

# Impact report



# **2021 Impact report**

**Sassuolo (Modena, Italy), May 27<sup>th</sup> 2022**

**As a Benefit Company, we are required to draw up an impact report featuring information on the activities already carried out and those to be carried out in the future for the achievement of mutual benefit goals, as stipulated by Italian Law No. 208 of 28-12-2015, Paragraphs 376-384.**

## Letter to stakeholders

In our first impact report, we would like to share with all of you our commitment to sustainable growth, driven as we are by our Chairman Romano Sghedoni's intuition. In 1984 he said: "There is no value in industrial success if there is no commitment to sustainable development."

Last year, thanks to the contribution of everybody at Kerakoll, we achieved excellent results – the best ever, actually – confirming and boosting all our projects and investments. This achievement makes us proud, but most of all it makes us feel even more strongly the responsibility to our people and the communities in which we operate.

At such a time in history, when the war and the pandemic have reminded us of the fragility of both our personal and professional lives, we continue to believe in a new era of responsibility, based on the strength and courage to keep looking ahead. Together.

This is why we, first among the companies in the sector, have chosen to become a Benefit Company: ours is a precise will that testifies to our commitment to "do our part" clearly and with determination.

If quality, well-being and safeguarding the environment have always been our guiding principles, our being a Benefit Company now requires an official commitment to pursuing goals that have a positive impact on society and the planet, in addition to purely economic ones.

Proving once again that we are speaking out for a responsible business model that faces up to the challenges of today and works to safeguard the future well-being of the community and the environment.

The world and its needs are changing rapidly. For us at Kerakoll, adapting to change or anticipating it, as is our style, does not only mean manufacturing the best products using the best technology. It means, more than anything else, doing it in a sustainable way, with the utmost attention to those who will come after us, acting simultaneously on several fronts: economic, environmental, social.

Sustainability has always been the compass that has shown us how we should do business, from the development of products for healthy buildings built in harmony with the environment, to packaging, from transport to services, to our community of associates. The constant search for quality is the guiding light for all the Group's choices, investments and initiatives. For us, in order to achieve this goal, people and their involvement are the essential elements.

Indeed, thanks to our solutions and our services, we like to think that we can contribute to build better places to live; and we like to do this alongside people who share the same passion for the excellence of things well done, be they professionals, craftsmen, firms or private clients.

In this impact report you will find detailed information about our commitment to combine business with the principles of social and environmental sustainability.

We at Kerakoll Group will continue to work every day with passion and dedication, determination and creativity, building solid foundations in partnership with the third generation of the Sghedoni family. We want to do this with what we believe to be the most effective resource to excel, both now and in the future: that is, having the best team and the best people from a moral and ethical standpoint, within a working environment that focuses on human relationships, based on mutual trust, support and respect.

I hope you enjoy reading it.



**Fabio Sghedoni**  
Vice-Chairman, Kerakoll Group





# We are a Benefit Company

First among the top players in the building construction sector to become a Benefit Company, Kerakoll has chosen to take a significant step and concrete actions for the well-being of the planet and people (employees, consumers, suppliers and partners who co-operate with the company on a day-to-day basis).

Being a Benefit Company means having corporate goals that create value for all stakeholders, as well as officialising its commitment to pursuing “mutual benefit” goals with a positive impact on society and the environment through its business activity.

As a result of this change in governance, Kerakoll will work to create increasingly better places for people to live, in a state of well-being and respect for the environment, co-operating with those who share the same passion for excellence and commitment to work in a responsible, sustainable and transparent manner in four areas of interest:

- Product sustainability
- Strategic processes and partnerships
- People
- Civic engagement

Our benefit company aim includes 9 mutual benefit goals for the environment and people:

## **1. Greenbuilding**

Use the best technical and application knowledge for each of our products, as well as scientific and industrial knowledge, etc., as tools for corporate growth, developing building products of the highest quality in terms of technical and environmental performance and which have the least possible impact on the safety and health of customers, application professionals and home users.

## **2. Product rating**

Apply methodologies for analysing and assessing our products’ sustainability profile according to the best scientific knowledge available (science-based approach).

### **3. Innovative processes**

Develop the most innovative industry standards in order to significantly reduce the environmental footprint of manufacturing, logistics and supply chain processes, including resource extraction, use of energy sources, use of toxic substances and waste, and greenhouse gas emissions, with the aim of achieving decarbonisation.

### **4. Strategic partnerships**

Implement strategic partnerships with the best supply chain or complementary products and services operators, in order to launch business initiatives oriented towards sustainability and the circular economy.

### **5. Scientific research**

Co-operate with scientific and cultural research bodies to promote initiatives aimed at protecting the environment and community well-being, focusing in particular on improving all aspects of the life cycle and performance of buildings, including installation, use and recycling.

### **6. Safety**

Design working models that always put workers' safety first, formulating products and using materials with an increasingly lower degree of danger and environmental impact, in the awareness of the company's social role and its responsibility as part of the community.

### **7. Associates' well-being**

Pursue the well-being of its employees and associates through constant monitoring of working conditions, promoting inclusion and a proper work-life balance.

### **8. Pathways to growth**

Create opportunities for growth in a working environment that favours innovation and allows people to express themselves at their best through a culture based on merit, equal opportunities and a sense of belonging.

### **9. Civic engagement**

Support non-profit organisations, foundations, third sector bodies, sports associations, religious organisations and local communities in projects that aim to have a positive impact on peoples' health and their social life, involving disadvantaged people or people experiencing different sorts of problems, with positive impacts on the environment in which we live and on the cultural heritage.





## Company overview

# Kerakoll Group

Kerakoll S.p.A.

Kerakoll  
Polska  
Sp. Zoo



100%

100%



Kerakoll  
GmbH

Kerakoll  
Iberica  
S.a.



99,4%

99,99%



Kerakoll  
India  
Pvt Ltd.

Kerakoll  
Gulf  
DW-LLC



100%

100%



Kerakoll  
Portugal  
S.a.

Beneventi  
S.r.l.



90%

100%



Kerakoll  
UK Ltd.

Tilemaster  
Adhesives  
Ltd.



100%

99,97%



Kerakoll  
Hellas  
E.p.e.

Mi.Gra.  
S.r.l.\*



49%

100%



Kerakoll  
France  
S.a.s.

Kerakoll  
USA  
Corp.



100%

99,99%



Kerakoll  
Do Brasil  
Ltda

\*74% as at the date of writing of this document

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**Kerakoll S.p.A.**

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**Board of Directors**

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Chairman	Romano Sghedoni
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Vice-Chairman	Fabio Sghedoni
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Board Member	Emilia Sghedoni
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Chief Executive Officer	Andrea Remotti
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**Board of Auditors**

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Chairman	Marcello Braglia
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Standing Auditor	Maurizio Bisi
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Standing Auditor	Elisa Gavina
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**Auditing Company**

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Auditor	Deloitte & Touche S.p.A.
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<b>Financial data</b>	<b>2021</b>	<b>2020</b>
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Sales revenue	405.076.309	289.696.785
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Operating profit	66.437.378	41.001.804
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Results for the year	40.944.418	25.514.935
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ROI	14,0%	9,6%
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ROE	15,9%	11,6%
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ROS	16,4%	14,2%
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Current Ratio	1,91	2,02
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Acid Test	1,68	1,77
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Coverage ratio	1,59	1,47
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<b>Consolidated financial data</b>	<b>2021</b>	<b>2020</b>
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Sales revenue	603.498.190	452.089.091
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Operating profit	90.865.464	60.228.420
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Results for the year	59.793.125	43.887.563
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ROI	14,4%	11,0%
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ROE	16,3%	14,5%
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ROS	15,1%	13,3%
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Current Ratio	2,25	2,50
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Acid Test	1,97	2,19
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Coverage ratio	2,03	1,93
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## 2021 impacts and 2022 goals



# 1 Greenbuilding

Goals to be pursued according to the company's articles of association

Use the best technical and application knowledge for each of our products, as well as scientific and industrial knowledge, etc., as tools for corporate growth, developing building products of the highest quality in terms of technical and environmental performance and which have the least possible impact on the safety and health of customers, application professionals and home users.

## 2021 impacts

### **Circular economy**

Mi.Gra., a company in the Kerakoll group, exploits for industrial purposes the mineral waste resulting from the processing of marble quarries in the heart of the Apuan Alps; it manages the entire recovery and transformation process within a precise environmental redevelopment and restoration plan, drawn up in collaboration with the Parco Naturale Regionale delle Alpi Apuane. This allows us to considerably reduce the use of natural resources, saving over 70% of the CO<sub>2</sub> emitted for the extraction and use of virgin minerals.

In 2021 we used about 240,000 tonnes of recycled and ISO 14021-certified calcium carbonate, of which about 75% from Mi.Gra.'s recovery activities, corresponding to about 33% by weight of incoming materials.

### **Product sustainability certifications**

Kerakoll confirms its commitment to third-party certification of its products in terms of social and environmental performance. In 2021 we increased the coverage ratio of products with this type of certification to 80.5% of Kerakoll's sales volumes.

### **Environmental labelling**

In advance of legislative compliance requirements, in 2021 we started to include environmental labelling on Kerakoll products' primary and secondary packaging, in order to provide end users with clear and comprehensive information on proper disposal of the same.

### **2022 goals**

- Increase the percentage of recycled raw materials used.
- Increase the coverage ratio of product sustainability certification.
- Favour sustainable packaging, increasingly preferring recycled or certified packaging.

## 2021 impacts and 2022 goals



## 2 Product rating

Goals to be pursued according to the company's articles of association

Apply methodologies for analysing and assessing our products' sustainability profile according to the best scientific knowledge available (science-based approach).

### 2021 impacts

#### **GreenBuilding Rating**

Kerakoll was the first company in the building sector to establish a constructive dialogue with customers and other stakeholders about the different impact factors along the life cycle of its products.

This was done by systematically using the GreenBuilding Rating, a tool applied to all products manufactured in-house. This measures product sustainability and is capable of systematically monitoring and improving the impacts of Kerakoll products, as well as increasing the awareness of stakeholders on the sustainability of its whole range of products.

SGS, a leading international certification body, has certified the GreenBuilding Rating as a "reliable, comprehensive and essential measurement method to guarantee the environmental sustainability of Kerakoll's products".

The basic principles of GreenBuilding Rating are:

- Recovery and recycling of natural minerals.
- Use of locally-sourced inert minerals with a reduction of environmental impact.
- Reduction of CO<sub>2</sub> emissions into the atmosphere.
- Ban on the use of toxic substances and those harmful to health.
- Ban on the use of hazardous and environmentally polluting substances.
- Reduction and/or ban on the use of solvents in favour of water.
- Reduction in VOC emissions.
- Improvement of indoor air quality.

In 2021 we confirmed the average rating, calculated over the product range, at 3.6 out of 5.

### **LCA studies according to EN 15804**

In addition to the GreenBuilding Rating tool, which our stakeholders can read and understand immediately, Kerakoll has carried out an in-depth environmental impact study on a significant part of its product range according to standard EN 15804. This is allowed by the EPD Process system certified by SGS, which enables us to independently publish environmental product declarations. During 2021 Kerakoll published several EPDs, increasing the number of products involved by 3 units; this is below what our expectations were at the beginning of the year, but we expect to make up for it during 2022.

### **SLCA (Sustainability Life Cycle Assessment)**

With the support of Nativa, we have tested a new tool in 2021: the SLCA (Sustainability Life Cycle Assessment) matrix, which applies an analysis methodology based on decades of scientific research and which allows the sustainability profile of a product to be fully and completely assessed using two variables:

- the different phases of the entire product life cycle (from raw material extraction to product use and disposal)
- compliance with the most relevant sustainability factors.

Two of our leading products, Fugabella Color and L34 Plus, were involved in this first pilot project.

### **2022 goals**

- Continue the implementation of LCA studies and Environmental Product Declarations, completing the study of at least 12 products in 2022.

## 2021 impacts and 2022 goals



# 3 Innovative processes

Goals to be pursued according to the company's articles of association

Develop the most innovative industry standards in order to significantly reduce the environmental footprint of manufacturing, logistics and supply chain processes, including resource extraction, use of energy sources, use of toxic substances and waste, and greenhouse gas emissions, with the aim of achieving decarbonisation.

## 2021 impacts

### **Sustainable logistics**

The Kerakoll Group is also committed to sustainability through transport logistics initiatives. In 2011 we launched the intermodal transport project. To date, this has led us to have two active rail routes from Piacenza and Minucciano (province of Lucca) to the Dinazzano yard.

Through the implementation of a sustainable rail transport model, Kerakoll has succeeded in reducing its CO<sub>2</sub>e emissions by 70%, transporting around 220,000 tonnes of materials, running more than 600 trains and taking around 13,600 trucks off the road annually. In addition to environmental benefits, this new mode of transport has reduced inconveniences caused by traffic to local communities, as well as providing greater road safety and organisational efficiency for the entire supply chain.

### **Energy from renewable sources**

In 2021, as in previous years, 100% of the electricity used for our business activities has come from renewable sources, 83% of which from low-impact technologies. In addition to self-generated energy (2% of Kerakoll S.p.A.'s needs, 20% of the Zimella plant, province of Verona), the purchase of electricity from the national grid is backed up by Guaranteed Origin certificates certifying its origin. As a result Kerakoll avoided the emission of over 6300 tonnes of CO<sub>2</sub>e<sup>1</sup> in 2021.



## **Company fleet**

In order to progressively renew the company's fleet, in 2021 we have added additional hybrid vehicles with a very low emission factor to our car fleet, with an average benchmark of 132 g/km. An electric car has also been added to the fleet, and two charging points have been installed in the headquarters' car park. Our expectation is to move quickly towards a corporate fleet that minimises emissions; unfortunately, 2021 has been quite a peculiar time in terms of raw material procurement, leading us to prioritise other types of investment. At the same time, the automotive industry's known difficulties have led us to wait for more suitable conditions to continue this project, which we intend to pursue in the coming years.

## **Recovered waste**

In 2021 we demolished the old "Ricchetti" plant adjacent to our KK2 facility in via Pedemontana no. 25, in Sassuolo (province of Modena). Through a recovery project, carried out by means of crushing and subsequent selection, we were able to recover about 37,350 m<sup>3</sup> of "end of waste" corresponding to about 67,230 tonnes of special inert, non-hazardous waste that will be completely reused within the site area and approved for reuse on site for filling and as substrates for interior flooring and paving of the new building. As a result, we were able to avoid emitting approximately 307 tonnes of CO<sub>2</sub>e<sup>2</sup> into the atmosphere.

## **2022 goals**

Confirm the purchase of 100% electricity from renewable sources and evaluate the implementation of energy efficiency solutions.

Further improve the emission factor of the company fleet through the introduction of hybrid and electric vehicles.

Improve the waste management process in operational and strategic terms such as the adoption of procurement choices, internal waste-generating processes and circular economy solutions.

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<sup>1</sup> Calculation assumption: Ecoinvent database v.3.8 comparing national IT electricity mix with renewable electricity mix with GO certificates.

<sup>2</sup> Calculation assumption: using DEFRA 2021 emission factor (Cat. Aggregates – Primary material production and Open-loop source)

# 2021 impacts and 2022 goals



## 4 Strategic partnerships

Goals to be pursued according to the company's articles of association

Implement strategic partnerships with the best supply chain or complementary products and services operators, in order to launch business initiatives oriented towards sustainability and the circular economy.

### 2021 impacts

#### **Innovative building solutions**

In 2021 Kerakoll entered into several strategic partnerships aimed at developing products and services with social and environmental value. These synergies have enabled the implementation of innovative solutions such as the SIS.

MI.C.A structural strengthening system, which aims to considerably reduce the invasiveness of the intervention itself, with considerable time savings and reduced waste generation on site.

#### **Qualification Tools**

In order to make the most of the synergy with our strategic partners, we have implemented a screening system which allows us to highlight resources and skills for potential sustainability initiatives.

### 2022 goals

→ Activate new partnerships with leading companies in their sectors to create value for the community.



## 2021 impacts and 2022 goals



# 5 Scientific research and education

Goals to be pursued according to the company's articles of association

Co-operate with scientific and cultural research bodies to promote initiatives aimed at protecting the environment and community well-being, focusing in particular on improving all aspects of the life cycle and performance of buildings, including installation, use and recycling.

### 2021 impacts

Kerakoll systematically collaborates with scientific research bodies to address relevant issues related to sustainable innovation in the building sector and invest in specific innovative solutions to be made available on the market.

#### **Circularity measurement indicators UNI/TS 11820**

We took part in an assessment aimed at validating the evaluation model as specified in the upcoming technical specification UNI/TS 11820 "Measurement of circularity. – Methods and indicators for measuring circular processes in organisations"

The UNI/TS 11820 technical specification will make it possible to assess the level of circularity achieved by each organisation through the application of an experimental method using 81 quantitative indicators.

#### **CEN/TC 467 Technical Committee on Climate Change**

Participation in and sponsorship of the Technical Committee to address climate change, helping to develop requirements and guidelines to support EU policies. The TC deals with standardisation in the field of climate change, including related social and economic aspects, at both organisation and product level. The purpose of the Technical Committee is the development of frameworks, requirements and guidelines to support EU climate change policies, also with the aim of fully implementing the European Green Deal.

### **Life NanoExplore project**

Kerakoll took part in the “Integrated approach to monitor the exposure and effects of nanomaterials in workplaces and urban areas” project in collaboration with the University of Turin. In addition to allowing us to assess nanomaterial exposure using methods and instruments not commonly available, this activity aimed to improve scientific knowledge on the subject and support the implementation of guidelines for health risk assessment and management of workplace exposure to nanomaterials.

### **Green Week – Le Fabbriche della Sostenibilità (Sustainability Factories)**

On 8 July 2021 we organised the “Climate Change – From the Legislative Framework to Business” event at the Kerakoll GreenLab in Sassuolo, under the patronage of Fondazione Symbola, ItalyPost and Corriere della Sera. The event was attended by a select group of young researchers, PhD students and graduates interested in sustainability issues. Part of the “Le Fabbriche della Sostenibilità” (Sustainability Factories) initiative, the day featured a guided tour of GreenLab’s different research areas, to provide answers and practical examples, regarding the value that can be generated for the environment and society through the development of sustainable building products.

### **2022 goals**

→ Collaboration with cultural and scientific research organisations is an ongoing commitment that Kerakoll intends to increase in 2022 by implementing at least three new projects in the scientific research and education area.

## 2021 impacts and 2022 goals



# 6 Safety

Goals to be pursued according to the company's articles of association

Design working models that always put workers' safety first, formulating products and using materials with an increasingly lower degree of danger and environmental impact, in the awareness of the company's social role and its responsibility as part of the community.

### 2021 impacts

#### **Healthy products for the environment and people**

In 2006 we started collaborating with the European Commission Joint Research Centre (JRC), to develop a method for measuring indoor pollution of construction products using the Indoortron environmental simulation chamber. This project and its scientific basis led in the following years to the creation of VOC (Volatile Organic Compounds) chambers capable of constantly and continuously assessing the emissions of our products. The Kerakoll GreenLab now has its own Indoor Air Quality Lab for researching emissions and analysing VOC, equipped with 12 software-controlled test chambers. In 2021, products certified EC1 plus according to GEV methodology or classified A+ according to the "Emission dans l'Air Intérieur" label represent 70% of Kerakoll sales.

#### **Indoor air quality monitoring**

In order to give continuity to a type of monitoring that the company considers of great importance for itself and its employees, the frequency of indoor air quality monitoring for some plants in the Emilia-Romagna region has been increased compared to standard legal requirements. Installation in powder plants in the Emilia-Romagna region of better performing filtration and suction systems, as well as the adoption of new work procedures, have contributed to further improving the level of healthiness of the working environments. The results showed a further decrease, significantly below the threshold values.

### **Health crisis management**

In addition to various initiatives promoted right at the start of the pandemic, the “Internal Covid Committee”’s activities continued in 2021 in order to promptly adapt the company’s work and initiatives to changing situations, anticipating and improving the actions envisaged by the regulatory measures. A work management protocol was implemented during the pandemic; contact tracing methods were established for case containment; agreements were made with testing laboratories to ensure access to screening tests, which were paid for entirely by the company. The crisis management methods were shared within the company in a transparent and responsible manner, with regular updates on the situation.

### **2022 goals**

- Continue to design products that are safer for workers and healthier for end users.
- Organise the “Kerakoll Safety Week”, featuring a series of themed workshops on workplace safety, health and environmental protection.

## 2021 impacts and 2022 goals



# 7 Associates' well-being

Goals to be pursued according to the company's articles of association

Pursue the well-being of its associates through constant monitoring of working environment conditions, promoting inclusion and a proper work-life balance.

### 2021 impacts

#### **Working environments**

To ease collaboration and skill-sharing between people, we use open spaces and ensure physical proximity between work areas that are in close contact with each other. The redesign of spaces and the use of glass as a separating material between working areas ensure transparency, a value we hold dear. In 2021, we renovated part of our headquarters to improve the liveability of spaces for people.

#### **Remote working**

When permitted by the operational requirements of their duties, we leave it to the employees themselves to organise their work without time and location constraints. This approach has led to a cultural change in our way of working based on working to achieve set goals, trust and empowerment. In 2021, this way of working involved 350 people for a total of around 20,000 working days in remote mode. This has resulted in significant savings in terms of CO<sub>2</sub> emissions related to the mobility of Kerakoll employees, quantifiable at 264 tonnes of CO<sub>2</sub>e<sup>4</sup>.



## **Diversity and inclusion**

The year 2021 saw a substantial increase in gender diversity, the absolute value of which in terms of both general workforce and leadership area (direct management of resources) was on the rise. In this regard, out of 10 people hired, 6 were women. This result was achieved by thoroughly taking into account the search and selection process.

Below you will find the main achievements we reached regarding diversity and inclusion:

- the leadership area saw a 33% increase in female representation
- the general workforce saw a 19% increase in female representation
- the number of internal staff members under 25 saw a 28% increase
- the number of internal staff members over 50 saw a 3% increase

## **Engagement**

During the period under review, a corporate-wide survey was carried out involving the entire workforce, more than 2000 people distributed in 12 countries around the world, in order to measure the degree of engagement and connection with Kerakoll. The survey took into account values important to us, such as sense of belonging, degree of participation, value alignment, dynamism and empathy. The score obtained was a decidedly positive one, with people recommending Kerakoll as a company to work for, regardless of their country, age or level within the company. The activity recorded an 83% participation rate.

## **Schedule flexibility**

When permitted by the operational requirements of their duties, staff members were offered the opportunity to enter and leave the workplace within predetermined time slots without having to submit to a predetermined schedule. The employee is thus granted decision-making autonomy and enough time to reconcile work and personal commitments.

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<sup>3</sup> Calculation assumption: evaluation obtained by extending the data over the period May-December 2021 (at which point the pandemic emergency is considered to have ended) to the entire calendar year.

<sup>4</sup> Calculation assumption: estimated emission factor of 167 g/km (source: Ispra).

## **Kerakoll Squad Newsletter**

April 2020 saw the launch of the first internal newsletter edited by and designed for Kerakoll employees. This is a tool for mutual sharing and exchange of company news, the aims of each department, trends relevant to the sector.

### 2022 goals

- Complete the restructuring of the Headquarters and refurbish the furniture. Create relaxation areas to facilitate conviviality, informal meetings and brainstorming.
- Create a dashboard on diversity and inclusion issues as a tool for measuring impact, creating awareness and driving continuous improvement.
- Publish the survey results internally.
- Define an action plan to increase staff members engagement.
- Launch a series of dedicated workshops for all people at Kerakoll with the aim of listening to their voices and laying the foundations for creating a truly shared way of doing and thinking.
- Conceive and organise a party created and run by the employees themselves, which will take place at GreenLab in summer 2022.
- Launch an additional health care programme and a supportive hour bank for the benefit of workers facing cancer and rare diseases or illnesses requiring life-saving therapies and long recovery times.
- After the pandemic-related period of isolation, we would like to offer our staff members psychological support covering every aspect of their professional or private life.
- Implement an employee welfare portal and start a pilot project in our Veneto plants.



## 2021 impacts and 2022 goals



# 8 Pathways to growth

Goals to be pursued according to the company's articles of association

Create opportunities for growth in a working environment that favours innovation and allows people to express themselves at their best through a culture based on merit, equal opportunities and a sense of belonging.

2021 impacts

### **Introduction of S.M.A.R.T. goals**

A new process of co-creation of S.M.A.R.T. (Specific Measurable Achievable Relevant Time Bound) goals and feedback through a bottom-up approach has been implemented. Goal proposals originate from staff members and are then validated by their manager.

### **PMP (Performance Management Process) activation**

Implementation of the new Performance Management process. The elements of innovation are both at content and process level. The assessment includes both elements of job performance and coherence to corporate values. The process involves a self-assessment made by the individual staff member and then validated by his or her manager with a view to stimulating his or her autonomy, awareness and development opportunities.

### **Training on social and environmental issues**

Nativa helped us conduct internal workshops on the topic of evolving business paradigms in order to integrate environmental and social impact more and more into the company's DNA. Daniele Pernigotti, writer and science populariser, also offered in-depth sessions on the topic of climate change during the convention with the sales force held at Teatro Storchi.

### **2022 goals**

The introduction of the internal job-posting tool as a pilot project in 2022 will facilitate talent mobility by accelerating people development paths and a cross-fertilisation of both technical and soft skills.

Revising the approach to S.M.A.R.T. goals to ensure overall consistency and a high level of quality through the analysis of a representative sample of scorecards.

Structuring a Leadership Academy programme using innovative experiential methodologies, according to the Servant Leadership model, aimed at new leaders in the marketing and sales area.

## 2021 impacts and 2022 goals



# 9 Civic engagement

Goals to be pursued according to the company's articles of association

Support non-profit organisations, foundations, third sector bodies, sports associations, religious organisations and local communities in projects that aim to have a positive impact on peoples' health and their social life, involving disadvantaged people or people experiencing different sorts of problems, with positive impacts on the environment in which we live and on the cultural heritage.

### 2021 impacts

#### **Rock No War**

For three years, Kerakoll has been supporting the "Rock no War" association to redevelop the former Carducci school in Formigine. Part of the "Dopo di noi" ("After Us") project, the school has been transformed into a reception centre for people with both mild and severe disabilities and lacking family support or with a family network unable to ensure their constant stay at home.

#### **Emporio della solidarietà Il Melograno (Pomegranate solidarity emporium)**

We help this Sassuolo association, which runs a small supermarket selling essential food items. After providing the necessary documents and undergoing an interview with the Social Services of the Municipality of Sassuolo, individuals or families struggling with economic problems can access the emporium and receive products free of charge.

The emporium also offers social and labour reintegration activities by carrying out tasks required for its day-to-day operation.

### **Andrea Bocelli Foundation**

Kerakoll supports the Foundation set up by Maestro Andrea Bocelli in 2011 to help people in difficulty due to illness, poverty and social marginalisation, by supporting national and international projects enabling them to overcome these barriers and fully express their talents.

### **Le Luci di Comete**

We steadily support “Le Luci di Comete”, a local association that organises cultural and recreational events in order to raise funds to support La Lega del Filo d’oro, which has built a social rehabilitation facility in Modena for deafblind and psycho-sensory impaired individuals.

### **Other**

We support a large number of socially committed organisations operating at local or national level, including small ones, involved in fighting social frailty and close to the needs of the community. These include religious organisations, amateur sports associations, associations for social advancement or non-profit organisations. In 2021 we have strived to reach the maximum number of beneficiaries and to create maximum value for society by donating materials, sponsorships and cash grants.

### **2022 goals**

In 2022 Kerakoll will continue to help non-profit organizations by supporting projects for the restructuring and requalification of cultural heritage for social purposes, and to support social, health and welfare organizations.

## **Impact assessment**

Kerakoll has chosen to measure and progressively improve its environmental and social impact using the Benefit Impact Assessment (BIA), one of the most authoritative and internationally popular tools for measuring the sustainability performance of companies.

The analysis consists of answering around 200 questions on the practices adopted by the company in order to assess its impact and compare it with an international benchmark.

The BIA results are expressed as an overall score for the company, ranging between 0 and 200 and detailed in five impact areas:

**Governance:** issues related to ethics, transparency and corporate mission;

**Employees:** issues related to health and safety, well-being and employee satisfaction;

**Community:** issues related to inclusion, supply chain management and civic engagement of the company;

**Environment:** issues related to climate change and natural resource management;

**Customers:** issues related to interaction with consumers.

The use of this tool also provides indications on possible areas of improvement. The figure opposite shows Kerakoll's BIA5 analysis results for 2021.



# Kerakoll S.p.A.

For Fiscal Year End Date: **December 31st, 2021**



With this document we intend to make our sustainability performance transparent for the first time and communicate the goals we have set for ourselves, and which will be expanded on in the 2022 impact report.

## 2022 goals

- Increase Kerakoll S.p.A.'s score by 5%
- Carry out the assessment for all Kerakoll Group subsidiaries.

<sup>5</sup> Calculation assumption: score calculated in self-assessment mode, reviewed by Nativa, not certified by B Lab.





# kerakoll