

SUSTAINABILITY

REPORT 2021

Reflections – ideas – steps
for the future



We are delighted by your interest in our sustainability report! We would like to ask you to help us on our path to a more sustainable future by **not printing** this report. We deliberately opted for a PDF version, and by doing so would like to contribute to a change in thinking.

IN THE SPIRIT OF THE MOTTO:



**THINK
BEFORE
YOU PRINT.**

About the sustainability report

- + **Reporting period:** 01.01.2020 – 31.12.2020
- + **Goals set for:** 01.01.2021 – 31.12.2022
- + **Reporting cycle:** two yearly
- + **Data collection:** The project team, in cooperation with the CEOs, created a weighting of possible topics in advance. Relevant data was measured or, in the case of existing information, compiled.

The sustainability report was prepared in line with the international standards of the Global Reporting Initiative, Core option. An overview is available in the appendix.

The sustainability report and the data it contains have been checked by an external expert.



Foreword

Dear reader,

Preparing our first-ever sustainability report for the pandemic years 2020 and 2021, of all things, somehow didn't quite make sense to us at first, either. But then we realised that these years and the unprecedented challenges they have presented offered us the chance to take an intensive look at the future. What better time could there be to start asking essential questions than right now? We're asking ourselves how our responses to these drastic experiences can, should, and must look. How we can rise to the demands that our stakeholders, society, and the environment will make of us over the coming months and years. How we can shoulder the responsibility that falls to us. During countless discussions with customers, employees, partners, and public figures, we have realised that the crisis will lead to a change of values: especially in tourism, especially in the Alps. We want to be prepared for this change.

A sustainability report is the opportunity to take a look back at what has happened throughout the years that the company has existed. To analyse where we are at this point in time and to decide in which direction we want to develop in the medium- and long-term. What better time to tackle the challenges of the future than right now?

Sustainability will also play a decisive role for our customers in the near future and beyond, especially in tourism. In our first sustainability report, we would like to investigate together with our stakeholders and, above all, our employees, where we stand at the moment, where there is potential for further development, and which goals we can and wish to set ourselves over the coming years when it comes to sustainability.

Brandnamic stands for team spirit, flexibility, creativity, and innovation. Our successes are won as part of a team, working together to achieve sustainability. What better time to create awareness of sustainability than right now: both within the company and beyond? What do you think?

We look forward to receiving your feedback at nachhaltigkeit@brandnamic.com and would love to discover what we should focus on in future. Sustainable together.

Brandnamic management

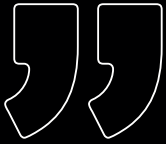
Hannes Gasser

Michael Oberhofer

Matthias Prader

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Alois Kronbichler
Managing Partner,
Kohl & Partner

“Sustainability doesn’t only mean doing all that is technically possible to protect our environment. Above all, sustainability means paying attention to how I treat myself, how I treat employees, how I treat customers/guests, how I treat my partners. And when it comes to that, I’d like to give Brandnamic high praise: for the appreciation that you show people every single day and that is reflected in a beneficial working atmosphere. Thank you for the sustainably good cooperation on our joint projects!”

Goals



Sustainable success

It is our goal to become the best full-service marketing agency in the Alps.



Sustainable communication

We create greater awareness of sustainable travel and support our customers in finding and communicating their sustainability strategies.



Sustainable for the region

As a successful company, we maintain and create jobs for highly qualified employees in the region.



Sustainable responsibility

Employee satisfaction is close to our hearts. We want to boost this with programmes for further development, physical and mental health, as well as to promote sustainable thinking and actions.



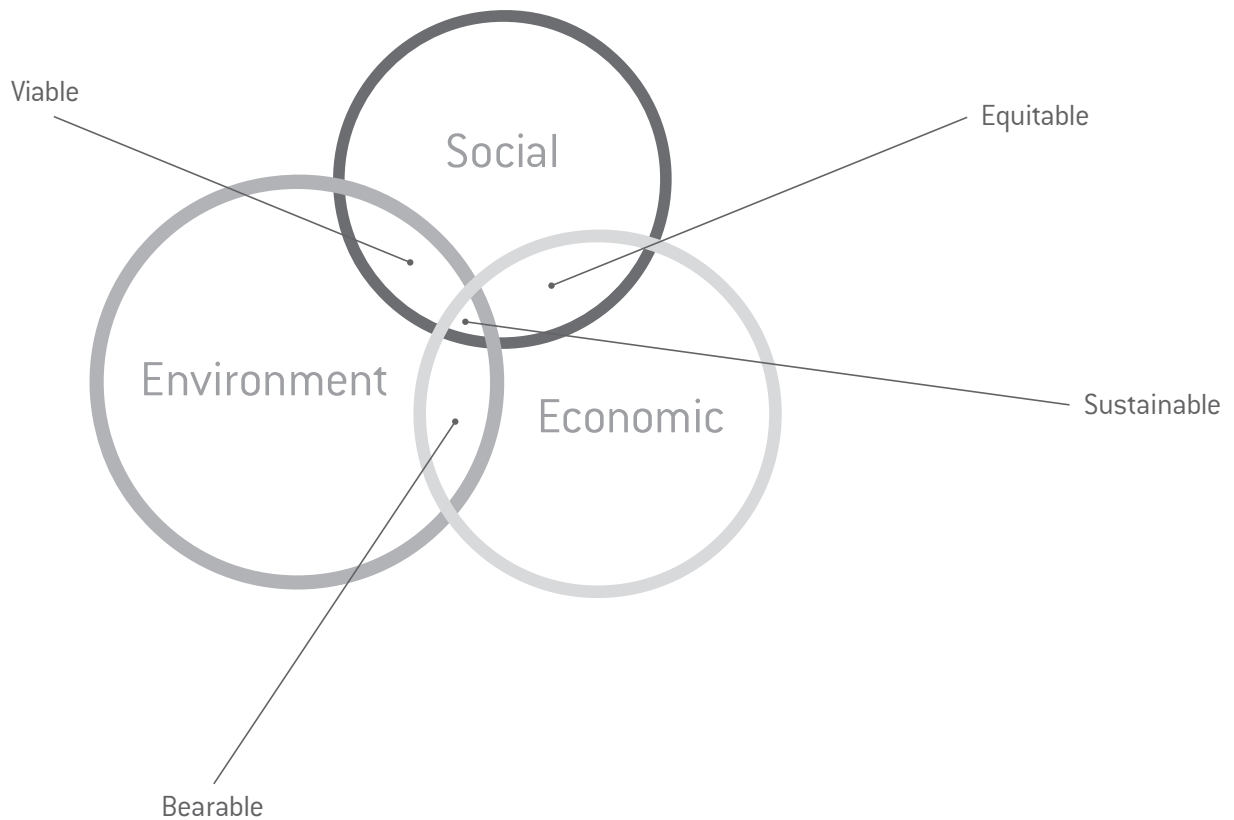
Sustainable for the environment

Over the next two years, we want to establish what our CO₂ footprint is and introduce measures to reduce it.

Brandnamic's sustainability strategy



Brandnamic's first sustainability report is the **starting point** of our sustainability strategy. We have purposefully taken the time to develop a better understanding of what effects our actions as a company have on the environment and our stakeholders. While doing so, we discovered **positive aspects**, but also **recognised potential** for improvement. With the **goals** that are defined in this report and the figures that show how our development is progressing, we are accepting corporate responsibility for the coming years and future generations.



**Our motivation:
Continuous improvement of**

- + the services we offer our customers with a focus on raising awareness of sustainability
- + the workplace on the Brandnamic Campus as our employees' creative space
- + measures to reduce our CO₂ footprint

Humanity, the planet, cooperation, equity, prosperity, and dignity are all focal points of sustainability efforts worldwide. It is in these areas that we want to maintain and develop further the processes that are already successfully embedded in our company and implement new, innovative ideas on our path to a sustainable future.

World Commission on Environment and Development (1987): Our Common Future. Report of the World Commission on Environment and Development. Published as an annex to General Assembly Document A/42/427. Oxford University Press, Oxford.

Sustainability is **much more than just a trend** and buzzword. Sustainability represents the foundations for ensuring that humankind can continue to live on this Earth in dignity in the coming years and decades, giving people the chance to shape their lives as they wish. Only when the economic, environmental, and social spheres work together in unison will we be able to achieve sustainability as defined by the Brundtland report in 1987: *“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”*

Sustainability is not a limitation, but a chance. Tourism in the Alps is built on the fact that guests and locals take equal pleasure in nature. Maintaining and preserving these natural spaces is therefore not an opportunity, but an obligation. The subject of sustainability will gain ever greater importance and urgency over the coming months and years, particularly for our customers in the tourism industry. We wish to support them in this endeavour as a well-informed, experienced partner. In the future, travellers, as well as consumers in many areas of life, will choose brands and companies that consciously act with sustainability in mind. We want to prepare ourselves and our customers for this future. The first Brandnamic sustainability report will concentrate on defining where the company stands in terms of the three pillars of sustainability.



REFLECTIONS

+ For the future

+ Employees

+ Customers

+ Figures

+ Trends

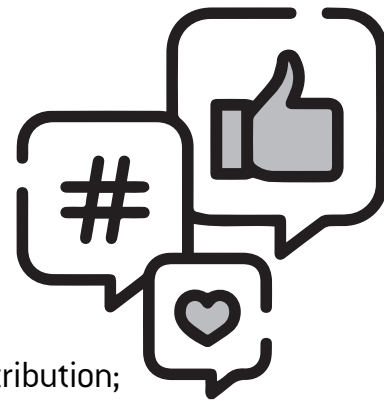
+ Outlooks

+ Insights

BRANDNAMIC

FACTS

INTERNAL AND EXTERNAL COMMUNICATION



Channel:

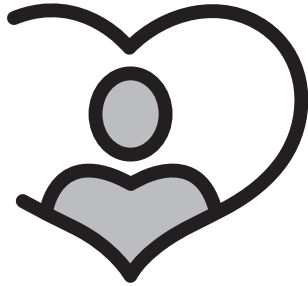
[Noun] A medium of communication, transmission, or distribution; that through which information, news, trade, etc. is conveyed.

Print ads	Chatbots	Newsletters
Newspaper reports	WhatsApp	Video chats
LinkedIn	Website	Snapchat
Instagram	Specialist articles	Xing
Facebook	Networks	SMS
TikTok	Face-to-face discussions	Twitter
Pinterest	Trade fairs	Letters
Telephone	Workshops	Catalogues
E-mail	Webinars	Brochures
Messenger services	Seminars	

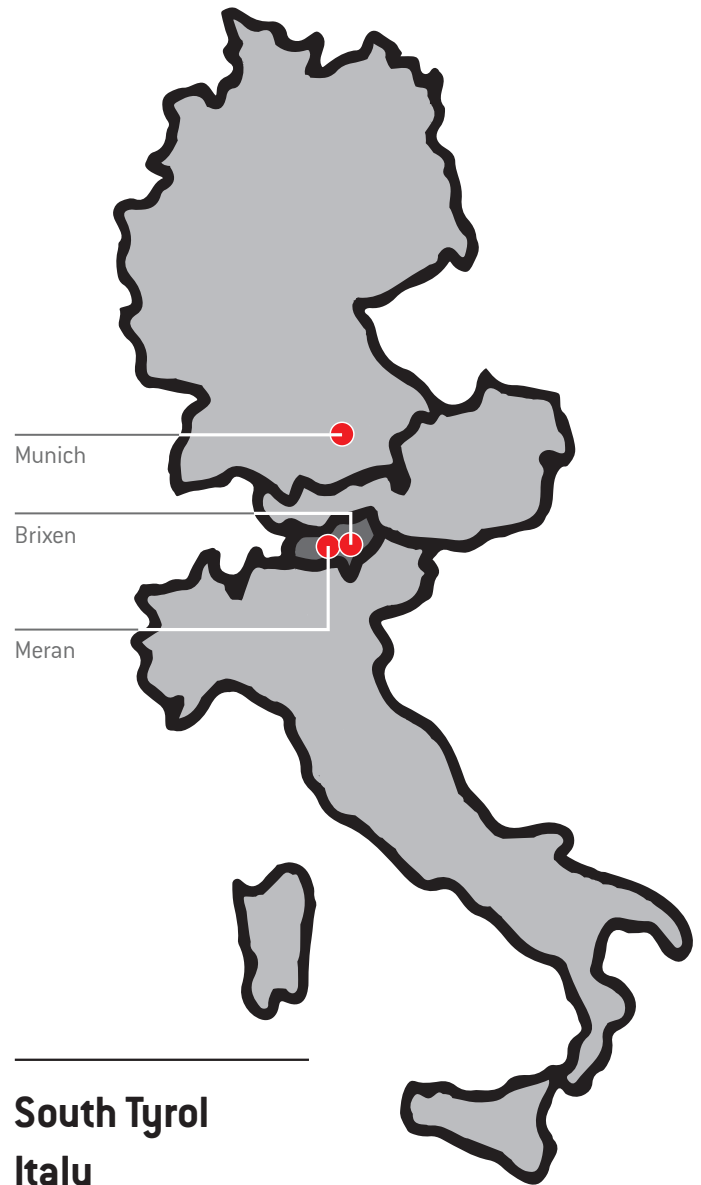
1,002 CUSTOMERS

124 employees

98%
customer
loyalty



03 LOCA-
TIONS



Turnover in 2020
17,000,000 euros



South Tyrol
Italy
Austria
Germany

9 TEAMS

MARKETS

SUSTAINABILITY AT

BRANDNAMIC AT

A GLANCE

TRANSPARENCY

For us, communication is more than just a business. Communication with our employees and stakeholders lies at the heart of Brandnamic's success. We place great importance on open, trusting exchange and dialogue on all topics – even the difficult ones. This helps us move forward together.

CUSTOMER SATISFACTION

At Brandnamic, our work revolves around the wishes, needs, and demands of our customers. We offer quality and punctuality, and believe all our customers have the right to a tailor-made solution to their needs. We always consider how we can adapt our way of working to impress our customers.

EMPLOYEE SATISFACTION

Our employees are at the heart of our company's success. That is why one of the key focuses of Brandnamic's sustainability strategy is employee satisfaction. Step 1 was the first employee satisfaction survey, step 2 the definition of goals and measures. But Brandnamic wouldn't be Brandnamic if we didn't go a step further and realise our vision of sustainable economies, committed to South Tyrol as an economic, future-oriented location.



RESPONSIBILITY

Brandnamic takes responsibility for the present to create a better future. To offer our employees an attractive, sustainably secure place of work. To be a reliable, committed partner for all our stakeholders. To accept responsibility in society for vulnerable and young people. To form a stable network with partners and suppliers, in which we strengthen one another and drive each other on. We take responsibility for today and for tomorrow.

FORWARD THINKING

We are all about innovation. Only those who keep up with the times can succeed on the market. Thanks to innovation and continuous improvement of our products, Brandnamic has gained a solid economic footing, thereby contributing to the sustainable economic development of the region.

AWARDS

In 2019, Brandnamic was awarded the seal of quality for family and work. 90% of the measures that were determined during the audit are already in place. We want to use these measures to remain an attractive employer for our employees and gain more creative talent to enable us to remain competitive and realise our vision.

CREATIVITY

Creativity and communication are our core competences. To create a working environment where these elements have space to freely develop, in 2020 we began renovating the Brandnamic Campus, completing work in spring 2021. That means we have created more space for optimal working conditions and gained room to meet our employees' needs in a modern working environment. Brandnamic means space for creativity and communication.





IDEAS

+ Concepts

+ Production

+ Vision

+ Creativity

+ Daring

+ Innovation

+ New ideas

+ As a team

Brandnamic – the company

MILESTONES

1997

Consultancy
firm Lucerna
was founded

Moved to the Syncom building in
the Brixen industrial zone

Consultancy firm Lucerna sold to
Hannes Gasser, Michael Oberhofer,
Matthias Prader

2009

2015

Parent company
HMM srl founded

HMM

The Tourism
Group

brandnamic

gasser | oberhofer | prader

The Brandnamic team now has
more than 50 members

Name changed to
Brandnamic srl

2010

2020

Acquired shares in
OMS Digital Solutions GmbH

OMS
DIGITAL
SOLUTIONS

2020/21

Renovation and expansion
of the Brandnamic Campus

2021

Acquired shares
in Stec GmbH

MediaPad Der Online-Zeitungskiosk
für Ihr Hotel


2019

Moved to Brandnamic
Campus in Pairdorf

brandnamic
campus

More than 100 employees
now work for Brandnamic

Family and Work audit

 audit
familiendberuf
famigliaelavoro

2018

Acquired shares in
Yanovis GmbH

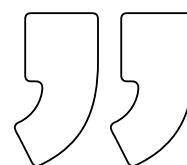
YANOVIS
VISIONS BECOME SOFTWARE

Brandnamic – the company

KEY FIGURES

FOR 2020

Total annual turnover	€17,000,000
Employees	124
Percentage of women in team leader positions	50%
Part-time quota 2020	16.95%
Average full-time equivalent	114.79



“What I appreciate about Brandnamic is that you don’t just sit back, but always stay innovative, develop yourselves, and deliver solutions. Your incredibly rapid support is of great value, as is the way you think in ‘magic moments’. We never feel alone, but always supported in the best way possible. All the best and keep doing what you’re doing!”



Klaus Alber
CEO of
Miramonti Hotel



Brandnamic – vision

WHY do we do what we do? We want to be the best tourism marketing agency in the Alps. And there's more: We want to revolutionise tourism marketing in the Alps! That is our primary objective, which drives us and charts our course, and which we strive towards every single day.

In concrete terms, that means that we want to make the destinations and hotels of our customers so alive and tangible for guests that they simply have to travel there – and that no bed remains empty in our customers' hotels. We impress with our quality, reliability, and absolute customer focus.

We search for **sustainable, economic success** in all we do – while always keeping it at the forefront of our minds that our employees are the heart of our company.



Brandnamic – values

Our values express how we realise our vision in our daily work. **Team spirit** is the be all and end all for us: Only together are we strong, only together are we Brandnamic. Each of our employees works in a **commercially aware**, independent, and responsible manner.

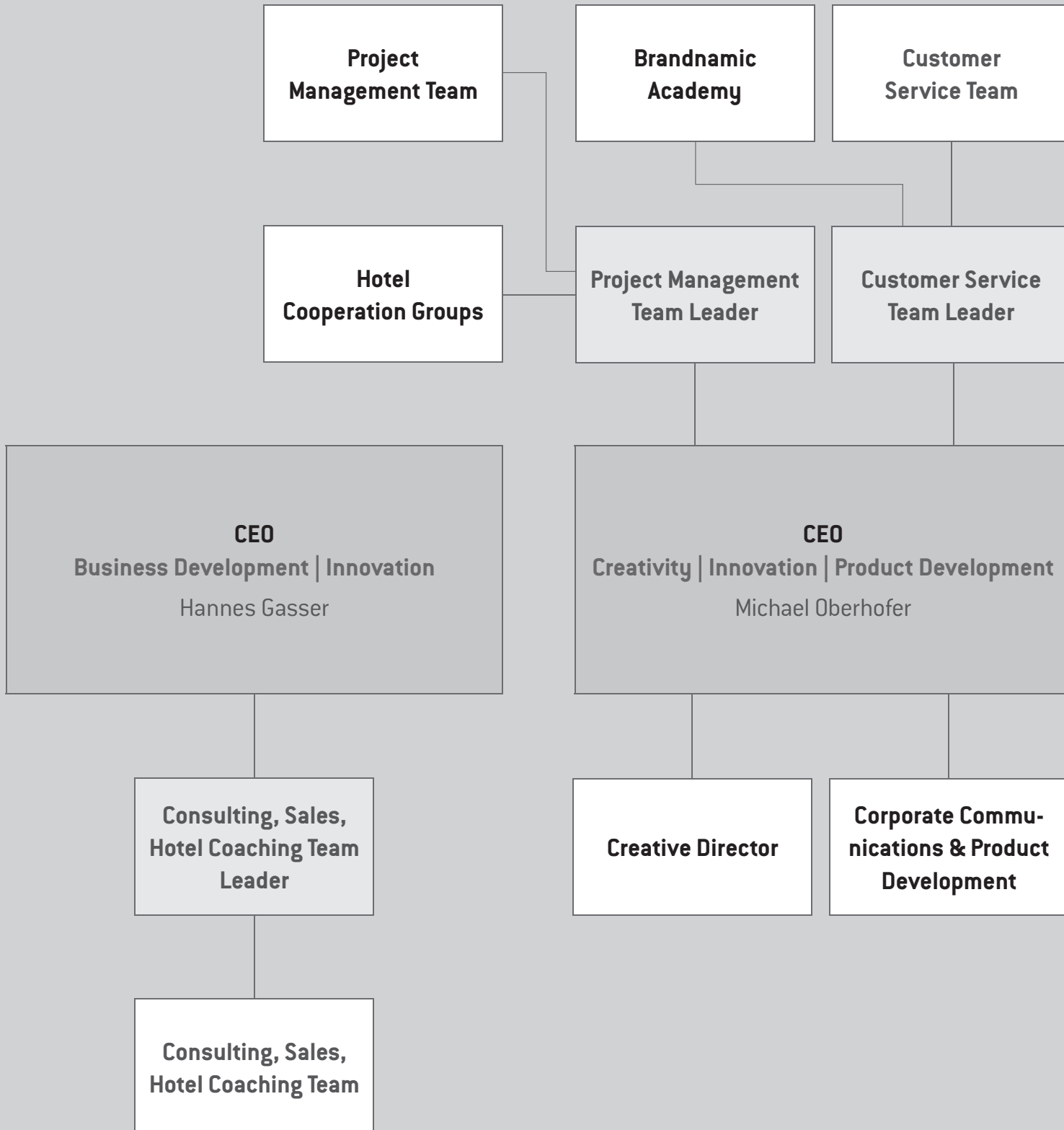
Problems? You won't find them here – we create **solutions**.

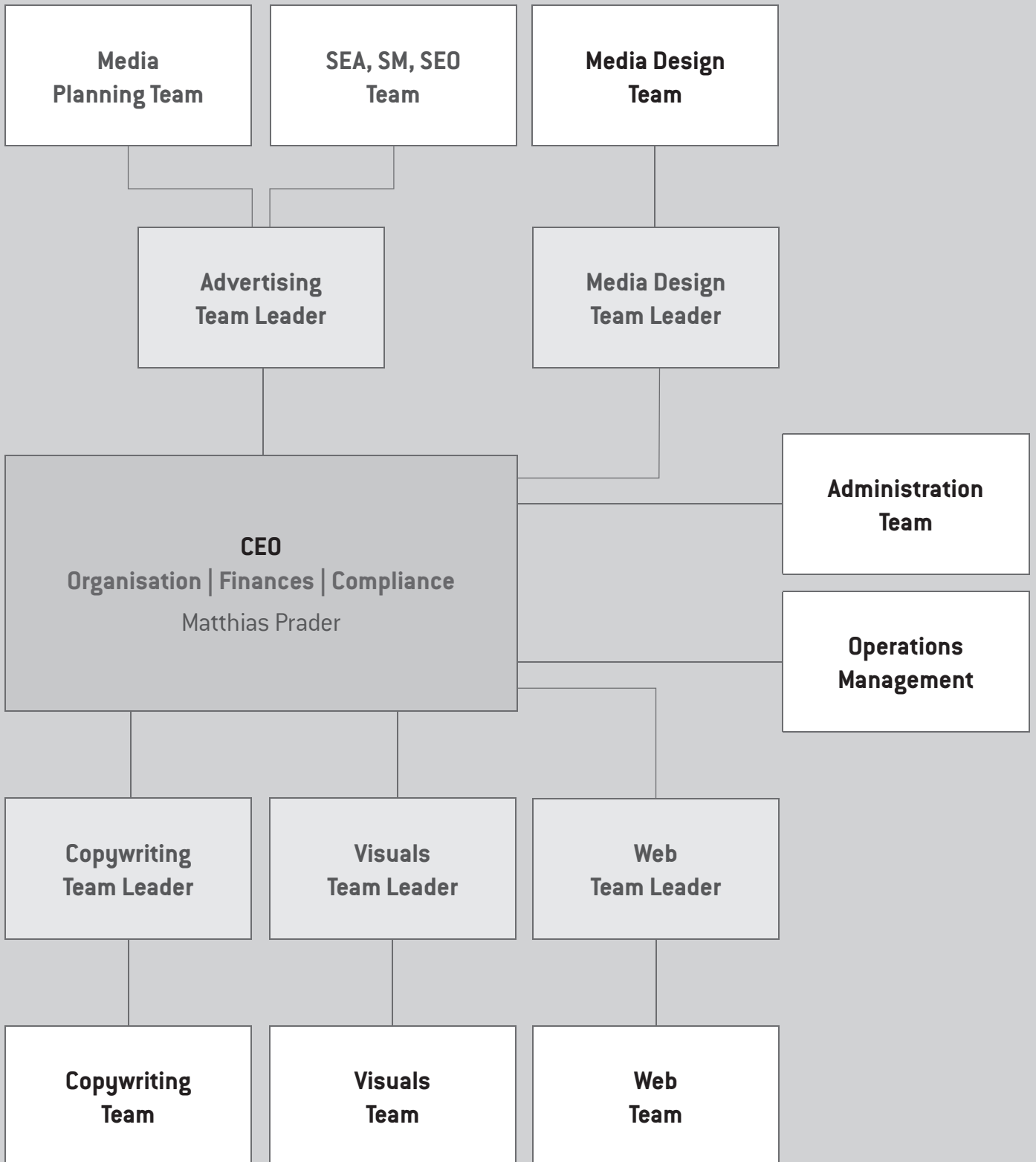
We give our all for the success of our agency and are commercially minded.

We only make promises that we can keep. We adapt our workforce flexibly to the project requirements and ensure **top quality**.



Brandnamic – organisational chart






Brandnamic – stakeholders

For us, the key to success lies in open, transparent communication with our stakeholders, and it was in consultation with them that the main focuses of our sustainability strategy were defined.

GOAL: In each sustainability report, one group of stakeholders will be focused on. The first is the group that creates Brandnamic's success: the employees.


2021 MEASURE:

online employee satisfaction survey

 complete

2021 MEASURE:

discussions with owners

 complete


2022 MEASURE:

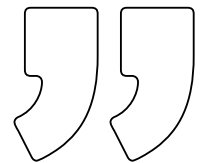
online customer satisfaction survey

 planned

2023 MEASURE:

discussions with suppliers and partners

 in progress



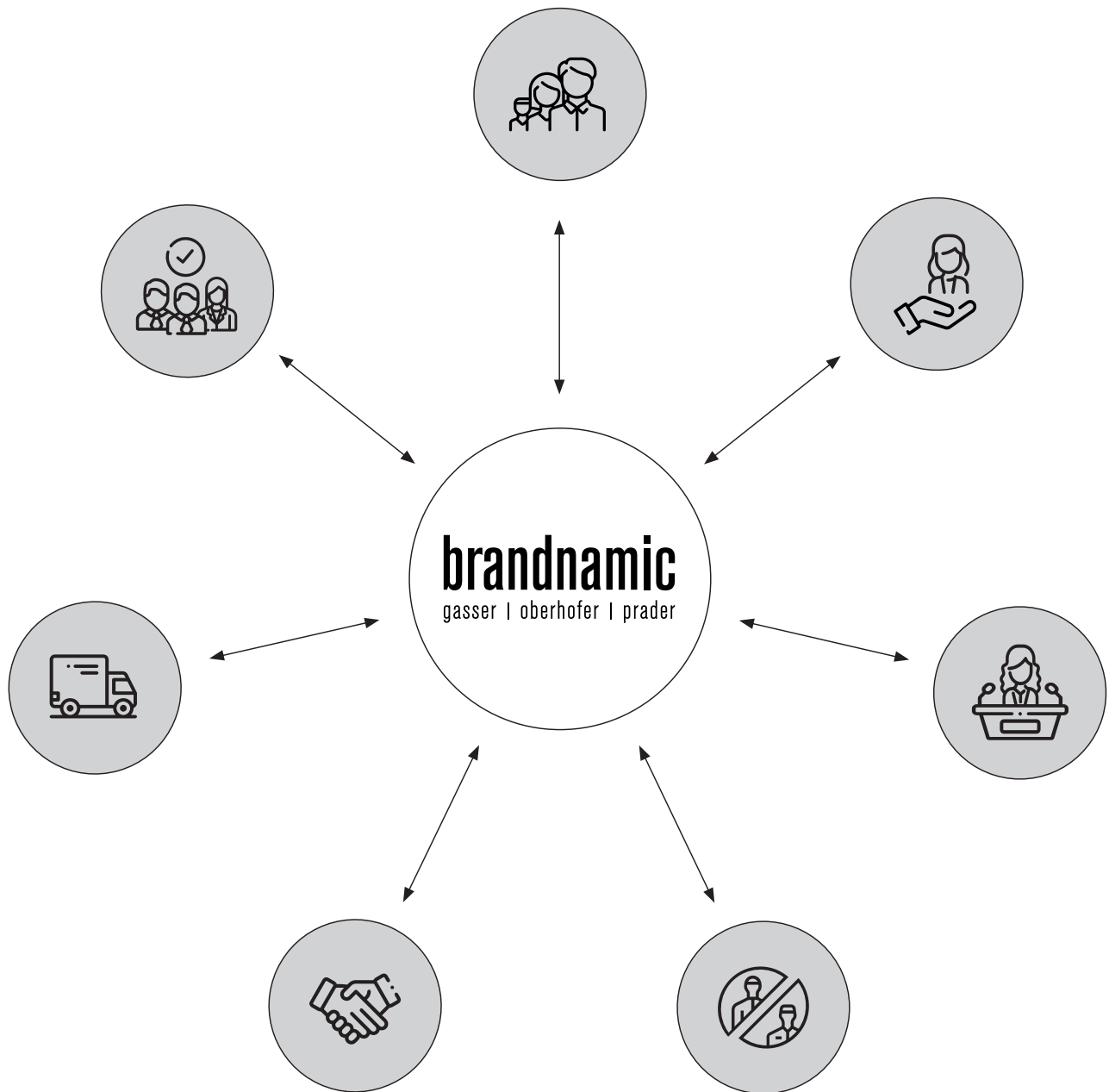
Wolfgang Töchterle
Marketing Director,
IDM Südtirol

“I appreciate the holistic approach and fantastic innovative power of Brandnamic; a company that has proven itself a reliable, loyal partner of IDM. Our mutual trust enables us to make an important contribution to the continued development of the South Tyrolean tourism economy.”

“Brandnamic’s impressive business philosophy plays a pioneering role in Alpine tourism. Through its drive to create change, Brandnamic demonstrates that social and environmental action can go hand in hand with economic activity, and in fact needs to be a firm part of the tourism industry of the future.”



Theresa Haid
CEO of Vitalpin



Employees



Competitors



Society



Customers



Partners



**Politicians and
authorities**



Suppliers

Key sustainability topics

The materiality matrix shows that regional economic development through responsible corporate governance, privacy, employee satisfaction, and resource usage are key topics for our stakeholders. A materiality assessment was conducted in conjunction with the preparation of this sustainability report. For this, our stakeholders' views were brought together with those of the company and analysed to discover which topics were of greatest significance for Brandnamic when it comes to the company's sustainably successful development. The graphic shows the key topics in a matrix.

Topics of high relevance for Brandnamic

Customers: Our customers are some of our most important stakeholders. Our mission is to create the highest value for our customers through innovative, high-quality, user-friendly products. Through target-oriented consulting and individual marketing measures, we strengthen our customers' brand and ensure their long-term success.

Employees: Brandnamic's success requires modern human-resources management that is attractive for new talent and offers existing employees an environment where they can develop themselves and their skills. It is indispensable that we take care of our employees and ensure that their health and well-being are promoted and boosted. Fair wages, continuous further development and training, and a good work-life balance help us achieve these goals.

Privacy: Increasing levels of digitalisation make data protection one of our main focuses. With cutting-edge IT and cyber-security measures, we ensure comprehensive protection, and regular training means we are always at the forefront of technological developments.

Other relevant topics

Local economy, social responsibility, regionality, waste

No risks for people or the environment originate from the Brandnamic Campus in Pairdorf. We maintain excellent relationships with local and regional stakeholders and support sport, youth, and culture wherever possible. By doing so, we want to give back some of our success and strengthen South Tyrol over the long term as a place to live and an economic centre.



RELEVANCE FOR BRANDNOMIC



Regionality



Further development



Privacy



Social engagement



Fair wages



Transparent communication



Waste



Work-life-balance



Local economy



Employee satisfaction



Corporate governance

The organisational model as per Italian Legislative Decree 231/2001 is applied to raise awareness of correct, transparent behaviour among stakeholders and to prevent the criminal offences set forth in the decree from being committed. We view the principles provided for in Legislative Decree 231 as essential for protecting our company's position and image, as well as our employees' jobs.

Accordingly, management made the decision to introduce organisational model 231 and to nominate a supervisory body. The supervisory body is responsible for continually checking the appropriateness, effectiveness, and functionality of the organisational model and ensuring that the model is complied with. It carries out this duty autonomously and independently, and is not hierarchically subordinate. The supervisory body must be informed of any circumstance or occurrence that could represent non-compliance with the organisational model or could constitute the company's criminal liability as set forth in Legislative Decree 231/2001. This reporting requirement applies for all employees, external persons, and third parties. Reports of unpermitted actions to the supervisory body are made anonymously to protect the integrity of the employees. A physical and electronic inbox will be set up for this purpose, which only the members of the supervisory body will be able to access. In financial year 2020, no sanctions were raised against Brandnamic by the supervisory or legal authorities, and no cases of corruption were documented.

0 SANCTIONS	DUE TO INFRINGEMENTS OF COMPETITION LAW
0 SANCTIONS	DUE TO INFRINGEMENTS OF ENVIRONMENTAL LEGISLATION
0 SANCTIONS	DUE TO INFRINGEMENTS AS A RESULT OF CORRUPTION OFFENCES
0 CHARGES	AS A RESULT OF DISCRIMINATION

Potential non-financial risks

	Risk description	Risk prevention measures
ENVIRONMENTAL	<p>Climate change: protection of Alpine nature, upon which tourism in South Tyrol is built</p> <p>Availability of resources: risk of cost increases due to inefficient usage</p> <p>Over-tourism: risk of loss of reputation and damage to image of the Alps as a tourist destination</p>	<ul style="list-style-type: none"> + Monitoring of consumption values and potential adjustment of measures + Raising awareness among customers with regard to sustainability and improving external communication with guests
SOCIAL – EMPLOYEES	<p>Health and safety risks in the workplace</p> <p>Risk of skills shortage</p> <p>Risk of not meeting the expectations of employees with regard to their development and training at Brandnamic</p>	<ul style="list-style-type: none"> + Training and further development + Brandfit health programme + Cooperation with schools throughout South Tyrol + Trainee positions at Brandnamic
SOCIAL – CUSTOMERS	<p>Risk of breaching data protection or privacy regulations</p> <p>IT security</p>	<ul style="list-style-type: none"> + IT security regulations + Continuous monitoring of processes + Complaints management training + Raising awareness among employees + Strict security measures + Investments in cutting-edge software and hardware + 2-factor authentication

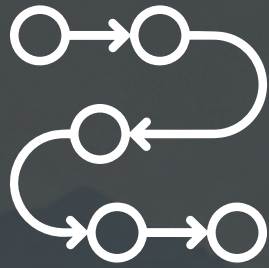


Training: for delighted customers

At Brandnamic, we place great importance on continuously training our employees, thereby constantly expanding their skills and expertise. We are firmly convinced that innovation and current know-how are the key to providing our customers with the best consulting and products. Satisfied customers are the foundations of our success. The Brandnamic credo also applies here: We don't just aim to satisfy; we aim to delight.



b academy



STEPS

+ Progress

+ Measures

+ Direction

+ Decisions

+ Controlling

+ Communication

+ Ideas



We have selected these sustainable development goals from the United Nations' 2030 Agenda, as they constitute the best match to both our materiality topics and the options available to us.

Employees and society



The reduction of poverty, the promotion of health and well-being, the development of a high-quality training programme, and gender equality are all close to our hearts and also represent a responsibility that we willingly take on.

Economy



South Tyrol is an economic centre that we wish to safeguard and promote over the long term. Fair working conditions and healthy economic growth, the constant pursuit of innovation, the improvement of infrastructures, and the reduction of inequalities are our contribution to sustainable economic development.

Environment



Responsible consumption is something we practise every day. We want to give our employees the best possible support in doing so and take sustainable action in the areas of waste reduction and proactive avoidance of plastics.

Survey

We are convinced that Brandnamic's success is firmly rooted in the work of our employees. That's why we carried out an online employee satisfaction survey, the results of which have been used to create our next social goals and measures. Because a company that is attractive to employees retains qualified, motivated people workforce and is victorious in the fight for the best talents on the labour market. The Covid-19 crisis in particular has demonstrated that flexibility and team spirit are two central company values. The switch to working from home went smoothly and with high levels of dedication, and showed us how quickly we can act and react in times of crisis. Thanks to our open communication strategy, all our employees were and continue to be kept informed of important developments and can provide their feedback quickly and easily.

94%

believe the employee survey is useful



103

PARTICIPANTS

74%

RESPONSE RATE

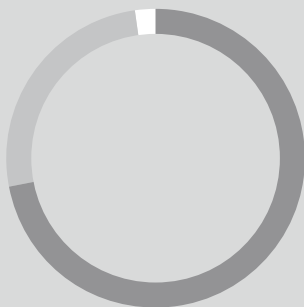
CEOs

● YES ● MOSTLY YES ● MOSTLY NO



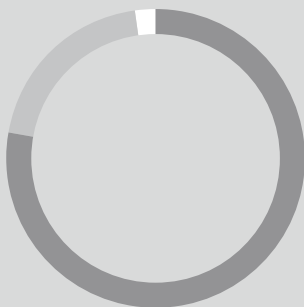
I am satisfied by the work done by the CEOs.

● 75% ● 25%



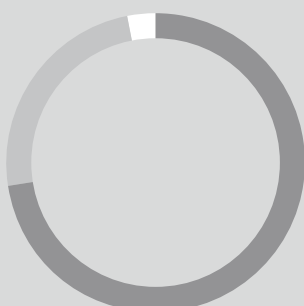
Brandnamic offers a secure workplace.

● 72% ● 26% ● 2%



Brandnamic is an attractive employer in South Tyrol.

● 78% ● 20% ● 2%

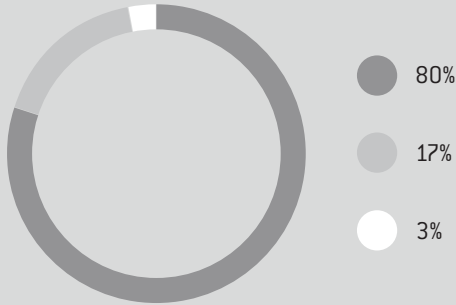


I would recommend Brandnamic as an employer.

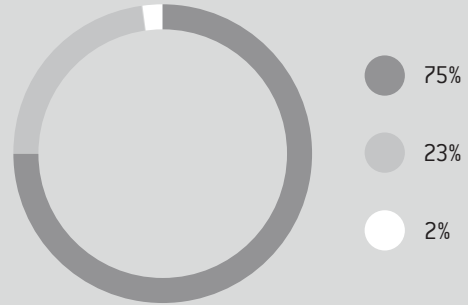
● 73% ● 24% ● 3%

Teamwork

I like working in my team.



If I had to decide again today, I would apply to Brandnamic again.



How I get to work:



71%
by car



18%
in a car pool



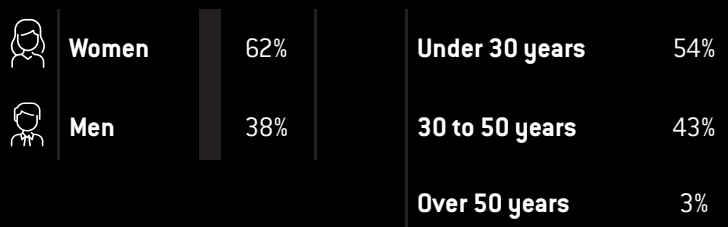
4%
using public transport

The heart of Brandnamic – our employees

all data collected on 31.12.2020

TOTAL EMPLOYEES 124

Full-time equivalent: 114.79



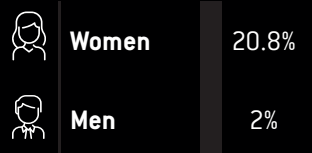
TOTAL TEAM LEADERS 8



0

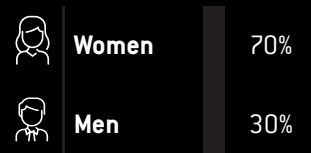
**WORKPLACE ACCIDENTS
IN 2020**

PART-TIME EMPLOYEES



[percentage of all employees]

NEW HIRES IN 2020



AVERAGE YEARS OF SERVICE

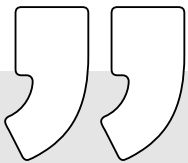
Management	14.2 years
Team leaders	6.8 years
Employees	2.96 years

NUMBER OF HOURS WORKED IN 2020

183,474

Brandnamic team benefits in 2020

- + Flexible organisation of working hours outside core hours
- + Weekend begins at 2 p.m. on Friday
- + Gym
- + Own chef for healthy, delicious, regional breakfast and lunch
- + Use of regional products
- + Supplementary health insurance



Lena Lehmann
Copywriting team

“You can say anything, do anything, think anything. There are no limits to your freedom and creativity – except your own! But what gets discussed in the agency, stays in the agency. Just like a little family.”

“For me, Brandnamic is the perfect symbiosis of professional development and space for my own personal growth.”



Jonas Raas
Consulting team



Brandnamic's sustainability goals:

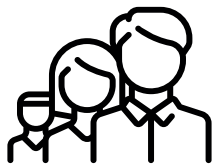
Social goals
up to 2023

 complete












 in progress

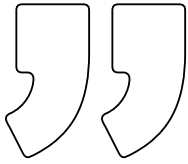
 planned

EMPLOYEES



- + Receive more high-quality applications
- + Ensure the physical and mental well-being of our employees
- + Renew Family and Work audit in 2022
- + Reduce fluctuation rate to under 10% per year

Goal	Status	Measures
Receive more high-quality applications Winner in the "war of talents"	  	Intensify cooperation with schools and universities in South Tyrol Increase employee satisfaction and improve word-of-mouth Revise application process
Renew Family and Work audit in 2022	 	Implementation of the measures from 2019: physiotherapy, employee accommodation, events for employee health, hairdresser Evaluation of implemented measures
Reduce fluctuation rate to under 10% per year	  	Revise the on-boarding process Intensive support of employees in their first year Implementation of a regular feedback system
Ensure the physical and mental well-being of our employees	 	Expand range of events for physical health Develop events for stress management, resilience, and mental fitness
Organise training in a more modern, professional manner		Introduction of e-learning tool



Ralf Kohler
Visuals Team Leader

“What I appreciate the most? The cool team, the flat hierarchies, the innovation and creativity in every corner of this building. Basically: I feel at home here, and I can’t recommend working with Brandnamic enough.”

ENVIRONMENTAL GOALS



- + Collect data on CO₂ footprint
- + Raise awareness and train employees on sustainability
- + Evaluate business travel and employees’ journey to work
- + Further reduce paper usage and/or compensate for this
- + Reduce plastic waste

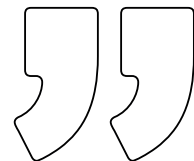
Goal	Status	Measures
Collect data on CO ₂ footprint	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Introduce KPIs to measure CO₂ footprint Set up working group
Raise awareness and train employees on sustainability	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Events on sustainability “Sustainable Brandnamic 2022” ideas competition Set up collection point for sustainability ideas
Evaluate business travel and employees’ journey to work	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Conduct employee survey Evaluate business travel Renew fleet of vehicles
Further reduce paper usage and/or compensate for this	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Raise awareness amongst employees
Reduce plastic waste	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> No plastic cups, cutlery, or bottles available on campus Provide all employees with a glass water bottle

ECONOMIC GOALS



- + Increase customer satisfaction
- + Support regional value creation
- + Maintain economic sustainability

Goal	Status	Measures
Increase customer satisfaction	<ul style="list-style-type: none"> 🚩 🚩 	<ul style="list-style-type: none"> Customer satisfaction survey 2022 Implement cross-team complaint system
Support regional value creation	<ul style="list-style-type: none"> 🚩 🚩 🚩 	<ul style="list-style-type: none"> Feedback session with current suppliers Create evaluation system for future suppliers Support regional projects with a focus on sustainability
Maintain economic sustainability	<ul style="list-style-type: none"> ⚙️ 	<ul style="list-style-type: none"> Long-term investment in modern technologies and products
Increase IT security	<ul style="list-style-type: none"> ⚙️ ⚙️ 	<ul style="list-style-type: none"> Raise awareness and train employees Invest in cutting-edge software and hardware



“As the municipal administration, we are constantly striving to promote sustainable projects and boost Brixen as an economic centre. In 2018, we became Alpine Town of the Year. We view this award as a duty to create a viable future and support sustainable projects, such as the development of district heating, the city bus, the eBike2Work project, the plastic-free refill campaign, and the sustainable mobility plan for Brixen. We are delighted when companies join us in working towards these goals and dedicate themselves to the city's sustainable development together with us. Brandnamic is one of these innovative companies in our municipality, and we would like to thank you for that.”



Peter Brunner
Mayor of Brixen

Global Reporting Content Index (core option)

Code	Key topics
ORGANIZATIONAL PROFILE	
GRI 102-1	Name of the organization
GRI 102-2	Activities, products, and services
GRI 102-3	Location of headquarters
GRI 102-4	Location of operations
GRI 102-5	Ownership and legal form
GRI 102-6	Markets served
GRI 102-7	Scale of the organization
GRI 102-8	Information on employees
GRI 102-10	Significant changes to the organization: none
GRI 102-11	Precautionary principle or approach
GRI 102-12	External initiatives
GRI 102-13	Membership of associations
STRATEGY	
GRI 102-14	Statement from senior decision-makers on sustainability
ETHICS AND INTEGRITY	
GRI 102-16	Values, principles, standards, and norms of behavior
GOVERNANCE	
GRI 102-18	Governance structure
STAKEHOLDER ENGAGEMENT	
GRI 102-40	List of stakeholder groups
GRI 102-42	Identifying and selecting stakeholders
GRI 102-43	Approach to stakeholder engagement
GRI 102-44	Key topics and concerns raised

Code	Key topics
REPORTING PRACTICE	
GRI 102-45	Entities included in the consolidated financial statements
GRI 102-46	Defining report content and topic Boundaries
GRI 102-47	List of material topics
GRI 102-50	Reporting period
GRI 102-51	Date of most recent report: -, as first report
GRI 102-52	Reporting cycle: every two years
GRI 102-53	Contact point for questions regarding the report
GRI 102-54	Claims of reporting in accordance with the GRI Standards core option
GRI 102-55	GRI content index
GRI 102-56	External assurance
ENVIRONMENTAL PROTECTION AND SOCIAL RESPONSIBILITY	
GRI 103-1	Explanation of the material topic and its Boundary
GRI 103-2	The management approach
ENERGY CONSUMPTION	
GRI 103-1	Explanation of the material topic and its Boundary
GRI 103-2	The management approach
ENERGY	
GRI 302-1	Energy consumption within the organization
GRI 302-4	Reduction of energy consumption
EMPLOYEE SATISFACTION	
GRI 103-1	Explanation of the material topic and its Boundary
GRI 103-2	The management approach
EMPLOYMENT	
GRI 401-1	New employee hires and employee turnover
GRI 401-3	Parental leave
TRAINING AND EDUCATION	
GRI 404-2	Programs for upgrading employee skills

Code	Key topics
OCCUPATIONAL HEALTH AND SAFETY	
GRI 403-1	Occupational health and safety management system
GRI 403-2	Hazard identification, risk assessment, and incident investigation
GRI 403-3	Occupational health services (company doctor available)
GRI 403-4	Worker participation, consultation, and communication on occupational health and safety
GRI 403-5	Worker training on occupational health and safety
GRI 403-6	Promotion of worker health
GRI 403-9	Work-related injuries
DIVERSITY AND EQUAL OPPORTUNITIES	
GRI 405-1	Diversity of governance bodies and employees
NON-DISCRIMINATION	
GRI 406-1	Incidents of discrimination and corrective actions taken
COMPANY ETHICS	
Anti-corruption	
GRI 205-3	Confirmed incidents of corruption and actions taken
Anti-competitive behavior	
GRI 206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices
Environmental compliance	
GRI 307-1	Non-compliance with environmental laws and regulations
Public policy	
GRI 415-1	Political contributions
Marketing and labeling	
GRI 417-3	Incidents of non-compliance concerning marketing communications
Socioeconomic compliance	
GRI 419-1	Non-compliance with laws and regulations in the social and economic area
Effluents and waste	
GRI 306-2	Waste by type and disposal method

#WELOVEMARKETING

#ACTSUSTAINABLE

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