2021	100%	Employees, Management, Consultants, Talents (attraction)	Professional Growth We offer our employees: training needs analyses; technical training courses; MBO Assignment; career plan review; job rotation; internal workshops to share know-how	€50 bonus given to each employee to improve their remote workstation
+ To improve the culture of continuous feedback	2020	Annual commitment 2021-2023	100%	Employees, Management, Consultants, Talents (attraction)		Project Feedati with Yumi
Draw up regulations for remote working	2021	2022	80%	Employees, Management, Consultants, Talents (attraction)		Individual agreements related to the Remote Working policy scheduled for the following year
To improve initiatives relating to the physical and mental well-being of our employees	2020	Annual commitment 2021-2023	70%	Employees, Management, Consultants, Talents (attraction)		Company party 5 October 2021 Pet Policy
+ To launch voluntary, social and environmental initiatives involving our employees	2020	Annual commitment 2021-2023	50%	Employees, Management, Consultants, Talent (attraction), non-profit organisations		"Close the Gap, Open Your Future" campaign

The following table shows data on Connexia employees.

Type of contract	M/F	<30	30-50	> 50	Average company seniority	Full-time/Part-time	Permanent/Fixed duration	Graduate/Non-graduate
Internship	3/7	10	0	0	1.09	10/0	-	10/0
Apprentice	3/5	8	0	0	1.34	8/0	8/0	8/0
White collar level D1	1/2	3	0	0	0.95	3/0	1/2	3/0
White collar level D2	0/7	5	2	0	1.57	7/0	2/5	6/1
White collar level C2	4/21	10	15	0	1.9	23/2	19/6	21/4
White collar level C3	8/18	4	22	0	1.64	26/0	26/0	22/4
White collar level B1	2/3	0	5	0	1.65	5/0	5/0	4/1
White collar level B2	6/14	3	17	0	1.77	20/0	19/1	17/3
White collar level B3	2/10	0	11	1	1.52	11/1	12/0	10/2
White collar level A1	16/13	0	28	1	0.45	28/1	29/0	27/2
Director	2/1	0	3	0	0.25	3/0	3/0	3/0
Administrator	0	0	0	0	0	0	0	0
Coordinated and Continuous Collaboration (mainly personal, though outside the scope of an employment relationship)	0	0	0	0	0	0	0	0
<b>Total</b>	<b>148</b>	<b>43</b>	<b>103</b>	<b>2</b>	<b>14.13</b>	<b>148</b>	<b>138</b>	<b>148</b>

### Age

<30	30-50	>50
29%	70%	1%

### Gender

Men	Women
32%	68%

### Employment

Full-time	Part-time
97%	3%

### Employment contract type

Permanent	Fixed-term
84%	9%

### Administrators

### Employees recruited from the local community

Domicile	Number of collaborators	% of total
< 10 km from headquarters	96	65%
10km - 30km	29	20%
>30km	23	16%

### Country of origin

Origin	Number of collaborators	% of total
Italy	139	94%
Spanish	1	1%
Poland	1	1%
Venezuela	1	1%

Moldavia	1	1%
Bielorussia	1	1%
France	1	1%
Peru	1	1%
People's Republic of China	1	1%
Bulgaria	1	1%

### Benefit

Benefits	Number
Company car	10
Supplementary healthcare policy	135 (considering Metasalute FASI (Fondo di Assistenza Sanitaria Integrativa per i lavoratori dell'industria metalmeccanica - Supplementary Health Care Fund for Workers in the Metalworking Industry)).
Meal vouchers	161 (taking into account all employees in 2021, including terminated employees)
Welfare CCNL (National Collective Bargaining Welfare Agreement) (€200)	140

### Salary Differential

Minimum salary	Maximum salary	Salary differential
€ 1,238.44	€ 10,073.82	7.13

### Salary

Employee category	Change in salary
Apprentice	17%
White collar level D1	8%
White collar level D2	5%
White collar level C2	13%
White collar level C3	36%
White collar level B1	40%
White collar level B2	47%
White collar level B3	72%
White collar level A1	194%
Director	67%

### New hires 2021

Total	M/F	< 30	30-50	> 50	Full-time/Part-time	Permanent/Fixed duration
N: 32	7/25	16	16	0	31/1	19/13
%	100%	50%	50%	0%	100%	100%

### Parental Leave

Parental leave entitlement	Days of maternity/paternity	Days of parental leave	M/F	Right to return to work	Return to work within 12 months	Return to work after 12 months
Compulsory Leave Father Law No. 92/2012	10	0	1	0	1	0
Compulsory Leave Father Law No. 92/2012	0	0	0	0	0	0
Compulsory Leave Father Law No. 92/2012	0	0	0	0	0	0
Compulsory Maternity	779	0	7	0	7	0
Parental Leave	0	453	5	0	5	0
Parental Leave	0	0	0	0	0	0
<b>Total</b>	<b>789</b>	<b>453</b>	<b>13</b>	<b>0</b>	<b>13</b>	<b>0</b>



## Career plan reviews

Employee category	No. of employees	Sex	Career plan review
A1	9	M	MBO Assignment
A1	1	M	role change
A1	7	M	MBO Assignment + Gross Annual Salary Variation
A1	5	F	MBO Assignment
A1	3	F	MBO Assignment + Gross Annual Salary Variation
A1	1	F	MBO Assignment + ROLE Variation
A1	1	F	MBO Assignment + Level Variation + Gross Annual Salary Variation
A1	1	F	MBO Assignment + Level Variation + Role Change
B1	1	M	MBO Assignment + Gross Annual Salary Variation
B1	1	M	MBO Assignment
B1	1	F	MBO Assignment + Gross Annual Salary Variation
B2	1	M	MBO Assignment
B2	1	M	MBO Assignment + Gross Annual Salary Variation
B2	3	M	MBO Assignment + Level Variation + Gross Annual Salary Variation
B2	11	F	MBO Assignment
B2	2	F	MBO Assignment + Gross Annual Salary Variation
B2	1	F	MBO Assignment + Level Variation + Gross Annual Salary Variation
B3	1	M	MBO Assignment + Level Variation + Gross Annual Salary Variation
B3	1	M	MBO Assignment
B3	6	F	MBO Assignment
B3	1	F	MBO Assignment + Level Variation + Gross Annual Salary Variation
B3	1	F	MBO Assignment + Gross Annual Salary Variation
C2	2	M	Transition between fixed term contract and full-time permanent
C2	1	M	Gross Annual Salary Variation
C2	1	F	Transition between fixed term contract and full-time permanent
C2	1	F	MBO Assignment
C2	1	F	MBO Assignment + Transition between fixed term contract and full-time permanent
C2	1	F	MBO Assignment + Role Change
C2	1	F	MBO Assignment + Gross Annual Salary Variation
C2	1	F	Gross Annual Salary Variation + Role Change
C3	4	M	MBO Assignment
C3	2	M	MBO Assignment + Gross Annual Salary Variation
C3	1	M	MBO Assignment + Role Change + Gross Annual Salary Variation
C3	1	M	MBO Assignment + Transition between fixed term contract and full-time permanent
C3	8	F	MBO Assignment
C3	2	F	MBO Assignment + Role Change + Gross Annual Salary Variation
C3	2	F	MBO Assignment + Gross Annual Salary Variation
C3	1	F	Level change + Gross Annual Salary Variation + Role Change
D1	1	F	Transition between fixed term contract and full-time permanent
D1	1	F	Transition between internship and contract

D2	1	F	Transition between fixed term contract and full-time permanent
D2	3	F	Transition between internship and contract
Director	2	M	MBO Assignment
Director	1	F	MBO Assignment
Internship	1	F	Transition between internship/contract

### Taking Care

Connexia cares deeply about capitalising on its talents and wants every employee to have the opportunity to succeed and grow in a positive, people-centred environment. Below are the activities carried out by Connexia to increase the well-being of its employees:

**People.Connexia:** we have developed an internal website with different sections to improve and facilitate the sharing of information and documents. The sections present are as follows:

- **ALL4Connexia:** where the activities carried out and proposed during the lockdown and beyond are collected;
- **Connexia Benefit:** this section contains the manifesto, the video interview of our CEO and our majority shareholder, the press release of our transformation into a Benefit Corporation and the slides summarising the transformation process;
- **Food For Thought:** the section dedicated to the collection of webinars, events and in-house workshops;
- **Policies:** the section where important documents are shared;
- **Templates:** in this section, Connexia employees can find documents such as company profiles, letterheads and PowerPoints to use for presentations and procedures for setting up their email signature, all of which are useful during their work activities.

**Psychological E-Counselling:** we have arranged a series of five free meetings for all our employees, on a voluntary basis, for psychological counselling by a professional.

**Between Us column:** an initiative promoted among Connexia employees that consists of a one-to-one live recorded meeting to get to know a randomly selected employee better.

**Face2Face:** founded as a development of the Between Us column, Face2Face consists of a corporate video made by combining various short films where Connexia employees answered the following questions: What is your name? What do others call you? What role do you play in Connexia? How long have you been at Connexia? What do you do (in 3 words)? What do you like to do in your spare time? List three adjectives that best describe you. Where would you open the next Connexia office? What tip would you like to give your employee? Connexia is for you.

**All Agency Meeting:** we organise meetings with all our employees to discuss the progress of the agency and the people who represent it. This moment allows us to increase engagement and a sense of belonging among all employees.

**Birthday gift:** to celebrate its employees' birthdays, Connexia had a bouquet of flowers or a bottle of wine delivered directly to their homes. For this special initiative, we relied mostly on the supplier cosaporto.it, which donated 20% of each gift to the Papa Giovanni XXIII Hospital in Bergamo. (terminated in March 2021)

**Christmas gifts:** Donations through Francesca Rava Foundation and handmade trivet with recycled material (CELIM - Italian Lay Centre for the Missions).

**Connexia Lab:** Connexia Lab is Connexia's FaceBook group in which all the highlights of the agency's working life are shared.

**Connexia Match:** with the aim of increasing empathy among Connexia employees, a programme was set up to meet and have a chat with a randomly chosen employee for 15 minutes twice a month.

**Welcome KIT:** each new Connexian is given a welcome kit consisting of a backpack, mug, diary, pencil, T-shirt/fleece, facemasks and sanitising gel, all featuring Connexia

branding.

**DEM:** we send DEM to all employees to communicate birthdays, welcome on board, welcome back, recruiting, births and Switch Seats.

**Conventions:** we obtained discounts for our employees at local catering establishments and €6 electronic restaurant tickets.

**Pet Policy:** given the studies and scientific research attesting to the many benefits of having your four-legged friend in the workplace, we have decided to become a pet-friendly work space! In fact, you can bring your pet to the office twice a week.

**Still and sparkling water dispensers:** given our green soul, we have installed still and sparkling water dispensers on our company premises, which, used in conjunction with Connexia flasks, means we do not have to use disposable cups.

**€50 bonus:** we distributed €50 vouchers to our employees to improve their remote workstation (until December 2021).

**Welfare CCNL (National Collective Bargaining Welfare Agreement):** to all current employees and to those who pass the probationary period, we gave out welfare vouchers worth €200.

**One-off bonuses:** for our employees we offer bonuses of €500 gross for the birth of children, for weddings and for recommending a talent who is then hired at Connexia (Recruiting Bonus)

**Company party 5 October 2021:** To celebrate the return to the office and to create a "team building" moment, we organised a party. People had the opportunity to meet and get to know each other in a casual and informal manner.

**Fresco Frigo (Cool Fridge):** an intelligent refrigerator that provides privileged access, just a few steps away from your desk, to fresh, quality products designed for the needs of increasingly lifestyle-conscious people (until December 2021).

**Metasalute Fund:** we signed up to Metasalute Supplementary Health Care Fund for Workers in the Metalworking Industry.

**Supplementary health insurance policies:** we have taken out supplementary health insurance policies for several senior managers.

**Flu Vaccine:** between November and December 2021, we gave our employees the opportunity to receive a free flu vaccine at Connexia. 36 employees took up the offer

**Growth Plan Presentation:** with this project we aimed to give visibility to the future of the agency by sharing data from 2015 to 2021 with our employees. The topics addressed in this meeting were: Starting Point Market & Competitors, Clients & Company Assessment, Identity Projects, Financials & Clients Target, Growth Strategy, Market Approach, Internal Programme.

**Organisational change:** at Connexia we are attentive to everyone's views, which is why, in order to support agency growth and optimise workflows and teams, we adopt an active listening approach. We do this through group and one-to-one workshops (HR + Manager + Employee) (a qualitative "Listen and Change" questionnaire - competence mapping by the manager and self-assessment by employees), analysis of the results collected, presentation of the new structure, individual growth plans, and internal communication via DEM Switch Seats.

**Connexia Monthly Outlook:** via the in-house e-mail, at the end of each month a summary of the month's news concerning Industry, Customers and the Agency is sent to each employee.

**Board of Directors:** through this engagement project, the front lines of Connexia seek to develop co-design tactics in order to innovate several key areas of the Agency.

### Training and education

The table shows an overview of the training carried out by Connexia in 2021. It details the total number of employees trained and the training hours carried out.



Training and education	No. of Employees/Middle Managers involved	Total hours
Google technical courses	62/9	269.50
Other technical courses	17/3	153.50
Internal training*	11/6	186
<b>Total:</b>	<b>108</b>	<b>609</b>

\* more than €3,500 invested

In addition, for a number of years members of our staff have been giving high-level lectures in intensive courses at institutions and universities.

Intensive Courses	Institution/University	Academic Year
Master's in Digital Marketing & Big Data	IED (Istituto Europeo di Design)	2018 2019 2020 2021 2022
Masterbrand English edition	IED, Istituto Europeo di Design	2020- 21 -22
Master's in Communication & New Media (Data Management and Communication Measurement)	RCS Academy	2021
Master's in Ethical Marketing and Sustainability Communication	IULM (Free University of Languages and Communication)	2022 (to be launched)
MAMAF (Master's in Pharmaceutical Marketing)	University of Pavia	2021
Marketing, Retail & Channel Metrics for Master's in Marketing	LUISS (Libera università internazionale degli studi sociali - Free International University of Social Studies) Business School	2021 2022
Innovation & Business Modelling Course	IED (Istituto Europeo di Design)	2021
Marketing Innovation Gym (post-specialist module MAMAF - Master's in Marketing Management in the Pharmaceutical Industry, in partnership with RCS - Rizzoli-Corriere della Sera Media Group S.p.A.)	University of Pavia	2022
Information Architecture Master UX Design Course	Talent Garden	2021
Talk on Information Visualisation for MARPI (Master Executive Relazioni Pubbliche d'Impresa - Master's in Executive Corporate Public Relations)	IULM (Free University of Languages and Communication)	2021

### Feedati project with Yumi

With the assistance of Yumi, we realised the Feedati project to enable us to increase well-being in Connexia.

The following table shows the results obtained

Adoption	Engagement (average number of persons active on a weekly basis)	Heavy users	Heavy users	Thanksgiving Friday badges sent
89%	59.38%	5,946 comments sent	3,468 suggestions sent	332 badges sent

### Remote working

In addition to the possibility of remote working for two days a week, we have provided for further types of work-life balance that will be active from 2022:

2 Weeks Work From Everywhere: for 2 weeks per year, even non-consecutive weeks, we allow our employees to work at a location of their choice without any obligation to return home, once agreed with their supervisor at least one month in advance.

In addition to 2 Weeks Work From Everywhere, we enable parents, through the following programmes, to avail of:

Motherhood Remote Working	<ul style="list-style-type: none"> <li>up to 3 days per week of agile working from the notification of pregnancy until the 6th month;</li> <li>up to 5 days a week of agile work from the 7th month of pregnancy until the beginning of the compulsory leave period.</li> </ul>
---------------------------	---

Remote Working Welcome (mother/father)	<ul style="list-style-type: none"> <li>up to 5 days a week for 2 weeks, even if not consecutive, for the mother at the end of maternity leave (valid for both natural and adopted or pre-adoptive children) within the subsequent 5 months;</li> <li>up to 5 days a week for 2 weeks, even if not consecutive, for the external associate father after the birth/entry of the child into the family/Italy within the following 5 months.</li> </ul>
Newborn Remote Working	<ul style="list-style-type: none"> <li>up to 4 days a week for new mothers, new fathers and parents with a child up to 1 year old/up to 1 year from the time of pre-adoption/adoption;</li> <li>up to 3 days a week for new mothers, new fathers and parents with a child up to 3 years of age/up to 3 years from the time of pre-adoption/adoption.</li> </ul>
Remote Working Holiday Kid	<ul style="list-style-type: none"> <li>up to 5 days a week for 2 weeks, even if non-consecutive, to be used by parents of under 16s in the period from the closure to the reopening of schools (in the absence of residual holiday leave from the previous year and guaranteeing the take-up of at least 2 consecutive weeks of holiday leave in the period of school closure), subject to technical organisational requirements.</li> </ul>
Remote Working to Protect One's Own or One's Children's Health	<ul style="list-style-type: none"> <li>up to 3 days a week for employees suffering from illnesses recognised under Law No. 68/1999;</li> <li>for up to 3 days a week for an employee with disabled children;</li> <li>temporary continuous periods to be agreed with one's manager and HR for special cases.</li> </ul>

### Health & Safety

The following tables provide data on Connexia's health and safety activities (including Covid-19 reduction initiatives).

#### Covid-19 related security systems

Action	Description
Social Distancing	Reduction of Workstations
Sanitisation	Use of Facemasks, Sanitising, Sanitation by Cleaning Company, Display of Signs
Prevention and Control	Thermo Scanner at Entrance, Green Pass Check
Information	Sending of the Covid Protocol

#### Health and safety training

Health and safety training activities	Total no. of annual hours	No. of external associates involved
General + Specific Health and Safety Course	280	40

#### Health and safety assignments

Worker's Health and Safety Representative	Employer	Health and Safety Officer	Company Physician
Francesco Marcello Ferrario	Paolo d'Amassa	Stéphan Barbosa Jean Michel - Frareg S.r.l.	Carmela Giordano

### "Close the Gap, Open Your Future" campaign

Pollutants eliminated/Emissions absorbed

NOx	CO2
-30.80 g	9512 g

#### Engagement data

People reached	Interactions	Impressions
1000000	1000	2500000

### The environment and our impact

2.2.5 To protect the environment through a daily commitment that aims to reduce the company's impact on the planet – for example, through the almost total dematerialisation of documents, the elimination of unnecessary travel and transfers, the avoidance of wasted electricity, supporting the separate collection of waste, the purchase and use of ecological products, and energy-efficient electronic and IT equipment.

Objectives to be reached	Year in which reached	Expected year of achievement	% of current achievement	Category of stakeholders impacted	Actions undertaken 2020	Actions undertaken 2021
→ To launch internal initiatives to raise awareness of the importance of reducing the environmental impacts of offices and lifestyles	2020	Annual commitment 2021-2023	100%	Management, Employees, Clients, Public Bodies, Talent Attraction	→ Differentiated recycling → Implementation of digital tools to facilitate work flows → The launch of an internal dematerialisation process through a single system across all vital functions of the agency, providing real-time targeted data to ensure that the right decisions are always taken → An increase in remote meetings, leading to a reduction in travel → The acquisition of PCs with ecological certifications	The Connexia Forest The elimination of cups and plastic coffee cups, replaced by compostable coffee cups and spoons
→ To improve one's work and facilities to be more efficient in environmental terms	2020	Annual commitment 2021-2023	100%	Controlling Shareholder, Management, Employees, Clients, Public Bodies, Talent Attraction	→ The elimination of cups and plastic coffee cups, replaced by compostable coffee cups and spoons → ISO 2021 certification	Green initiatives implemented in Connexia in 2020 and still operative: · An increase in remote meetings, leading to a reduction in travel! · The acquisition of PCs with ecological certifications
→ To rethink the company's business model with environmental impacts in mind	2020	Annual commitment 2021-2023	in progress	Controlling Shareholder, Management, Employees, Clients, Public Bodies, Talent Attraction		The launch of an internal dematerialisation process through a single system across all vital functions of the agency, providing real-time targeted data to ensure that the right decisions are taken at all times
→ To install digital signature software to reduce printing further	2020	Annual commitment 2021-2023	100%	Controlling Shareholder, Management, Employees, Clients, Public Bodies, Talent Attraction		Implementation of digital tools to facilitate work flows
→ To invest in improving the office structure so that it is more ecologically efficient	2020	Annual commitment 2021-2023	80%	Controlling Shareholder, Management, Employees, Clients, Public Bodies, Talent Attraction		Certifications: ISO 2021, Eco Declaration Product environmental attributes (Computers), ENERGY STAR®. From June 2021, 100% renewable and certified electricity supplier
→ To select providers in possession of FSC certification	2020	Annual commitment 2021-2023	70%	Controlling Shareholder, Management, Employees, Clients, Public Bodies, Talent Attraction		Purchase of recycled paper and some eco-friendly stationery

### Paper

Year	Euro
2019	548
2020	191
2021	65.4

### The Forest of Connexia

Through the Forest of Connexia project we actively contribute to reducing emissions for a more sustainable world. By April 2022, our forest was able to absorb 41.95 t of CO2.

#### CO2

41.95 t

### Energy

List of green initiatives implemented in Connexia from 2020 to the present

- Implementation of digital tools to facilitate work flows
- The launch of an internal dematerialisation process through a single system across all vital functions of the agency, providing real-time targeted data to ensure that the right decisions are taken at all times
- An increase in remote meetings, leading to a reduction in travel
- The acquisition of PCs with ecological certifications
- The elimination of cups and plastic coffee cups, replaced by compostable coffee cups and spoons