

Connexia joins United Nations Global Compact and launches new dedicated Sustainability & ESG advisory division

*Connexia, the Retex Group's marketing and communication agency, joins the network established by the United Nations in 2000 with the aim of promoting a culture of corporate social responsibility on a global scale. It has also announced the launch of a new 360° sustainability division.
headed by Zornitza Kratchmarova.*

Milan, 4 October 2022 – **Connexia**, the marketing and communication agency of the **Retex Group**, has joined the **United Nations Global Compact (UNGC)**, an initiative launched by then UN Secretary General Kofi Annan to promote a culture of corporate social responsibility on a global scale. The network, which brings together governments, businesses, UN agencies, trade unions and civil associations, includes more than **15,000 companies and more than 4,000 NGOs in 162 countries** engaged in responsible business with the aim of developing, implementing, maintaining and disseminating sustainable practices and policies. Companies who adhere to the compact have become spokespeople for the **10 fundamental principles of the UNGC**, which concern **human rights, labour standards, environmental protection and the fight against corruption**, and are committed to creating an economic framework and social and environmental objectives for promoting a healthy and sustainable world economy that ensures everyone has the chance to share in the benefits.

“Connexia was among the first major players in its industry to become a Benefit Company in 2020 and to obtain the B Corp certification in 2022, a classification



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reserved for the very **best performers** in social and environmental matters at an international level. says **Paolo d'Ammassa, CEO & Founding Partner of Connexia** – **This is why we are honoured to join the United Nations Global Compact, a worldwide agreement that actively promotes ethical conduct and responsible business practices.** This is a further milestone in terms of transparency which will encourage us to do even more to improve every day and convey a positive message to the whole market. Not only that, **this is an opportunity for us to announce the launch of a new division dedicated to 360° sustainability”.**

Building upon the know-how gained from a process of continuous improvement undertaken in an extraordinary historical context, Connexia has decided to take a leap of faith. **Objective: to guide customers and prospects along a path towards environmental, social and governance transformation** that can better position them in an increasingly challenging global context.

Leading this division will be Zornitza Kratchmarova, a former impact manager of Connexia, along with People & Culture Manager Nicoletta Vetere, as required by Italian Benefit Company Law 208/2015, **who assumes the role of Sustainability & ESG Advisory Director.** A professional journalist active for over 15 years in Italy's major publishing houses, where she worked on stories concerning current affairs, economics and finance, at Connexia Kratchmarova helped to launch the company's Corporate Communication division in 2018. Now it is time for a new challenge. **The dedicated sustainability unit will operate across all Connexia's business areas and will work closely with other teams to ensure a complete and comprehensive range of offered services.**

*“Values, commitment, attention: these are the keywords for this new market proposal. – says **Massimiliano Trisolino, Managing Partner Strategy & Creativity at Connexia** – It is and will be a path that is constantly evolving and developing, one*

Connexia Società Benefit S.r.l.

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*that we will share with all our stakeholders in order to make them aware of **our long-term commitment to creating value that is shared by communities.** We want to make the experience we have gained over the years when dealing with these issues available to our customers and the market: we are convinced that our approach, which is already conscious of all **ESG principles**, combined with all the disciplines represented within the agency, can help brands that truly want to make a difference”.*

Connexia's technical partner in this venture will be **IPLUS, a consulting company with more than 10 years of experience in sustainability and one of the pioneers in this field**, with whom the agency has been working closely since its certification as a Benefit Company in 2020.

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 160 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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