

# Ayming ITALIA Srl SB

## Sustainability Report

04/04/2019



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*It all began with ....*

*"I gaze into my children's eyes and see – or rather, I want to see - a future for them the same as, if not better than mine. That's where I start from", says Katiuscia, CEO of Ayming Italia.*

I start from being aware that the traditional business model based solely on profit - the so-called FOR PROFIT - is no longer sufficient.

We have to meet the challenges of the economic and social context, currently undergoing a profound, continual transformation, with an entirely new, renewed response.

A new business model, which seeks profit and at the same time pursues social and environmental wellbeing - and here we are speaking of FOR BENEFIT.

True conviction and immense sensitivity: the fundamental ingredients to generate this cultural business change.

Some global campaigns are moving in this direction, such as B CORP, founded in the USA in 2007 (the homonymous certification is issued by the American non-profit organisation B LAB).

Subsequent formalisations confirm this trend: the creation in 2010 of the new legal form of the BENEFIT CORPORATION.

In Italy in 2016, the answer came in the new legal form of SOCIETA' BENEFIT (acronym SB).

As of January 2018, Ayming Italia is an Srl SB.

The company I have worked for wholeheartedly for over 10 years is culturally focusing on this new model. We are a leading, international consulting company, specialising in constantly creating and implementing responses and solutions for our clients to enable them to give their best performance as a sustainable business.

Such is our conviction at Ayming Italia that For Benefit and sustainability are a fundamental pillar in the way we conduct and live consulting for our clients and our employees.

We are constantly seeking a mutual benefit, which will permeate our community and the environment.

Our mantra is "Let it B".



A Benefit Corporation is a company for profit, which makes profits sustainably.

This report, drawn up according to the terms and conditions established by Italian Law No. 208 "law on stability" (28/12/2015) gives the **2018 results of positive impact** for Ayming Italia Srl SB.

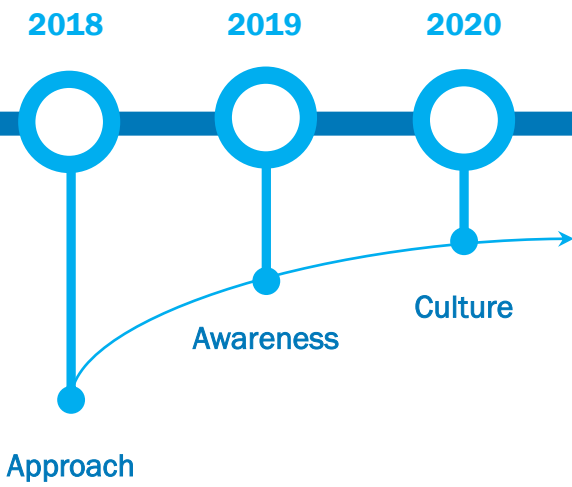
The objective is to guide the reader through the basic steps Ayming has taken in the last twelve months in terms of the **sustainable actions** implemented and the **results of mutual benefit** achieved.

Actions focusing on the outside, capable of meeting the needs of the parties involved and internal actions, which show the attention paid to resources, all under one logo: "**Let it B**".

Ayming's journey towards Sustainability began in 2018. However, over the last twelve months, we have shown **increasing awareness focused on achieving a sustainable culture**.

To implement this transformation process involving our mission and the system of services provided, **Ayming uses a specific methodology**, developed by an American non-profit organisation, known worldwide as being the only one capable of fully meeting the **requisites of correctness, transparency and completeness, required to be a Benefit Corporation**.

The BIA (B Impact Assessment) of the non-profit organisation B LAB is actually the impact measurement tool used by many companies to measure their own socio-environmental impact. It is the only method capable of pursuing the interests of sustainability without ignoring the interests of profit.





Our  
company







*A global reach*

We are an **International Business Performance Consulting Group** with a strong presence in Europe, Northern America and Asia; connected with strategic partners via a worldwide network



*Not sayers, we are doers*

We approach our commitment to deliver results with both **strategic and operational steps**, offering daily support carried out **side by side** with the client



*One goal: your performance*

Our focus is on improving clients' performances by boosting **R&D & Innovation Management, Tax & Finance, Operation Performance and HR Performance**

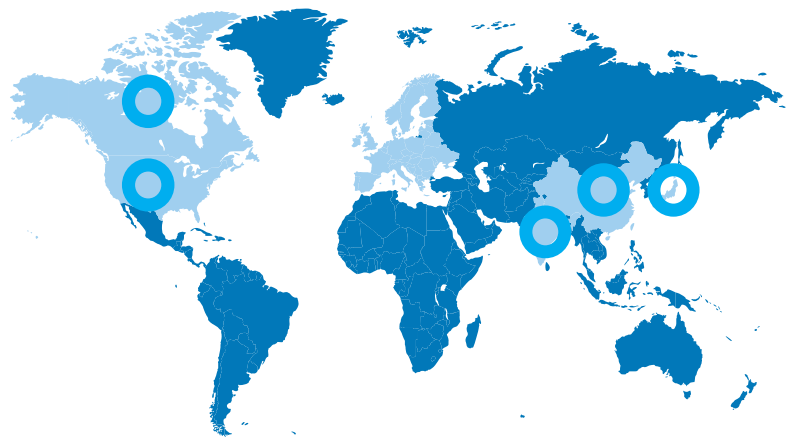


*Tangible results*

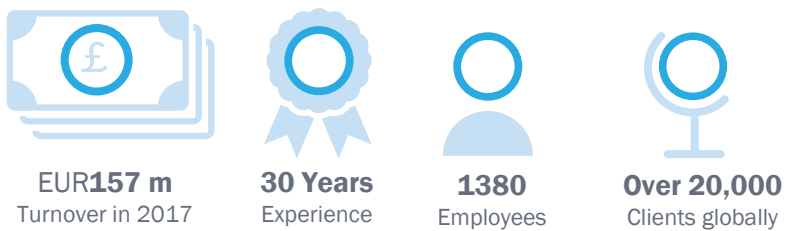
**Results** are **tangible and traceable**. That's why our offers are built on **fixed and variable fees**, related to the success achieved. We work closely with our clients and win as a team



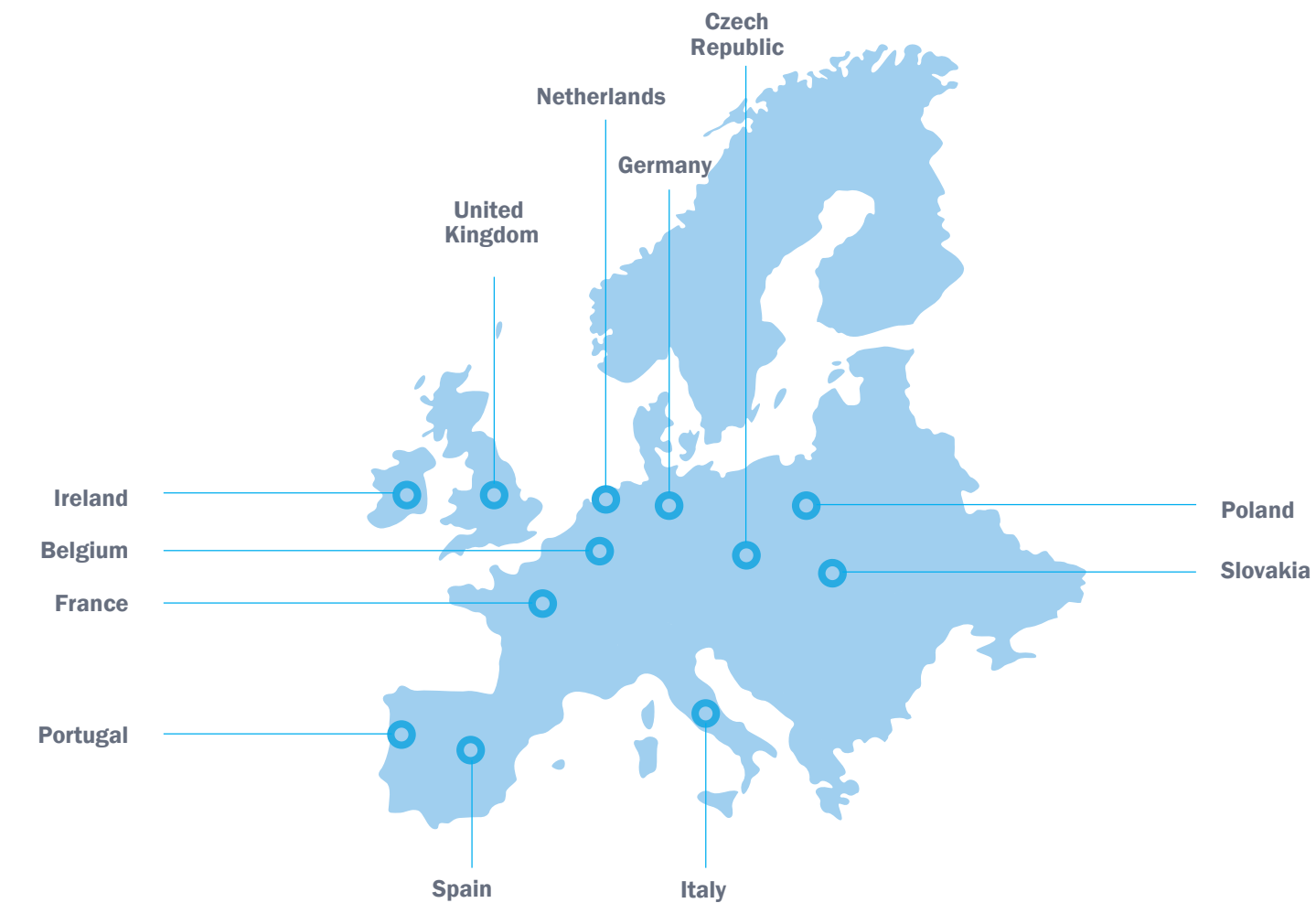
Global overview



Facts and figures



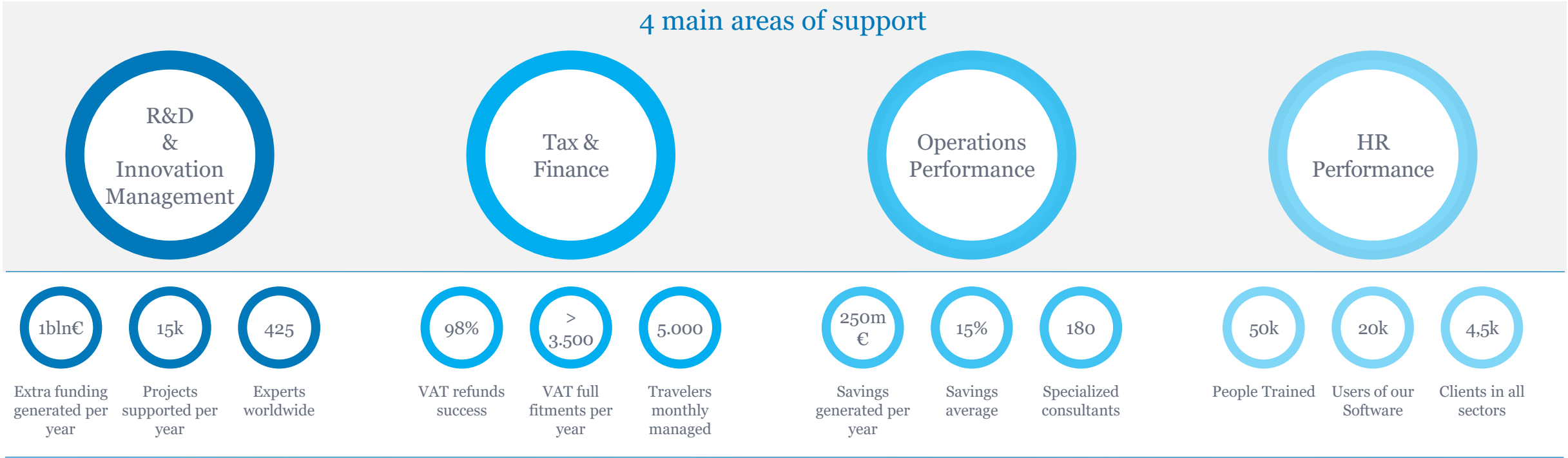
Our European offices



# One goal: your performance

We are business performance experts who combine highly specialized knowledge with hands-on collaboration

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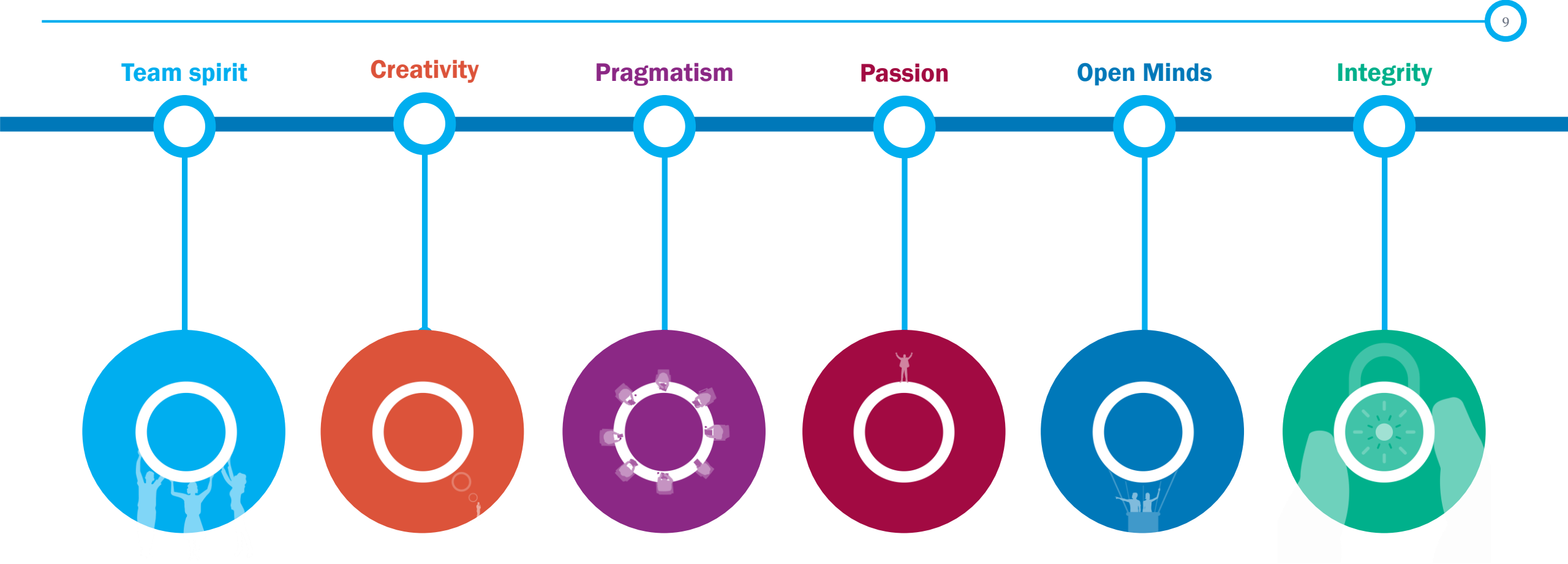


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|--|--|--|---|
| <ul style="list-style-type: none"><li>• R&amp;D Tax Credit</li><li>• Industry 4.0</li><li>• Grants</li><li>• Innovation Management</li></ul> | <ul style="list-style-type: none"><li>• VAT Refunds, BTM, Compliance &amp; Advisory</li><li>• Tax Credit</li><li>• Local Taxes</li><li>• Tax Fonciere (fixed asset management)</li></ul> | <ul style="list-style-type: none"><li>• Cost Optimization</li><li>• Operational Efficiency</li><li>• Process Redesign</li><li>• Supply Chain Enhancement</li></ul> | <ul style="list-style-type: none"><li>• HR Cost</li><li>• Absenteeism reduction</li><li>• Well Being at Work</li><li>• BTM (Business Travel Management)</li></ul> |
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Our values



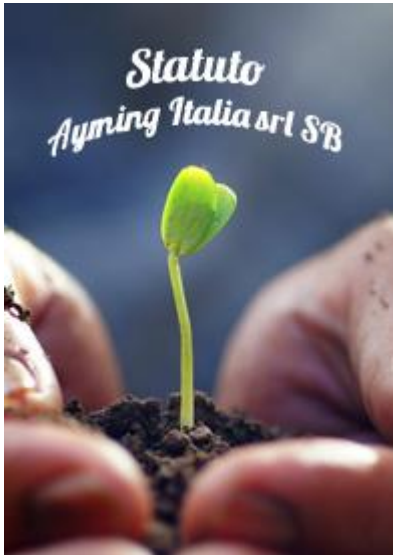


# The path to sustainability



# The path to sustainability began in January 2018 with our transformation into a Benefit Corporation

- On 25 January 2018, Ayming Italia became a Benefit Corporation [Società Benefit] and supplemented its Articles of Association with the objectives to pursue for mutual benefit.
- In the light of this choice, we identified the objectives our company would achieve by the end of 2018 and the tool / methodology to measure our performance.



[http://go.ayming.com/I/183052/2018-06-26/2sr31q/183052/64451/statuto\\_005.pdf](http://go.ayming.com/I/183052/2018-06-26/2sr31q/183052/64451/statuto_005.pdf)

## Article 2

### Purpose

The Company purpose consists of the following activities to:

- provide consulting services, with the exclusion of every classified professional business, aiming to generally reduce costs and improve corporate performance, corporate management and organisation;
- assess, design, develop and process computerised systems.

As a Benefit Corporation, our company also intends to pursue aims of mutual benefit and to operate responsibly, sustainably and transparently towards people, the community, territories and the environment, cultural and social assets and activities, entities and associations and other stakeholders.

More specifically, the company pursues the following specific aims of mutual benefit to:

- diffuse the B Corp model and the Benefit Corporation company form, understood as a regenerating force for the company and the planet;
- contribute to the transformation and growth of a sustainable and more stable economic system by means of actions with a high positive impact on people and the environment to maximise the long-term creation of value.

In order to achieve the corporate purposes, the Company may, incidentally:

- carry out all the industrial, commercial, investments, real estate and financial transactions, the latter on an occasional basis and not with the general public;
- acquire holdings in companies, any type of entity and existing or to be incorporated consortiums with similar purposes or serving to achieve its own social purpose, again on an occasional basis and not with the public ;
- grant securities, guarantee deposits and other guarantees in general, even in favour of third parties, in a strictly useful way to achieve the corporate purpose.

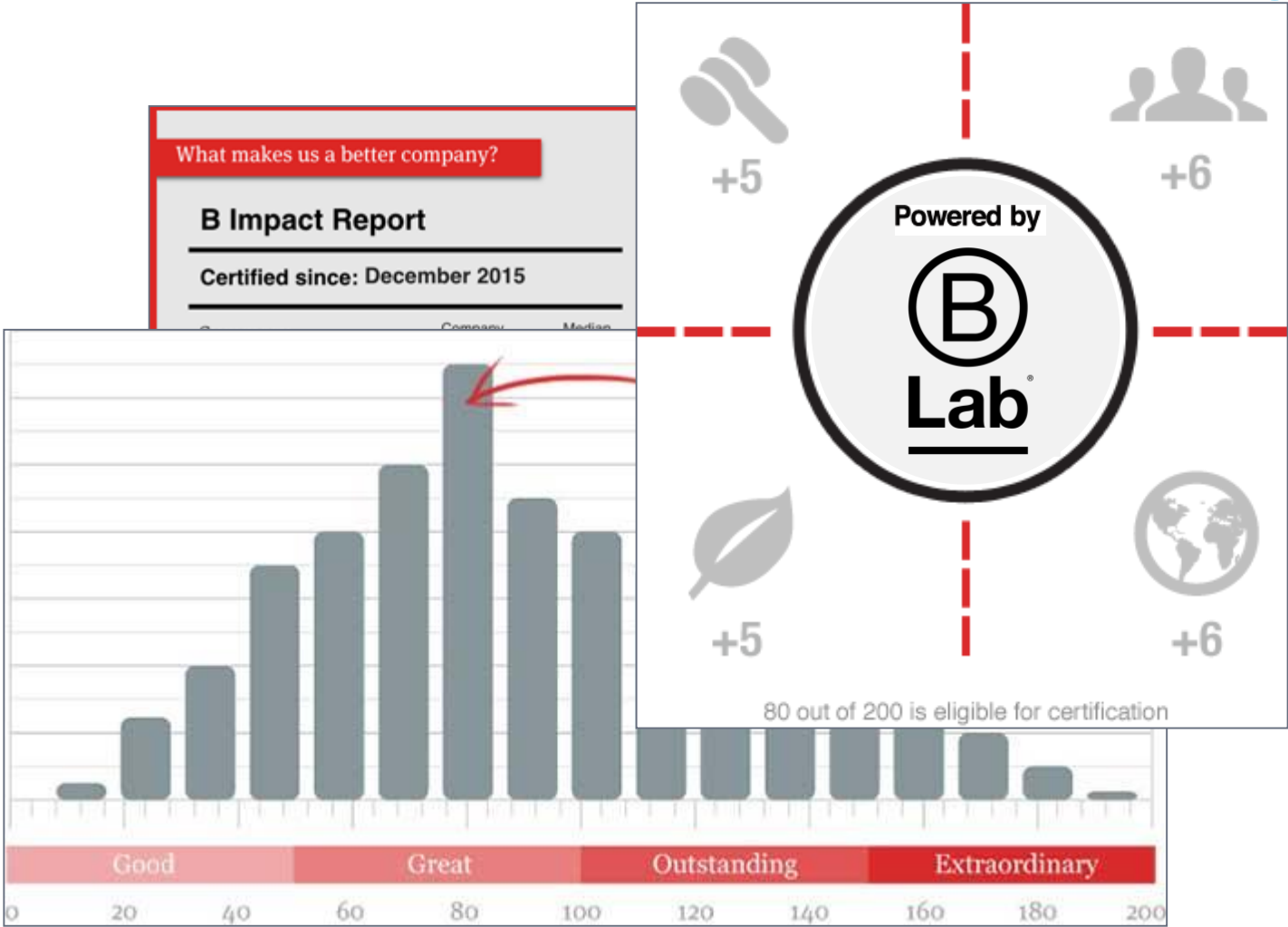
All the above in compliance with the provisions of law and more specifically with legislation on intermediation and activities reserved for those registered in professional colleges, orders or registers.



# The B Lab assessment is the tool chosen by Ayming to measure its socio-environmental impact

## The B Impact Assessment

- The **questionnaire** provides a score between 0 and 200 points, and accurately highlights not only the company profile, purpose, responsibility and transparency, but also areas for improvement.
- The assessment areas as established by the B Impact Assessment (BIA), which Ayming Italia uses as a third party assessment standard, are: **employees, community, environment, governance, clients\***.
- **B Lab** is a non-profit organisation, founded over 10 years ago by three young managers to promote a new business pattern.
- **B Corp** is the only **certification** which **not only** does not lose sight of the companies' profits, but also takes into consideration the stakeholders' interests. <https://bcorporation.net/>



Source: official «B Corp» website - <https://bcorporation.net/>

"The assessment conducted on the "Client" impact area gave a score of zero and therefore an analysis is not required.



The total score obtained on 31 January 2018 was 33.9 points, given by the partial scores of the four key areas of interest.



*Employees*

This measures the company's contribution towards its employees' wellbeing in terms of pay level, benefits provided, training, health, safety and work flexibility.



*Environment*

This assesses the company's overall environmental management and use of resources and it measures consumption and emissions.



Source: official «B Corp» website - <https://bcorporation.net/>



*Community*

It assesses the company's commitment to provide improvements within the community in terms of diversity, creation of jobs, relationships with suppliers, charity and the involvement of local organisations.



*Governance*

It assesses the company's general mission, code of ethics, responsibility and transparency

\*Maximum score obtainable during the Assessment phase, according to sector and size





Ayming has, therefore, identified the objectives to pursue throughout 2018 to improve the impact generated.

Achieved Objectives				Unachieved Objectives*
Internal evaluation of employee satisfaction	Internal investigation into initiatives of voluntary work	Voluntary actions by employees for the community	Dissemination events at Confindustria and Associations	"Actions of wellbeing" for employees from B Corp viewpoint
Gradual reduction in CO <sub>2</sub> emissions thanks to a renewed car fleet	Tree planting via the Treedom platform	Evaluation of the social and environmental objectives in the 2019 PPA.	Effective internal communication to encourage respect for the environment	Second Edition of the "Be a B Corp" award

*\*Company re-organisation during 2018 meant we failed to achieve our objectives*







*Employees*

Ayming's policies on employee care appeared to better guarantee the legislative provisions for wellbeing and worker involvement



*Environment*

The support of our partners was decisive in order to be able to measure consumption produced by Ayming. Actions to improve CO<sub>2</sub> emissions, in particular, were implemented.



Source: official «B Corp» website - <https://bcorporation.net/>



*Community*

The actions of voluntary work conducted by Ayming resources with the collaboration of local entities and a survey diffused among supplier companies generated an improvement of the impact on the community.



*Governance*

Policies of financial transparency and a majority of women in management make Ayming a model company in the segment of reference.

*\*Maximum score obtainable during the Assessment phase, according to sector and size*



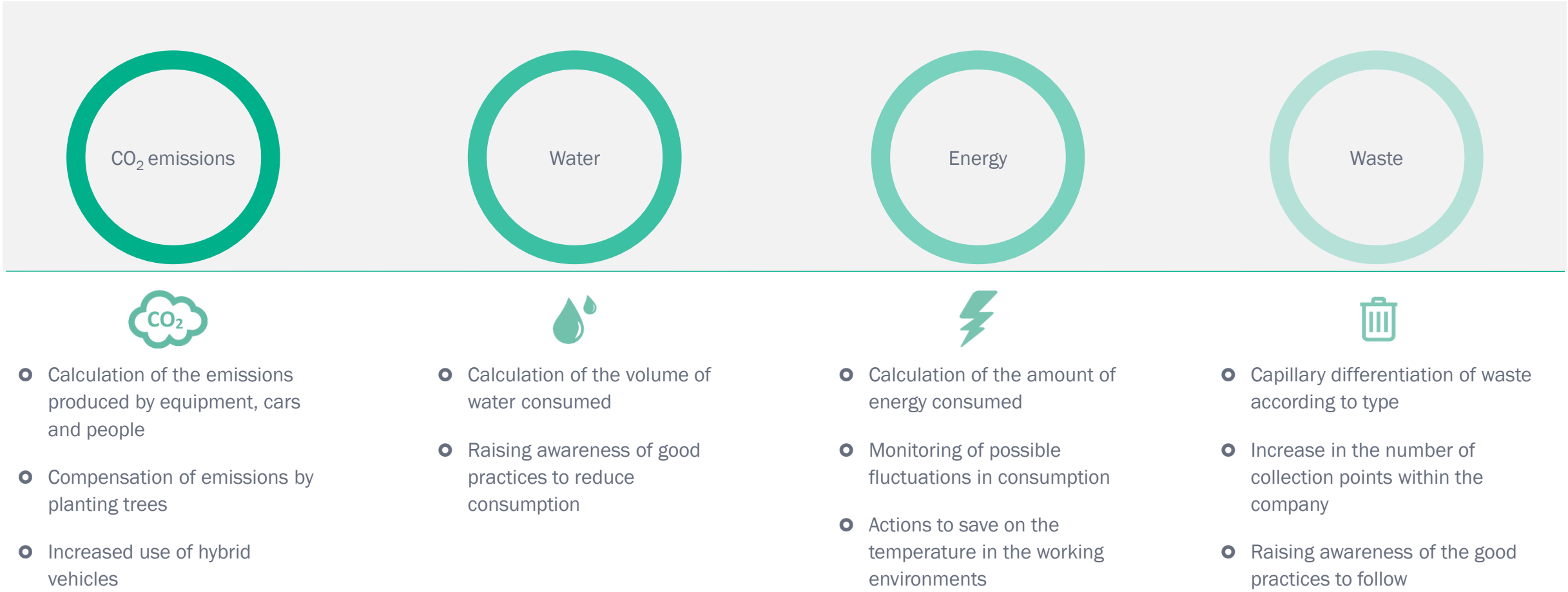
Employees (19 out of 50)  
The key to our business is based on people: it's up to us to make them «happy»



Community (21.7 out of 51)

The community is an important tool for Ayming, which facilitates the process of raising awareness.





Governance (19.9 out of 25)  
A very transparent, consistent company of women makes us proud to be part of Ayming

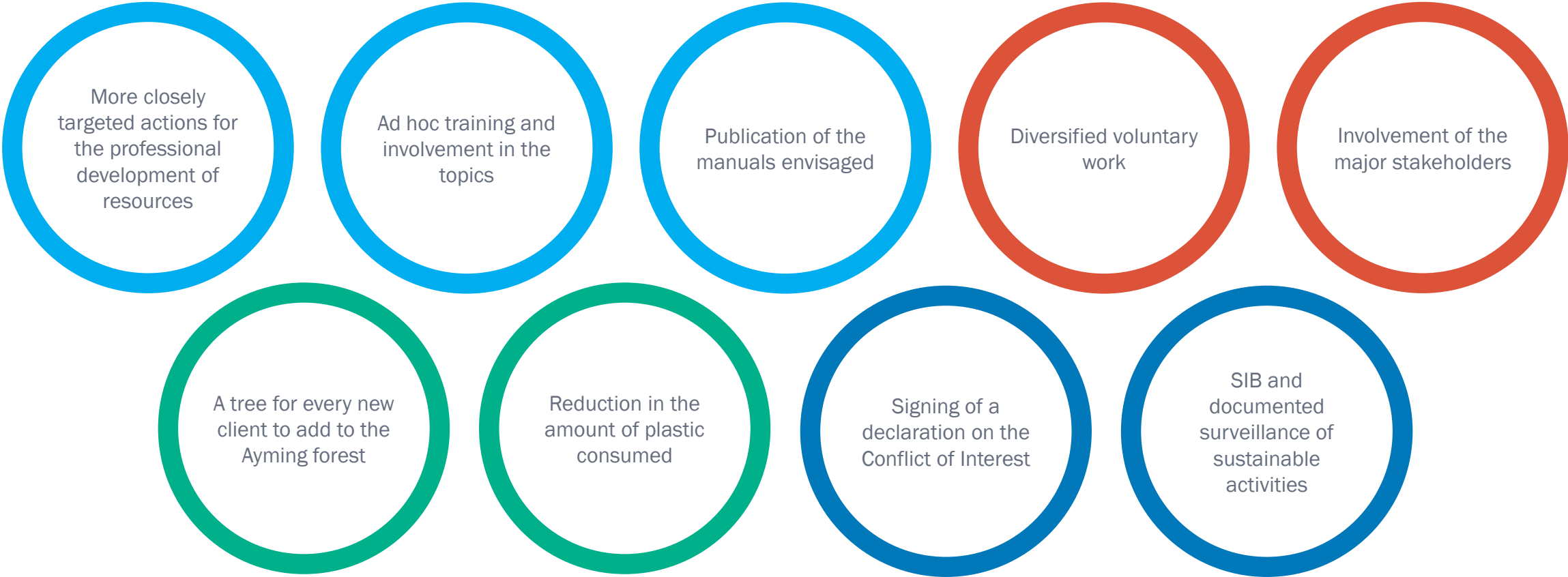




Our commitment  
for the future



# Ayming has set new goals for 2019 to improve its impact



A photograph of two children wearing helmets and goggles, driving go-karts on a paved track. The child in the foreground is wearing a red helmet and is smiling. The child in the background is wearing a blue helmet. The scene is set outdoors with trees and mountains in the background. A large white circle is overlaid on the image, containing the text "Our team".

# Our team



Here we present the SIB board committed to making Ayming ITALIA as a benefit company

*«A special thank you to all those in the company among our partners and collaborators, who helped write this Sustainability Report, even by only giving their moral support»*

This document was drawn up by...

... under the supervision of ...



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Katiuscia thanks her employees and the stakeholders' community in general for taking part in the success of this journey towards a positive social impact



The success of Ayming's initiative is linked to the strong commitment of our Social Impact Board (SIB) and to the diffusion of this positive energy at all levels in our organisation.

I am referring to a change in our company culture towards sustainability. And like all changes, it is slow, but is gradually gaining impact.

Each day, we can also contribute to our wellbeing, to that of our colleagues and our clients with tiny actions .

Let's think about how working in a «healthy» environment can be good for what we give our clients, our colleagues and ourselves.

I would now like to thank those who works with us and in the same way as us to guarantee a sustainable business over time.


Sustainable as regards profit, of course.

But also sustainable in generating a positive impact and benefit for the community and the environment.

Let it B!

*Katiuscia Terrazzani*





“Our biggest challenge  
in this century  
is to take an idea  
that seems abstract  
– *sustainable development*”

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KOFI ANNAN  
GHANAIAN DIPLOMAT  
AND FORMER GENERAL SECRETARY  
OF UNITED NATIONS







Thank you

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