

## **Connexia wins the Sustainability Business Prize at Il Sole 24 Ore in the category "Digital Sustainability"**

*Open to Italian SMEs, this prestigious award is designed to promote businesses such as the Retex Group's marketing & communication agency who distinguished themselves during the Covid-19 pandemic by placing innovation and technology at the service of communities.*

Milan, 27 October 2022 – Marketing and communication agency **Connexia** has won the first edition of the **Sustainable Enterprise Award at Il Sole 24 Ore** in the **category Digital Sustainability** for all the innovations and technologies created to help improve the environment, the economy and society in general.

The award, designed with the collaboration of the **Pontifical Academy for Life** and open to all **Italian SMEs**, is designed to promote the many excellent businesses that make up Italy's economic fabric and reward them for the best performance in terms of **resilience and environmental, digital and social sustainability**. Among the **over 300 applications** received there were three winners for each category, all of whom made a difference in the extraordinarily unique context of the Covid-19 pandemic.

The award ceremony, held in the evocative setting of the *Augustinianum Congress Centre* of the Holy See on the occasion of the **"Sustainability Forum - The Future of Businesses between Innovation and Sustainability"**, gathered together some of the most important Italian players in the industry and innovation sectors, as well as leading representatives of the Vatican City.

The Jury also consisted of highly important figures in Italy's cultural and economic landscape:

- Marina Brogi, Department of Management, Sapienza University of Rome Faculty of Economics.
- Edoardo Garrone, President of Gruppo 24 Ore.
- Fabio Tamburini, Director of Il Sole 24 Ore.
- Mgr. Dario Edoardo Viganò, Vice Chancellor of the Pontifical Academy of Social Sciences.
- Mgr. Renzo Pegoraro, Chancellor of the Pontifical Academy for Life.
- Giovanni Baroni, Presidente of Piccola Industria.
- Massimo Tononi, President of Banco BPM.

Collecting the award on behalf of Connexia was **Zornitza Kratchmarova, Sustainability & ESG Advisory Director**, who is now heading the newest division of **Retex Group's** agency dedicated to supporting customers and prospects along a path towards environmental, social and governance transformation, treasuring the company's accumulated in-house experience.

*“We are extremely pleased and honoured to receive this award. – says **Paolo d’Ammassa, Founding Partner & CEO of Connexia** – This is a unique testimony to our commitment to continue growing and doing well.*

*In 2020, right in the middle of the Covid pandemic, Connexia was the first company among the big names in its sector to become a **Benefit Company**, and in 2022 it began the process of obtaining the **B-Corp certification**, reserved for the best social and environmental performers at an international level. This year we also joined the **United Nations Global Compact**, which encourages companies to actively promote ethical conduct principles and responsible business practices. For us, this*



# CONNEXIA

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award is a mark of great confidence, which underlines the goodness behind what we do and encourages us to commit to do even more while always improving”.

“Getting an award in the “Digital Sustainability” category in particular makes us especially proud and confirms what we have always wholeheartedly believed in: **digital innovation** enables positive development and paths to growth, with forward-looking approaches and views that add value to companies and to the social context within which they live and operate in. – remarks **Massimiliano Trisolino, Managing Partner Strategy & Creativity at Connexia** – The pandemic placed a strain on Italy's national economic strategy. For us, the recognition of our **resilience** and ability to respond to this major crisis by providing innovative solutions and technological platforms to the productive fabric and the community that can contribute to the change in a **sustainable** key is to us a source of great comfort and satisfaction when it comes to choosing a path of **corporate social responsibility** that is consistent with our values and activities”.

## 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](http://www.connexia.com)

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