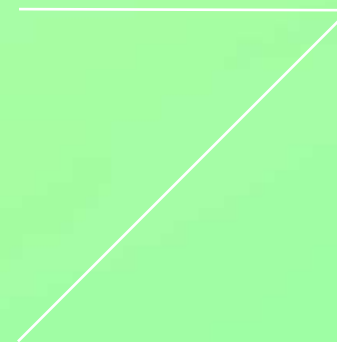
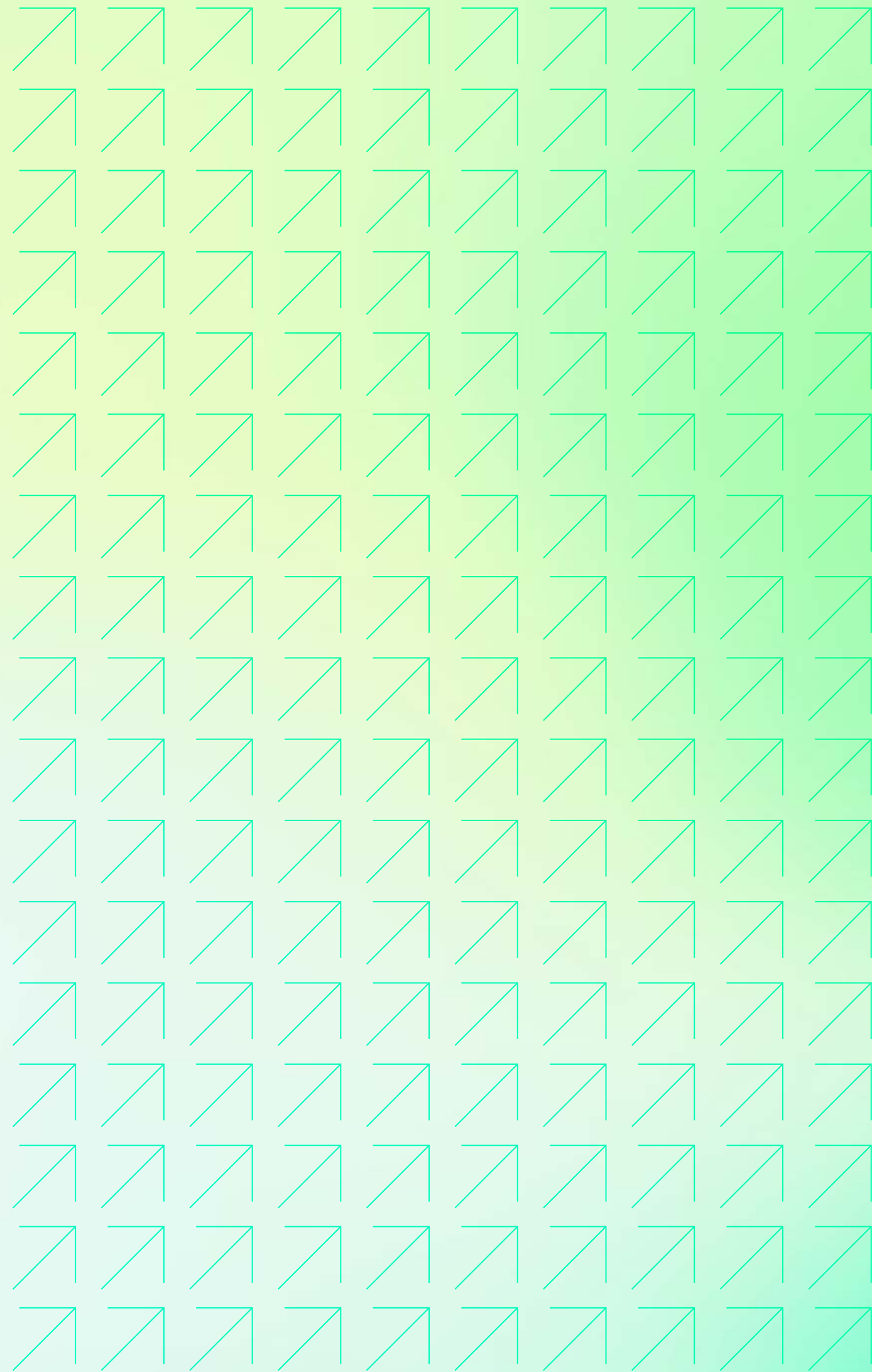




# Impact Report **2023**

***WISE***

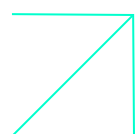


# The Path as Commitment

to Sustainability through Continuous  
Evolution

# CEO Letter

Dear colleagues, partners,  
and stakeholders,



With pride and satisfaction, I present the Impact Report of Gruppo WISE, a document that testifies to our concrete commitment to creating shared value and sustainable development. As a Benefit Corporation, we aim to combine profit with social purpose, operating responsibly and transparently to generate a positive impact on both the environment and people. In this report, we give an account of our activities in the year 2023, illustrating the initiatives undertaken and the results achieved in line with the 17 Sustainable Development Goals promoted by the United Nations. In particular, our organization has been strongly committed to pursuing good practices in environmental matters, reducing our operational environmental footprint, and promoting sustainable practices. We actively support local communities, promote inclusion and well-being of workers and their families, and governance by adopting ethical and transparent management models, engaging stakeholders, and promoting a culture of legality and shared growth.

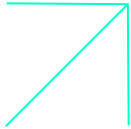
The data and information contained in this report demonstrate our concrete commitment and willingness to contribute to building a more sustainable and inclusive future. We are aware that the path to sustainability is still long and complex, but we are determined to continue with tenacity and passion, confident that our business model, based on creating shared value, can serve as a virtuous example for the companies of the future. Gruppo WISE adopted the legal status of Benefit Corporation in the middle of 2022. What I am presenting to you now, therefore, represents

the Impact Report of the first full fiscal year in our history. By analyzing its characteristics and defining the targets achieved, we wanted to profoundly change our perspective, adapting it deeply to our personal way of interpreting our commitment. We are convinced that our greatest achievement is the one we have yet to reach. The greatest successes in achieving more efficient social and environmental targets will be the result of ideas we have not yet had, initiatives we have not yet thought of, and realized. Being a Benefit Corporation does not represent for us solely a status, which refers to a well-defined position, but also a motion, a movement towards a captivating goal precisely because it is still to be outlined, to be defined. Our search for a clear picture will remain our goal: of the same, however, we know its essence well, made of responsibility and innovation to be pursued with the shared commitment of each of us.

Therefore, I thank all those who have walked with conviction on this path and I wish everyone, above all, much curiosity for the exciting journey that awaits us.

**Luca Mastrostefano** CEO, Gruppo WISE

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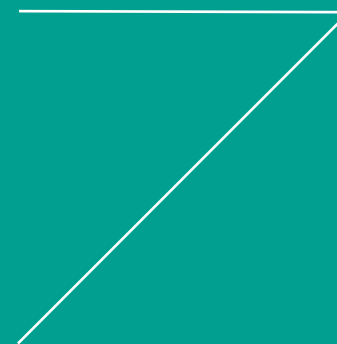
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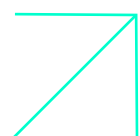
# .01 Context

Exploring the context  
to understand its evolution.



# Breath the Future

## An Invitation to Look Ahead



In a rapidly evolving world, where the advent of advanced technologies pushes the boundaries of innovation, we face a crucial choice: embrace the future with confidence or remain anchored to the past.

**“Breath the Future” is an invitation to look forward with determination, to deeply inhale the unlimited potential that the future holds for us** But there is more behind these words. **“Breath,”** the breath, represents human vitality, the essence of our existence. It is our way of remembering that, despite rapid technological progress, it is human resources that bring valuable know-how, irreplaceable creativity, and a commitment to excellence that no algorithm can match. **“Breath the Future”** is not just a slogan, but a philosophy that permeates every action of ours. It is our declaration of readiness to face the future with confidence, to live fully, and to embrace with determination the challenges and opportunities that await us. It is a deep and tangible commitment to our human resources, our professionals. In an era where automation and artificial intelligence are emerging as dominant forces, we recognize that the heart and soul of Gruppo WISE reside in the people who make it up.



**We are committed  
to fostering an  
environment where  
individual talent is  
respected, valued,  
and encouraged to  
grow.**



# Numbers as a Compass

## Work for the Environment and for Humanity

Eight out of ten citizens declare they want to live in a world where sustainability and equality of condition have ever-increasing value. This is stated by the data from the World Economic Forum, which highlights a further crucial shared position identifying social commitment as a primary value factor in choosing a company.

↗ **70 %**  
Seven out of ten workers would not work in an organization with values contrary to their own regarding the environment and society.

↗ **60 %**  
Six out of ten workers would not work for companies that do not demonstrate a concrete commitment to environmental sustainability..

↗ **39 %**  
Almost four out of ten workers would not accept a job if it did not demonstrate commitment to diversity and inclusion in the workplace.

↗ **31 %**  
More than three out of ten workers would be willing to earn less if they perceived a positive impact on society in their job.

# I numeri come bussola

Colmare le distanze per  
una crescita condivisa

Nella 17° edizione del Global Gender Gap Report, relativo all'anno 2023, l'Italia perde posizioni relativamente al divario di genere. Dal 63° posto del 2022, infatti, il rapporto pubblicato dal World Economic Forum pone il nostro Paese al 79° posto. Sono quattro le traiettorie indagate: economia, istruzione, politica e salute.

↗ **80°**

La posizione dell'Italia in tema di parità di retribuzione delle donne rispetto agli uomini per la medesima tipologia di occupazione.

↗ **51 %**

I contratti part-time per lavoratrici.

↗ **19 %**

I giovani di 15-29 anni fuori dal mondo del lavoro e dell'istruzione sono il 19% rispetto all'11,7% della media Ue.

↗ **56,2 %**

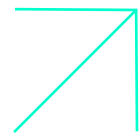
Sebbene in aumento del 3,5% rispetto alla precedente rilevazione, tra i giovani (20-34 anni), il tasso di occupazione è pari al 56,2%.

L'edizione 2023 del Rapporto sul Benessere equo e sostenibile (Bes) redatto dall'Istat evidenzia un pesante divario rispetto agli altri Paesi europei nell'analisi condotta sul mondo del lavoro, con un gap, in termini di occupazione, di 10 punti percentuali. Inoltre, permane un grave ritardo di opportunità per i più giovani.



# Agenda 2030

17 goals for one objective



A sustainable world is a world where the environment finds adequate protection, just as in it, humans find protection, equity, and peace. This was established by all the United Nations member countries in 2015, within a document - the 2030 Agenda for Sustainable Development - which embodies a true global action plan for a future capable of profoundly changing the past and present of life on our planet.

At the heart of the Agenda are 17 Sustainable Development Goals (SDGs), aimed at ending poverty, protecting the planet, and ensuring peaceful prosperity for all populations. These interconnected goals address the most urgent challenges of our time, and such ambitious yet achievable commitment requires the involvement of all sectors of society. Governments, businesses, civil society organizations, and individual citizens have a role to play in achieving the SDGs, and Gruppo WISE intends to continue working to do its part.

## OBIETTIVI PER LO SVILUPPO SOSTENIBILE



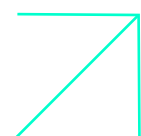
# .02 A defined Roadmap

Our values and principles translate  
into concrete commitment  
along the way.



# Look Inside Ourselves

The first commitment is towards  
our human capital.



The status of a benefit corporation has deeply permeated the operation of our organization. It has consolidated a commitment that had its roots in the past, aimed at seizing professional challenges that reflected our values, embracing causes that also provided us with full human satisfaction, as well as professional. The environment and societal well-being have been even more central to the focus of our team of professionals, who in 2023 continued to grow through training sessions aimed at strengthening the skills of each team member. Our human capital is composed of specialists in the numerous facets of marketing and communication who, also in 2023, conducted projects that address several SDGs: objectives that belong to us and for which we commit ourselves with dedication.

**76 %**  
women

**40 %**  
under 30

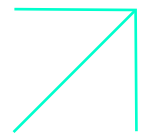
**+1.000**  
training hours

**Challenges  
that reflect  
our values,  
ensuring human  
satisfaction  
as well as  
professional.**



# Our Today is Tomorrow

Work as a value,  
values as work



**Acting to achieve a purpose. Achieving it with responsibility and respect.** And, above all, identifying objectives that can create a positive long wave, generate effects over time, without changing our essence. Being a benefit corporation, therefore, represents, for Gruppo WISE, the duty to be able to choose with this perspective. In the 2023 financial year, we focused our activity on projects that respected our intention. An intention that takes on, from time to time, different colors and shades, but always respectful of the concept of foresight, in which tomorrow represents an interlocutor with whom we constantly confront ourselves.

Therefore, we consolidated our deepest convictions and aspirations, we questioned our values and we mixed them, from time to time, with projects that could reinforce them. Social cohesion, support for fragility and medical research, culture of inclusion and attention to others and to the territory are our values and, in their respect, we conducted our work.

**We strive  
for projects  
that can  
generate  
positive  
outcomes  
even for the  
future.**

# Solutions First

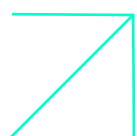
Our purpose guides us  
in every project.

Our goal, by working alongside our clients operating in all businesses in a true partnership, is to share objectives and values for the creation of successful projects. We walk alongside them, ensuring complete co-design processes in every aspect necessary for the implementation of every marketing and communication strategy or product. Our journey starts in defining the value proposition and covers the entire creative and programmatic process that leads to the implementation of marketing and communication strategies. Our activity finds as its starting and ending point the affirmation of the meaning of a brand and of a related and coherent value system, supported by authentic experiences and effective solutions by activating communication channels and touchpoints of interest.



# Business to Human

We give life to  
circular projects



**Business objectives, for Gruppo WISE, are such only if they comply simultaneously with our commitment to participation and sharing.** For this reason, our approach provides that the public evolves its role from a mere target to an integral part of society. A circular vision that allows us to identify and achieve goals that pursue environmental, social, and governance (ESG) principles.

We foster projects that promote dialogue and co-design between companies and organizations, whether public or private, in order to create solid synergies, centered on transparency and results.

**We commit,  
with these methods,  
to create networks  
that can cooperate to  
generate new  
value and  
opportunities  
for shared growth.**



# Values

The pillars of our company

## RESPECT

**Respect is the straight line passing through our center: people**

For us, it is fundamental to respect people, their work, and their time. We value the customer as a precious entity to nurture and to accompany towards their goals. We respect each other, preserving our integrity and our values. Coherence and fidelity to our center are the orientation of our business and of every human relationship.

## COHERENCE

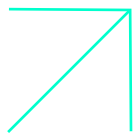
**Our values translate into real, constant, and reliable actions in everything we do.** We manage resources, collaborate with suppliers, and relate to the community in a coherent manner, demonstrating our long-term commitment to the development of a valuable environment and ecosystem. In this way, we generate a lasting positive impact.

## INCLUSION

**We promote a diversified work environment, where each individual is respected and valued for their uniqueness.** We support equal opportunities, fostering diversity of perspectives and encouraging active participation of all employees. We believe that inclusion is essential to create a sustainable and harmonious environment.

# Objectives

## The projections of our commitment



We want to have a positive impact both socially and environmentally, and we do this through the power and influence of marketing and communication to promote significant and sustainable changes in society.

In particular, through our work, we are committed to:

### Promote social awareness

We leverage our communication skills to raise public awareness about socially relevant issues, such as gender equality, social inclusion, accessibility, and environmental sustainability.

### Support non-profit organizations

We collaborate with non-profit organizations, offering marketing and communication services at discounted rates or free of charge. Through these partnerships, we aim to provide strategic support and visibility to amplify their causes and promote social change.

### Adopt sustainable practices

We are committed to reducing the environmental impact of our activities, adopting sustainable practices such as recycling, energy efficiency, the use of eco-friendly materials, and promoting telecommuting to reduce carbon emissions.

### Invest in employee well-being

We believe that our employees are our most valuable asset. Therefore, we promote an inclusive, fair, and safe work environment that values the well-being, personal and professional development of each member of our team.

These objectives guide us in our daily activities and serve as a strategic compass for our Benefit Corporation. Because business success cannot be measured only in terms of financial profits and through the projects reported below, we will explain how we realize our values and objectives.

# Stakeholder

A central role  
for us

## ENVIRONMENT

Gruppo WISE is committed to being an example of excellence in environmental protection throughout its activities. We have adopted the principles of environmental sustainability as the foundation of our strategic decisions and business processes in communication projects and during the events we organize.

## HUMAN RESOURCES

People are our top priority. Continuous collaboration and cooperation foster individual and collective growth. We combine ideas, skills, and actions for shared results. We organize training sessions, performance evaluations, discussion tables, and involve the team in specific initiatives. We offer courses, activities, and online training to actively support our employees, our most precious resource.

## COMMUNITY

It is important for us to live within a united and synergistic community, whose needs are to be taken into account for development and promotion. We work closely with the community, adopting and promoting a systemic approach. Our goal is to promote proactive initiatives that contribute to the development of local communities and the areas in which the company operates.

## CUSTOMERS

We pay great attention to the needs of our customers, as each project develops from a solid relationship we have built with the brands that entrust us with their care. Throughout the entire process, we maintain constant dialogue between our project managers, the client, and their staff, in order to gain in-depth knowledge not only of the sector but of all the needs of the target. This allows us to ensure strategic management of individual projects and the entire communication system, and to build strong, sincere, and therefore lasting interpersonal relationships.

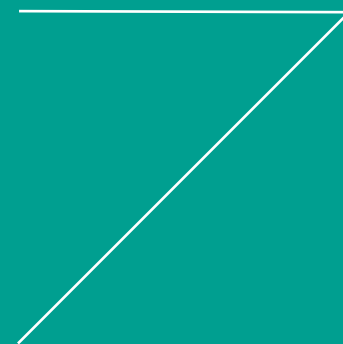
## SUPPLIERS AND PARTNERS

Suppliers represent a valuable resource: for this reason, we are committed to building synergistic and lasting relationships with them, promoting constant dialogue aimed at mutual growth. We recognize the importance of exchanging ideas and stimuli for continuous, mutual improvement, and for a successful long-term partnership.

.03

# Our Impact

Every small action is a point of intersection between will and change.



# Projects that make a difference

All goals achieved with Gruppo  
WISE projects



# Well-being and health for our human capital

GOAL 3



We believe that the well-being of our employees is the key to success. That's why we put it first

We constantly monitor conditions in the workplace to ensure the safety and comfort of our employees. At the same time, we adopt preventive measures for health and safety, promoting a healthy lifestyle both physically and mentally. We create inclusive and welcoming work environments, where everyone feels respected and valued.

We also promote models that encourage a balance between professional and family life, offering flexible working hours and supporting employees in managing their workload.

**We strongly believe that balancing professional and family commitments is essential for the happiness and productivity of our employees.**

# Continuous training to grow together

GOAL 4



Acquiring new skills represents a sure investment for individual and collective success

**We firmly believe that continuous training is the key to satisfaction and growth, both at an individual level and for our team as a whole.**

For this reason, we are committed to providing quality, fair, and inclusive education, promoting opportunities for lifelong learning for all our employees. We actively invest in their professional and personal growth, offering a variety of training experiences through different methodologies, including online courses, expert speeches, technical insights, and participation in fairs and events.

Additionally, all employees are offered a weekly ongoing English course, as well as a reflection, guided by experts, aimed at understanding and gradually integrating generative artificial intelligence tools applied to some areas of our activity. Thanks to these activities, our team has the opportunity to acquire constantly updated skills, enhance their abilities, strengthen their professional growth, benefiting from the best tools and most effective technologies.



# Sustainability evolves from duty to opportunity.

GOAL 12



Reduce waste and consumption, promote sharing and flexibility.

Sustainability is not just a duty, but an opportunity to improve our business and build a more sustainable future for everyone. With this perspective, we have undertaken numerous actions focused on promoting and fostering good practices that reduce our environmental impact.

1 Waste reduction: towards a waste-free company.

We firmly believe in the need to minimize our waste production. For this reason, we are committed to promoting a corporate culture based on prevention, recycling, and material reuse. In particular, we have adopted a digital approach for most of our activities, eliminating the need to print materials such as brochures, flyers, and presentations. We use digital media such as PowerPoint and PDF, sharing business cards in electronic format. This change not only reduces paper and toner consumption, thus reducing the effort required for their disposal, but also contributes to more efficient and immediate communication. Furthermore, in our consulting activities with our clients, we propose following the same model, offering them advice and project proposals that align with our operational trajectories.

2 Less plastic, more environment.

All employees have been provided with reusable company water bottles, eliminating the use of single-use plastic bottles. This simple action has significantly reduced the amount of plastic waste generated and raised awareness of the environmental impact of plastic.

3 Flexible work for the well-being of employees and the environment.

We encourage remote work by providing employees with laptops that allow them to work from anywhere with the same tools and resources available in the office. This flexible mode serves multiple purposes. By reducing daily commutes, we contribute to reducing emissions into the atmosphere and to limiting stress and dangers related to traffic. Additionally, Gruppo WISE has provided company cars for employees to use for their activities. This benefit not only enhances the work of employees but also allows them to choose more sustainable means of transportation to reach the workplace, freeing them from the obligation of traveling by car.

# A race for solidarity in Ethiopia

GOAL 1



Defeating poverty

GOAL 2



Defeating hunger

As the second most populous country in Africa, Ethiopia has over 29 million people living below the poverty line (30% of the total population). Devastating food crises, recurring climate shocks and droughts, epidemics, and a state in default are the pillars of a structural fragility that afflicts a population at the breaking point. Gruppo WISE, also in 2023, supported the non-competitive race “1000 Steps for Brescia,” organized by the association “Run for Brescia,” which supports the Aid Center for Ethiopia ODV ETS. The edition raised funds totaling over 31,000 euros allocated to initiatives for support and professionalization, physiotherapy rehabilitation centers, a well, and initiatives to combat drought emergencies. **This support to the solidarity initiative also confirms the value that Gruppo WISE structurally contributes to sports. A combination of sports and solidarity that has often been central to its work and commitment.**

# Support for fragility: proximity to the ANT nonprofit organization

GOAL 3



Health and well-being

ANT Foundation is among the leading national nonprofits specifically committed to specialized medical home care for cancer patients. Its activities fulfill a need shared by thousands of patients and families every year in our country, providing comprehensive socio-sanitary assistance and all necessary medical care to the patient’s home, offering global support for the patient and their family. The Foundation’s specialized and multidisciplinary teams consist of qualified and trained doctors, nurses, and psychologists for oncological home care and palliative care.

**In May 2023 at the Teatro Grande in Brescia, Gruppo WISE supported the Rotary Club Brescia Sud Ovest Macclodio in the Solidarietà in Grande project, which raised 45,000 euros in donations, with an additional 15,000 euros allocated to other charitable associations in the territory.**

# Obiettivo Sorriso: alongside disability

GOAL 3



Health and  
well-being.

GOAL 4



Quality  
education

Obiettivo Sorriso: alongside disability. Health and well-being. Quality education. The Obiettivo Sorriso Association of Brescia is a nonprofit organization that promotes the well-being and social inclusion of people with disabilities through various activities and projects. In particular, the association focuses on organizing events and recreational, artistic, and sports workshops for people with disabilities of all ages. It also organizes training courses for educators, social workers, and families on disability and inclusion topics and provides families of people with disabilities with a listening, counseling, and psychological support service. Gruppo WISE **has been supporting this charitable organization for a long time and, in 2023, facilitated a fundraising effort that reached 20,000 euros, used to develop and support initiatives in support of educational and inclusive initiatives related to theater.**

# Support and promotion of the activity of Brescia Respiro

GOAL 3



Health and  
well-being

The Brescia Respiro Association aims to support clinical, organizational, and scientific activities in pneumology in Brescia and nationwide. Its commitment is focused on scientific research and improving the treatment of respiratory diseases through scholarships for university and post-university education, grants for the acquisition of material and immaterial goods, funding for research projects in oncology and beyond, as well as raising public awareness about the prevention of respiratory diseases. **Gruppo WISE supported the association by providing the realization of a new project identity,** which included the creation of a new logo, a new visual identity, and a presentation useful for promoting and disseminating its activities in the area.

# “School helps school”: aid for post-flood reconstruction in Emilia Romagna.

GOAL 9



Enterprises, innovation, and infrastructure.

GOAL 11



Sustainable cities and communities

The devastating flood that hit Emilia Romagna in May 2023 caused damages of almost 10 billion euros. In addition to public and private infrastructures, commercial and industrial activities, 105 state school buildings were affected by the flood effects, of which 49 faced difficulties in resuming educational activities. “School helps school” was the first project to have a private school institute as its promoter in support of a state school. The group of organizing institutes, Little England, BMSB - Bilingual Middle School of Brescia - and BHSB - Bilingual High School of Brescia -, joined forces to actively support the “Francesco d’Este” Comprehensive Institute in Massa Lombarda (Ravenna) through a fundraising effort to purchase school supplies needed for the full resumption of activities. Gruppo WISE supported this project, helping to raise 14.170 euros for the flood-affected institute, benefiting students and the community.

# “Three times culture,” in support of the national artistic heritage.

GOAL 4

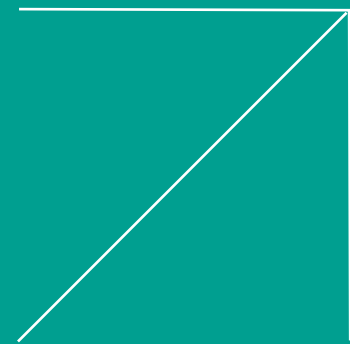


Acquiring new skills represents a sure investment for individual and collective success

For Brescia, 2023 will remain a symbolic year of rediscovered pride aimed at the attractiveness of its territory and the excellent value of its artistic and cultural heritage. A collective memory revitalized by the appointment, together with the city of Bergamo, as Capital of Culture. In this vein, Gruppo WISE supported the “Three times culture” project, conducted by the Rotary Club Brescia Valtenesi, aimed at raising funds for the restoration of the work “La Lavandaia” by Giacomo Ceruti - the “Pitocchetto” - a prominent exponent of eighteenth-century painting active in Brescia. His nickname, attributed specifically to the city of the Lioness, derives from his artistic genre which mainly depicted the poor, the rejected, the vagabonds, and the peasants (the “pitocchi”), portrayed in large-format paintings with a documentary style and a spirit of human empathy. This initiative supported by Gruppo WISE, inspired by the 2023/2024 Rotary presidential theme “Focus on mental care,” in which culture revives one of its fundamental meanings, namely an irreplaceable tool for individual and community care.

# .04 Objectives for 2024

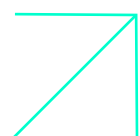
Investing in people is the best way to  
invest in a better future for all.





# Breathe, together, a better future.

Together, we can make  
a difference.



**Gruppo WISE is committed to creating a better future for everyone, where equity and sustainability are the pillars of a fairer, more inclusive society, and a more central and protected environment.** Our organization intends to pursue these same objectives tomorrow as well, consolidating practices already pursued externally, including environmental, social, and economic sustainability projects, responsible practices shared with partners, suppliers, and stakeholders to adopt responsible conduct and reduce the environmental impact of our activities, and social responsibility projects for the benefit of the communities in which we operate.

Gruppo WISE's commitment, however, also aims to constantly raise its own proposal aimed at human capital, an invaluable asset of its activity. Also in 2024, we will promote a corporate culture based on diversity, inclusion, and the well-being of our employees, through welfare initiatives that improve their health and satisfaction. One example will be providing free gym memberships for employees to use. Furthermore, great attention will be given to ensuring equal opportunities for all through targeted policies and a safe and healthy work environment, investing in the professional growth of employees, offering training and continuous development opportunities. Gruppo WISE is deeply convinced that people are the most valuable resource: investing in their talent and well-being means building a solid company that is prepared for the challenges of the future.



## Investing in their talent and well- being means building a solid company prepared for the challenges of the future.



**WISE**

gruppowise.com

