

# IMPACT REPORT

**“YEAR ZERO”**  
**FOR FEUDI DI SAN GREGORIO**  
**BENEFIT COMPANY S.p.A**



INSPIRED BY TOMORROW

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## LETTER FROM THE PRESIDENT

*The decision to become a Benefit Company, taken during our extraordinary Shareolders' Meeting held on 10th May, was both a confirmation and a starting point. It confirmed the commitment we undertook many years ago for sustainable action in environmental, social and economic terms, aimed not only at preserving the community of which we are a part, but also at trying to leave this world a little better than we found it. Numerous projects developed in recent years attest to this pledge: from the implementation of increasingly low-impact cultivation methods developed in partnership with national and international research centres, to the adoption of evermore-sustainable packaging components and the use of renewables, as well as social projects, such as the participation as a founding member in the San Gennaro Foundation. However, it was also a starting point, because for the first time we have established a multi-year programme that we have formally included in our Corporate Charter and from which measurable and concrete progressive objectives in various areas derive. This "initial" report, which is not required by the regulations governing Benefit Companies, therefore becomes a fundamental tool for defining the scope of our commitments, first and foremost for our corporate community and our main stakeholders. It is also a way of reaching out to all those who can advise and help us in our mission and would like to contribute to achieving the objectives we have set ourselves.*

ANTONIO CAPALDO  
Chairman of the Board of Directors

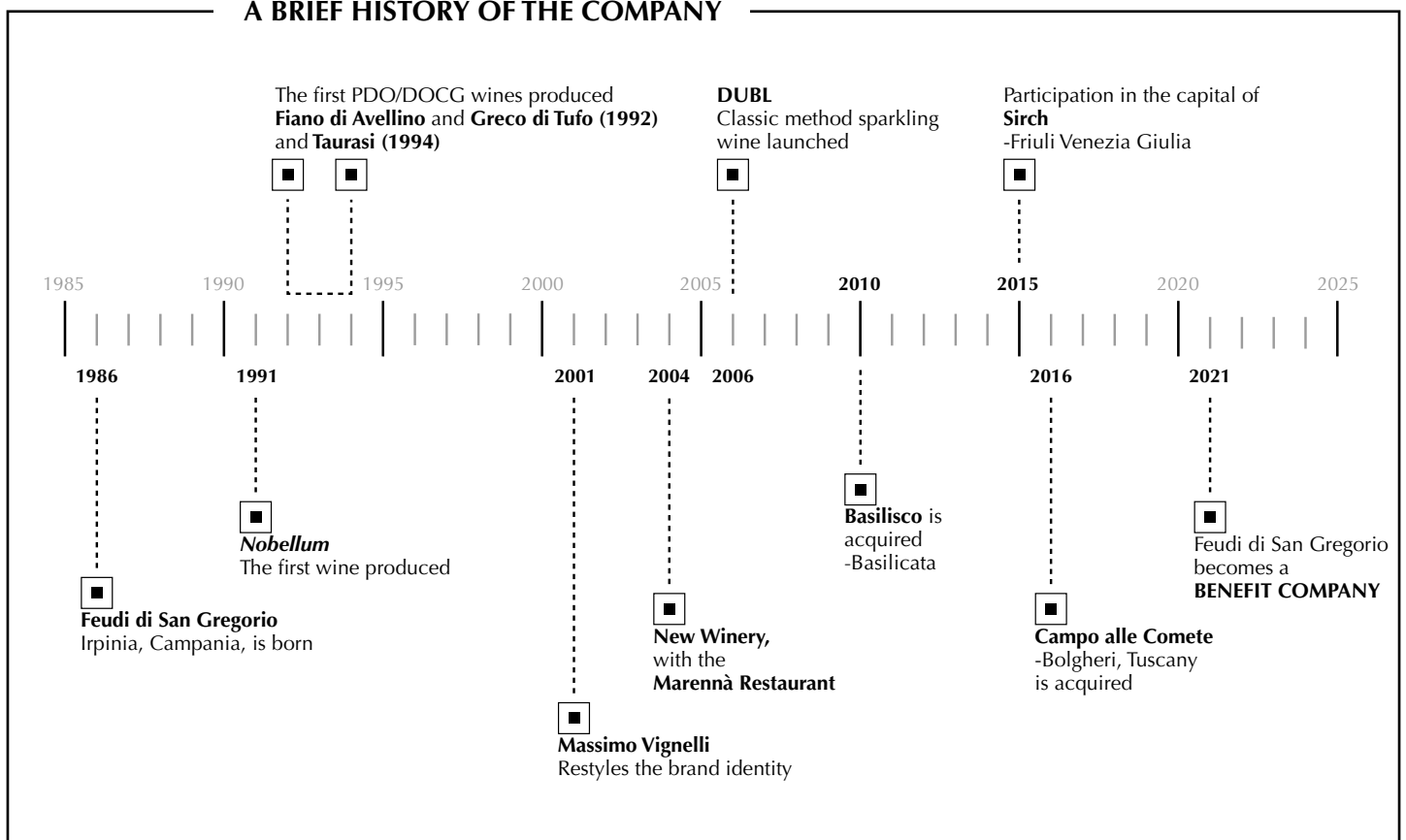


## FEUDI DI SAN GREGORIO: INSPIRED BY TOMORROW

Founded in 1986 by the Capaldo family, the Feudi di San Gregorio winery for over thirty years has been promoting the native grape varieties of the Campania region such as Greco, Fiano and Aglianico, and conducting research and studies on a particular territory, Irpinia, which has always produced vines of the highest quality.

Feudi di San Gregorio is currently cultivating 300 hectares of vineyards divided into more than 800 parcels, which all differ greatly in terms of elevation, exposure and gradient. The winery has studied them meticulously one by one in order to exploit the territory's bio-diversity to the full and create extraordinary crus.

### A BRIEF HISTORY OF THE COMPANY



With a production of **3.5 million bottles** sold in over **50 countries** worldwide, over the years, Feudi di San Gregorio has become the

leading winery in Southern Italy and one of the best-known and successful brands in the Italian wine industry.

## OUR PRODUCTS



OUR UNIQUE WINES  
EXAMPLE: PIANO DI MONTEVERGINE



LE SELEZIONI  
EXAMPLE: CUTIZZI



LE SPECIALITÀ CAMPANE  
EXAMPLE: PRIVILEGIO



I CLASSICI  
EXAMPLE: GRECO DI TUFO



Thanks to this experience, the Capaldo family decided to explore the winemaking potential of other regions in Italy, and the result was the creation of the **Tenute Capaldo** project, which encompasses a group of wineries that share the same values founded on long-term vision, territorial belonging, culture and respect for the consumer.

The Group includes:

**DUBL**, the classic method sparkling wine made from native Campania grape varieties;

**Campo alle Comete**, a winery at the

heart of the magical Bolgheri area; **Basilisco**, an organic winery on the slopes of Mount Vulture; and **Sirch**, in the splendid Colli Orientali del Friuli. All these wineries are united by the same values: producing fine wines while respecting the territory to which they belong.

In synergy with the wine production, the Group includes two restaurants: **Marennà**, inside the company's winery, and **Marennà Assaggi**, inside the Capodichino Airport.



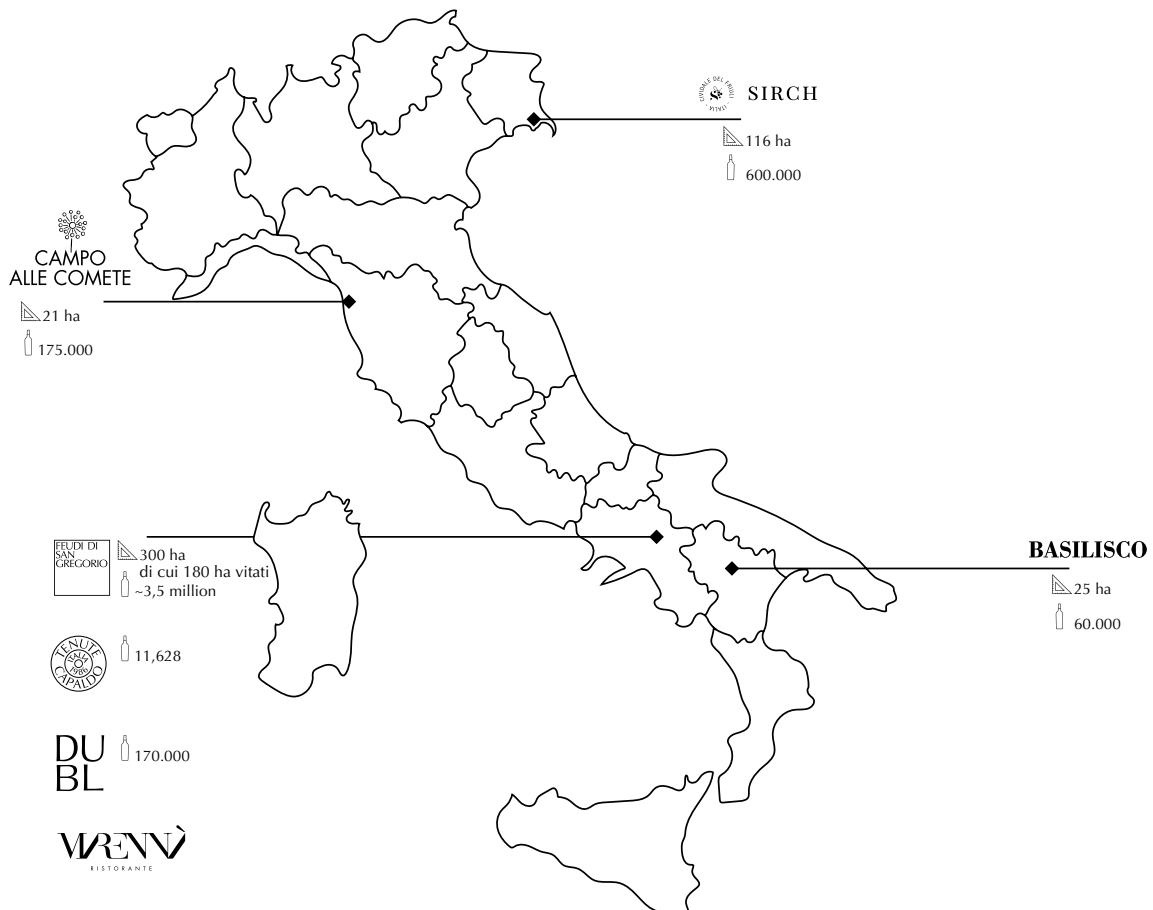
#### THE WINEVISIONARY GROUP



BASILISCO



SIRCH





In 2021, Feudi di San Gregorio S.p.A. became the first winery in Southern Italy to become a **Benefit Company**.

**WHAT IS A BENEFIT COMPANY?**

The legal status of Benefit Company, introduced in Italy in 2016, is given to enterprises that combine ensuring their profitability with pursuing the common good.

When a Benefit Company adds the latter purpose to its Articles of

Association it automatically formally includes all its stakeholders – not only its employees, but also its suppliers and the community of the territory as a whole – in a business model based on concrete, measurable sustainability objectives.

**THE GROUP'S CORPORATE STRUCTURE**

The report mainly analyses the Benefit-related commitments and objectives of the parent company Feudi di San Gregorio S.p.A. B.C., the core of the Group with over 80% of invested assets and employees.

However, the *practices* analysed are also largely applied to the other companies whitin the Group.

**FEUDI DI SAN GREGORIO SpA**  
*Wine production (FSG, DUBL and Tenute Capaldo brands) and distribution*

Basilisco Sarl  
- *Basilicata*

Campo alle Comete/Feudi Toscana Sarl - *Toscana*

Sirch Sarl  
- *Friuli Venezia Giulia*

100%

100%

33%

San Gregorio Srl  
- *Marennà Capodichino*

Balthazar Srl  
- *Marennà in the company winery*

100%

100%

**VINEYARD CULTIVATION AND WINE PRODUCTION**

**RESTAURANT SERVICE AND FARM PRODUCE**  
(e.g. OLIVE OIL)

7



The benefit commitments of Feudi di San Gregorio S.p.A. B.C., are based on transparent governance and sharing the company's mission and philosophy.

#### FEUDI DI SAN GREGORIO'S VISION

The production of excellent, elegant, enjoyable wines through **sustainable** cultivation practices implemented in the best vineyards in territories with a consolidated winemaking tradition and great native vines.

The creation of an **enthusiastic, convivial** relationship with consumers with the aim of sharing our values of culture, sustainability and love of beauty, through the engaging, dynamic and unpretentious expression of our brands.

The governance of Feudi di San Gregorio S.p.A. B.C. encompasses rules, behaviours and processes to ensure maximum transparency in all the company's actions.

The Board of Directors, composed of six members, plays a central role in carrying out the functions of strategic guidance and organisational coordination.

It includes the Impact Manager, who guides and reports on the company's commitment to creating a business model geared towards increasing sustainability.

In 2020, the company also adopted the risk assessment and management model pursuant to Law 231/2001.

A special section on the company website contains the following information:

- The Company's Articles of Association
- Members of the Board of Directors and the Board of Statutory Auditors
- Financial statements
- Organigram
- Code of Ethics and whistleblowing and HR policies
- Company certifications
- Organisation and Management Models
- Legislative Decree.231
- Responsible Marketing Policy



### THE COMPANY'S KEY VALUES

Inside the entrance of the company's premises, an illuminated installation recalls the cornerstones of Feudi di San Gregorio's philosophy, extracted from a letter written by Maestro Massimo Vignelli who supervised the restyling of the company's brand identity:

#### **VISION - COURAGE - DETERMINATION**

- Vision, because looking ahead helps to create value and to work better;
- Courage, because every day it is necessary to make choices for the good of the company;
- Determination, because you only learn by trial and error.



Illuminated installation inside the company's premises

## OUR COMMITMENT TO AN INCREASINGLY SUSTAINABLE BUSINESS MODEL

The Articles of Association of Feudi di San Gregorio S.p.A. B.C., as amended following the Extraordinary Shareholders' Meeting of 10 May 2021, set out the company's Benefit commitments as part of its corporate mission. The identification of these commitments is the result of a thorough job involving not only the shareholders and members of the Board of Directors, but also the Company's top management.

According to its Articles of Association, "as a Benefit Society, with the ultimate aim of protecting and enhancing the **beauty** of Irpinia's environmental, social and cultural heritage and its community, the company intends to pursue the following objectives:

1. Catalysing and stimulating the strengths of all those who intend **to create value for Irpinia** and its community in order to promote a regenerative paradigm of development.
2. Developing an **ever-growing interdependence** with all suppliers, particular the **grape suppliers**, through a constant and careful exchange of culture and know-how for the promotion and sharing of sustainable and circular practices.

3. Promoting collaborative **art projects** and **cultural** events to enrich and inspire the community.

4. **Harnessing the potential of the people who work in the company** so they can fully express themselves in a dynamic, serene and cohesive corporate environment that promotes well-being, a sense of belonging, motivation and satisfaction.

5. **Involving customers** in the appreciation of the culture and values of the territory and the conviviality that wine represents."

These five objectives will be analysed in more detail in the following paragraphs, setting the first goals to be reached by the end of 2021.

Furthermore, Feudi di San Gregorio S.p.A. B.C. recognises the validity of the Sustainable Development Goals (SDGs) approved by the United Nations in 2015. The common good objectives identified in the Articles of Association contribute to the achievement of the SDGs highlighted below.

### FEUDI DI SAN GREGORIO'S CONTRIBUTION TO THE SDGs



## OBJECTIVE 1: CREATING VALUE FOR IRPINIA

The history of Feudi di San Gregorio S.p.A. B.C. is closely linked to the Irpinia region.

The inspiration for its creation stems from the difficulties experienced by Irpinia after the 1980 earthquake and the desire to create jobs and wealth from a local product that had always been of paramount importance to this territory.

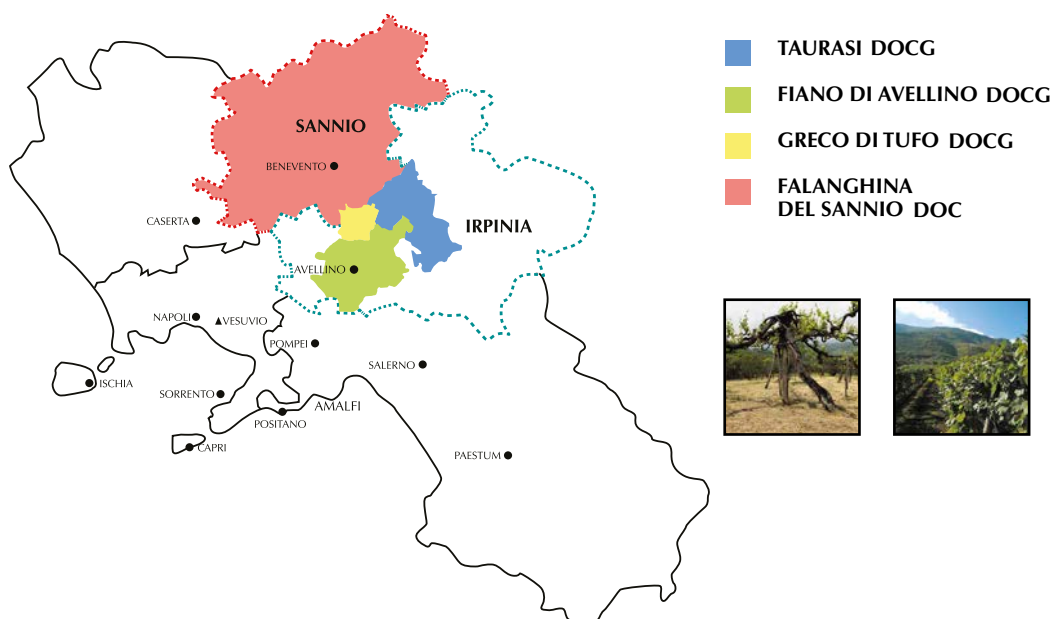
**Irpinia**, the green heart of Campania, is a predominantly mountainous territory with peaks rising to over 1800 metres above sea level. From the climatic point of view, it is characterised by wide temperature ranges, over 100 days of rainfall per year (1200/1300 mm), and cold and snowy winters. Thanks to its largely volcanic and sandy soils, the vines survived the *phylloxera* epidemic that struck the area at the beginning of the 20th century.

It is due to these unique soils, that Irpinia is considered one of the cradles of Europe's new viticulture. Since ancient times, the wisdom of gestures, the way of cultivating the land and the relationship with it, have remained practically unchanged, so the knowledge of precious practices forgotten elsewhere have been preserved.

For Feudi di San Gregorio, Irpinia is an immense genetic database, a naturally biodiverse region, a treasure chest of different aromas and flavours that have disappeared from our taste memory and which must be safeguarded and fostered.

In this regard, Feudi's challenge is to protect diversity for itself: non-homogeneity is a key value for the wine of the future, and not only for Feudi. The vineyards are small and scattered among the woods and ancient olive groves, and surrounded by aromatic herbs. In the province of Avellino alone, there are three outstanding native varieties - white Fiano and Greco, and red Aglianico - from which three DOCGs are produced.

### IRPINIA AND ITS DOCGs



**Creating value for Irpinia means above all protecting this extraordinary biodiversity.**

This is why the company has chosen to draw up its own production protocol - "For Biodiversity" - which contains many indications based on direct experience through speaking with the farmers themselves, and through studies and scientific research conducted in synergy with national and international research institutes.

Two research projects are particularly worth mentioning:

- (i) ***I Patriarchi*** (The Patriarchs), conducted between 2001 and 2010. Created in collaboration with Prof **Attilio Scienza** of the University of Milan and Prof **Luigi Moio** of the University of Naples, this project is based on the study of the DNA of pre-phylloxera and centuries-old un-grafted vines in order to reconstruct their history and preserve specimens in a vineyard that is an open-air museum. The most interesting vines have been coded and reproduced and live on in the new **Aglianico** plantings in the **Del Re** vineyard;
- (ii) ***Grease project*** - Sustainable models of Greco vine cultivation: resource use efficiency and application of footprint indicators. The aim of this ongoing project launched in 2019 with University Federico II of Naples in partnership with CRM, is to identify **sustainable viticulture techniques** for the Greco variety, also in light of the ongoing climate change.

Pre-phylloxera vineyards in the Fiano area



The Cutizzi vineyard in the heart of the Greco production area



The production philosophy of Feudi di San Gregorio S.p.A. B.C. is inspired not only by the underlying principles of organic farming and biodynamic agriculture - which have contributed much to the codification of sustainable vineyard management practices - but is also rooted in ancient practises. Long before the emergence of chemical products, winegrowers were well aware that **acting sustainably means first of all protecting the life of a vineyard and its ability to produce over time.**

To do this, it is not only necessary to choose carefully which safeguard measures to implement, but also to take into account determining factors such as climate and soils, training techniques, vine density, age of the vineyard and possible "contamination" with other crops in the vineyard itself or in neighbouring areas, etc. As time goes by, vines self-regulate and produce better, more balanced fruit, therefore **protecting their grape vines is Feudi di San Gregorio's priority objective.**

For each territory, for each vineyard - sometimes even for different areas within the same vineyard - the most appropriate way of planting, managing and protecting the vineyard must be established.

Our **For Biodiversity** protocol is therefore more complex and more diversified than a specific certification, because it is based on an extremely granular approach and on direct contact with the winegrowers of each zone and sub-zone.

In this regard, the creation of the company's **vegetable garden** is tangible proof of Irpinia's rich biodiversity. On the hill in front of the winery - clearly visible from the terrace of the Marennà restaurant - sits the company's vegetable garden cultivated with a high-yield regenerative organic production system. The garden was created in collaboration with **Deafal**, an association officially recognised by the Ministry of Foreign Affairs and International Cooperation. Deafal collaborates to promote the improvement of the livelihood of small farming communities and boost their self-sufficiency, and like Feudi di San Gregorio, believes that **territorial and environmental safeguard**

**stems from an agriculture that preserves biodiversity, respects natural cycles and reduces the unfair dependence of producers on the market.**

This is why special attention is paid to the dissemination of **Organic and Regenerative Farming** methods, as they are perfectly in tune with our vision. The vegetable garden was created with a two-fold objective. Firstly to fertilise the land only with natural products, compost, and mulches, and the production of organic lacto-bacteria fertilisers, and secondly the use of mycorrhizae to produce vegetables and fruit of the highest organoleptic and nutritional quality, aimed at consolidating the mission of the Marennà restaurant, which is to serve unique, top quality and-zero-metre produce.

When it comes to choosing crops, the company wants to identify and produce the vegetables and fruit trees that are best suited to the area by setting up a research project on the area's native species and seeking scientific collaborations to recover some forgotten species through the creation of a network including old farmers, universities and seed banks.

To facilitate the division of the fields and plots and to ensure an even distribution of the horticultural crops, the pallet or flowerbed farming system was chosen, interspersed with rows of trees and aromatic herbs, while the top of the hill was left in a **wild state** to preserve the spontaneous grasses already growing there. This system makes it easier to control the cultivated species and to cultivate more varieties in smaller spaces, which in turn increases biodiversity and the area of research, as well as making it possible to have a reference unit of measurement for counting soil improvers, and more precise monitoring to create a history of the crops tested. It also creates a more organised, clean and pleasant overall view - in terms of landscape - higher profitability per square metre and easier inspection of the areas for outdoor activities, such as the development of experiential initiatives dedicated to the local community (e.g. **Pick Your Own**).

Last but not least, the idea is to **increase the appreciation of farmers' work** in a bid to put them on a par with the admiration chefs enjoy.





Creating value for Irpinia also means telling wine lovers around the world about its extraordinary diversity.

In addition to studying and implementing sustainable practices that protect landscape biodiversity, the company has been committed for years to recounting this veritable treasure through experimental wines - produced in small quantities - and a scientific publication on DOCGs - edited by an esteemed journalist, **Paolo De Cristofaro**, who has a profound knowledge of Irpinia; this is the **FeudiStudi** project, launched in 2012. In 2020, the first two e-books on Irpinia and Taurasi were published on Amazon.

## FEUDI STUDI



Feudi Studi is a project born of the desire to tell the story of Irpinia through "experimental" wines produced with uncompromising winemaking choices. These wines and their stories clearly show how viticulture in Irpinia is the result of many different "tales", a mosaic of communities, valleys and hills, memories, and centuries-old traditions and cultures.

Hence the decision to select those vineyards that would interpret the territory to the best of its advantage according to the characteristics of the vintage. Each year we produce unique pieces in **limited editions** - about 2,000 bottles - not intended for traditional trade channels, and **their exclusive bottle is a modernised version of the one used for the first Bordeaux wines in the 17th century.**

The company also supports **tourism in the area**. With a strong commitment to creating quality hospitality in the winery - thanks to the guesthouse among the vines and the gourmet food served in the Marennà restaurant inside the winery - the company aims at attracting tourists to Irpinia, which will help boost the region's economy.

Feudi di San Gregorio's project includes the creation of tourist itineraries to familiarise people with Irpinia. Starting from the winery, ad hoc excursions will introduce visitors to the surrounding natural environment, and from a historical-cultural point of view, there will be guided visits to **Goleto Abbey** and

the **Norman Castles**, etc.

There will also be activities linked to **biodiversity**, thanks to the vegetable garden and related initiatives, as well as foraging in the woods with experts and trips to meet local suppliers to learn about their different production methods. Considering the ever-increasing interest in wine tourism in recent years, and thanks to its cooperation with local guides and with the network of the area's main attractions, whether already known or to rediscover, Feudi di San Gregorio **wants to relaunch Irpinia as a tourist destination and act as a driving force behind the region's hospitality sector**.

### Francesco Cito

*Landscapes and people of Irpinia*



**Finally, creating value in and for Irpinia means protecting its natural resources.**

Since 2012, the company has been producing photovoltaic energy to cover 10% of its needs and has progressively increased the purchase of energy from renewable sources.

**Since January 2021, the company has been using energy only from renewable sources.**

With regard to **water**, the company has developed a consumption monitoring system that will be implemented by the end of 2021.

As for the **organic waste** generated in the production cycle - mainly pomace - the company sends it to plants that generate energy from organic residues - biomasses - and is currently conducting a study to assess the sustainability of a plant for generating its own energy.

Underlying the company's initiative is a collaborative vision shared with other key players in the community: the **Consorzio di Tutela Vini d'Irpinia**, in which the company plays a key role, local administrations and other associative initiatives (e.g. LAGs, DAQ and Mountain Communities).

In particular, **the company supports the cultural and recreational initiatives of the commune of Sorbo Serpico, where the head office is located.**

## OBJECTIVES 2021

- I** Complete the first edition of the **For Biodiversity** protocol.
- II** Submit the protocol to all major grape growers and collect their feedback.
- III** Complete the drafting of the FeudiStudi e-books on Fiano di Avellino and Greco di Tufo by March 2022 and organise presentation events.
- IV** Maintain **100%** use of electricity from renewable sources.
- V** Confirm support for the cultural initiatives of the commune of Sorbo Serpico.
- VI** Implement a system for measuring water consumption in the company's production processes.



## OBJECTIVE 2: BUILD MORE INTERDEPENDENCE WITH OUR SUPPLIERS

One of the major assets of Feudi di San Gregorio S.p.A. B.C. is **the solidity of the relationship with its grape growers**. In 2020, there were **177** grape growers in Irpinia. Often they cultivate very small plots of land, which they have owned for generations, and the only way to ensure that they will continue to do so and not abandon the land - which in some areas of Irpinia is a tangible phenomenon - is to make their work worthwhile from an economic point of view.

It is for this reason that for several years now Feudi di San Gregorio S.p.A. B.C. has been implementing a policy of **multi-year** contracts with its grape suppliers and committing itself to acquiring their entire production at a pre-agreed price.

**Due to the economic crisis caused by COVID-19, the role of Feudi di San Gregorio became even more important in the region. For this reason, the company intends to offer a new five-year contract to its winegrowers starting from the 2021 harvest.**

Supporting the winegrowers from an economic viewpoint is undoubtedly crucial for their livelihood, but another aspect equally important is the training they are offered, particularly because vineyard management has become increasingly complex in recent years for factors linked to climate change. This is why the company regularly holds pruning courses to impart their know-how accumulated through hands-on experience and sharing and exchanging ideas. This programme, in addition to the technical aspect, helps to involve the company's "extended" community.

### Francesco Cito

*Cultivation/processing stages in the vineyard*



The company has also established, over the past few years, an ever-increasing interdependence with other suppliers, above all with the suppliers of containers and packaging - boxes, labels, bottles, caps - from the twofold perspective of:

(i) Boosting the environmental sustainability of the solutions implemented

(ii) Ensuring an excellent end customer service.

Most of the boxes have been redesigned to reduce their weight, only recycled or **FSC-certified** cardboard is used, and the utilisation of varnish has been almost completely eliminated.

For a new project in Canada, one of the lightest bottles on the market was chosen – 420g compared to the 500g-bottle used for the rest of our production.

Feudi di San Gregorio also encourages its customers to reuse wooden crates and suggests how.

**Over the next two years, the company intends to further reduce the environmental impact of the materials it uses.**

## OBJECTIVES 2021

- I** Renew contracts with at least 80% of the grape growers for another five years that include a progressive increase in price for the grapes over the five-year period.
- II** Conclude a supply chain agreement with a leading credit institute, which will give suppliers access to favourable financial conditions for their investment needs.
- III** Administer a questionnaire to the grape suppliers to pinpoint the new initiatives to be implemented in the next few years.
- IV** Conduct a survey of all suppliers to assess their position with regard to product management systems and best practices, resource management, sustainability initiatives, and certifications.
- V** Implement a project to reduce the weight of the glass bottles used for the entire production.

## OBJECTIVE 3: PROMOTE ART AND CULTURE AS A SOURCE OF INSPIRATION

From the very beginning, Feudi di San Gregorio S.p.A. B.C. has believed in the importance of **art** and **culture** as a source of inspiration for its employees and the community it serves, and has chosen these expressions as a backdrop for the promotion of its products.

Wine is culture and its tradition is rooted in the great cultural foundations of our country: **the Greco-Roman tradition and Christianity.**

Hence the commitment to protect Irpinia's native grape varieties of Greek origin – **Greco** and **Aglianico** – and of **Roman origin.** This is where the name Feudi di San Gregorio, which recalls how the district where the winery is located was in the heart of the ancient **Patrimonio Sancti Petri**, dating back to the time of the pontificate of Gregory the Great (6th-7th centuries AD), and also the choice to represent Byzantine mosaics on the best known labels, stems from.

Finally, with the aim of exalting the cultural heritage of Irpinia, the company's most representative white wine is called **Goleto**, after the marvellous Abbey in Sant'Angelo dei Lombardi.

It is not just a question of evoking the « original » inspiration, but rather of living and spreading **art as a**

**positive message** and supporting community-driven cultural initiatives.

This vision led to the decision taken in 2014 to participate in the **San Gennaro Foundation** in the Sanità District in Naples ([www.fondazioneangennaro.org](http://www.fondazioneangennaro.org)). The aim of the foundation is to overcome social inequality by fostering, among other things, art and culture.

Within this framework, the company is cooperating with artists to create works of art inside the winery. The works - or details of them - are then reproduced on a limited-edition bottle and all the proceeds go to the Foundation.

The company also supports cultural initiatives in the area, such as the **Irpinia Chamber Music Festival.** A special bond links the company to the world of design, and it has always collaborated with world-renowned masters, such as Massimo Vignelli and Fabio Novembre.

As proof of its special relationship with a vital sector for creativity in Italy, the company intends to sponsor an award for young designers the details of which will be defined over the next few years.

**Vedovamazzei**  
- *Drips*



**Mimmo Jodice**  
- *Imagination*



**Marinella Senatore**  
- *Watercolours*



## OBJECTIVES 2021

- I Create a new work of art inside the winery and a new limited-edition bottle to support the San Gennaro Foundation.

## OBJECTIVE 4: BOOST THE VALUE OF THE COMPANY'S EMPLOYEES

The Capaldo family firmly believes that besides being an enterprise, Feudi di San Gregorio S.p.A B.C., should be a **community** formed of its employees who relate to the local community. A community founded on shared values, the company's code of ethics enshrining some fundamental principles of behaviour and responsibility introduced in 2018, was an important step in this direction.

**A community that recognises diversity in all its facets and does not accept any form of discrimination.**

Over the last few years, in contrast to widespread agricultural practices, the company has reduced the number of its seasonal and fixed-term workers by transforming almost all of them into **permanent employees** thanks to innovative tools such as **"Banca Ore" (Bank of Working Hours)**. This type of contract guarantees a constant wage even in months with fewer working days due to weather conditions and provides for a year-end adjustment for any overtime

<b>Total number of employees</b>	<b>123</b>
<b>Female</b>	<b>38</b>
<b>Male</b>	<b>85</b>
<b>Number of contracts</b>	<b>123</b>
Open-ended	90
Fixed-term	8
Seasonal	18
Yearly non-simultaneous internship programmes	7
<b>Company employees for 20+ years</b>	<b>37</b>
<b>Employees residing in the province of Avellino</b>	<b>87%</b>

done.

The commitment to further boost the value of its employees follows two separate paths.

Firstly, **the recognition of merit**. For over a decade, the company has been using second-level union agreements to introduce mechanisms for employee participation in business outcomes and to improve working conditions, as provided for in the CCNL (Italy's National Collective Labour Agreement).

In 2020, the agreement was extended for three years; it provides for improved worker treatment e.g. the payment of statutory sick pay (100%) by the employer for the first three days of sick leave four times per year, up to a maximum of 12 days.

In this regard, the aim is to introduce a more

comprehensive welfare system linked to individual performance and merit. The results themselves will no longer be measured according to purely economic parameters but on broader environmental, social and economic sustainability criteria so as to enable a larger number of people to participate with more awareness in the company's dynamics.

Secondly, the company aims to **intensify training** with a variegated programme, primarily on the code of ethics itself, on the right to safety and meritocracy, and professional development.

Sustainability issues will play a central role.

In 2020, the scheduled courses were suspended due to the COVID pandemic, but since May 2021, they have been held regularly.

Type of training course	N. hours 2020	N. hours scheduled in 2021
Safety	121	160
Quality	72	364
Sustainability	0	360
<b>Total</b>	<b>193</b>	<b>884</b>

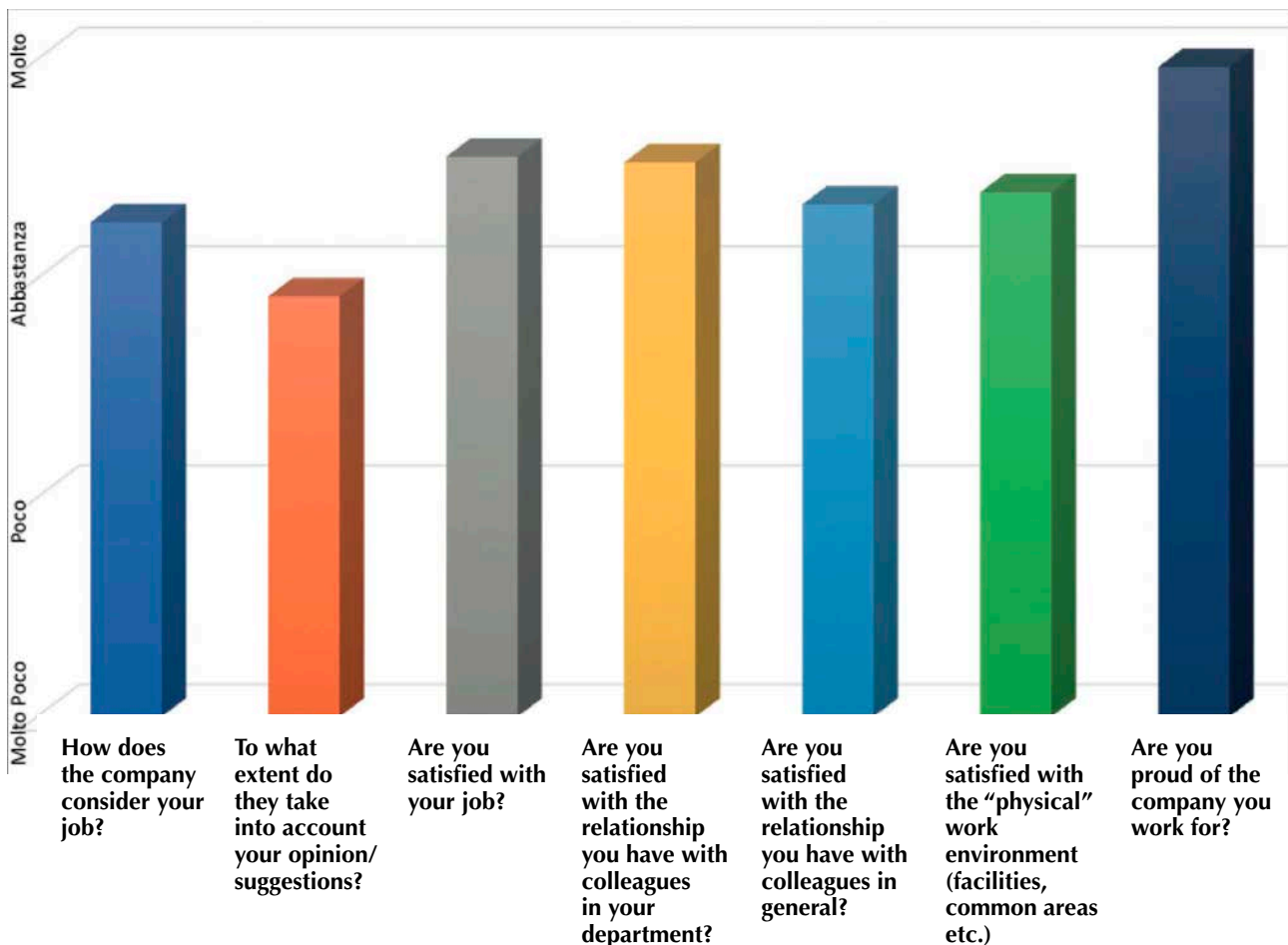


The company also guarantees its employees a healthy and safe work environment and adopts all the necessary measures to prevent accidents and damage to their health in compliance with Law 81/2008. To this end it has:

- Drafted and updated a **risk assessment document** pursuant to the law in force,
- **Appointed the key figures required by law** - Employer, Safety, Prevention and Protection Officer, Employee Safety Representative, and Occupational Physician,
- Equipped the premises with signs and fire extinguishers,
- Adopted risk mitigation measures in the winery, on the bottling sites and other places on company premises.

To monitor worker satisfaction and stimulate dialogue with all employees, periodically the company conducts an internal survey.

The results of the last one, carried out shortly before the COVID outbreak, show a strong sense of belonging, a positive company climate and a high level of satisfaction. **A new survey is planned for 2021.**



**Francesco Cito**

*- Lunch break in the vineyard*



## OBJECTIVES 2021

- I** Conduct a company survey to analyse employee satisfaction
- II** Sign a multi-year agreement for employee participation in business outcomes
- III** Define the corporate welfare programme to be launched in 2022
- IV** Test an MBO programme that includes sustainability goals (pilot area: marketing) to be launched in 2022
- V** Implement the 900-hour training programme and devote around 360 hours to sustainability issues



## OBJECTIVE 5: CONVEY POSITIVE VALUES TO CUSTOMERS

To briefly sum up the **Code of Ethics** of Feudi di San Gregorio S.p.A., customer satisfaction is at the heart of the company's actions:

"As throughout our company's history, this Code of Ethics reconfirms that our decisions and actions - at whatever level they are taken and whatever their impact on the company may be, are based on our

founding values and the principles of conduct from which they stem: respect and responsibility, loyalty and trust, integrity and sobriety, and passion for quality and research.

Points of reference that have always enabled us to guarantee the central role of consumers in all we do".

Wine as a positive value of conviviality



Today the aim of the company is to involve its customers in the sustainability process underway, by gathering feedback and translating it into concrete initiatives in the area.

The first project launched in 2021, **Visionary Chef**, through a manifesto summarising the company's sustainability values, offers consumers tangible and "immersive" experiences based on these values. Visionary Chef was created with the aim of giving visibility and support to young visionary chefs who have courageously decided to bring innovation to their work, by giving them the opportunity to prepare 4-hands meals with chefs from well-known restaurants in major Italian cities.

The chefs chosen share the company's vision and they also want to see a return to original, essential values, like respecting the surrounding environment. They pursue the principle of "zero waste", promote local produce selected according to season and supplied by a network of small, excellent local farmers.

Feudi di San Gregorio invites its clients to four-hands dinners so they can be inspired by and experience this innovative and feasible vision of sustainability.

The company's second project is to seek an increasingly direct relationship with its consumers so they participate actively in its values. With this objective in mind, the first **Winevisionary Concept Store**, a place where customers can enter and speak directly with the company, will be opened in Rome.

They will be able to experience first-hand the philosophy that is the cornerstone at Feudi di San Gregorio and catch a glimpse of its vision of a sustainable future; a vision it tries to recount in all it does to involve as many people as possible and expand its network.

The idea is to familiarise consumers, restaurateurs and distributors - in Italy and abroad - with the very soul of the winery. The winery reaches out to them; it becomes inclusive, and offers them experiences and moments of storytelling.

The Visionary Chef project. First stage in Rome



The Pietrascilonga vineyard



## OBJECTIVES 2021

- I Conduct a survey on a representative sample of clients to analyse to what extent they are aware of the main sustainability issues the company is committed to
- II Create the Visionary Chef campaign



## CONCLUSIONS IMPACT PROFILE

To ensure compliance with legal obligations and to report the impact generated by the company, Feudi di San Gregorio will use the third-party standard B Impact Assessment, also in view of an upcoming application for **B-Corp Certification**.

This impact report is the result of a review conducted by Nativa SB Srl on behalf of Feudi di San Gregorio in order to improve the level of reliability and accuracy of what has been reported, in accordance with the commitments of transparency, accountability and proper governance that characterise B Corp and Benefit Companies.

The verification conducted by Nativa covers:

- A) The annual B Corp impact result as measured by the **B Impact Assessment**, which fully meets the requirements of Law 28-12-2015 n. 208, paragraphs 376-384 on benefit companies
- B) The effective commitment in pursuing the achievement of the specific purposes of common benefit as a Benefit Company as set forth explicitly in the company's articles of association.

The audit is based on three fundamental activities, which take into account the principles laid down by the Civil Code: continuity, prudence, accrual, separation, consistency, and substance over form. In particular:

- The identification of the correct allocation of responsibilities in the different business departments to ensure that the key roles in the different assessment areas are involved and that the required know-how for the correct updating of the **BIA** is applied.
- The reliability of the data collection process to ensure that the data and information produced are based on a process structured to ensure quality.
- The correct compilation of the BIA: ensuring that information is entered into the analysis tool in a **complete, clear, accurate and correct manner**.

The result of a B Impact Assessment is expressed with an overall score for the company, ranging from 0 to 200, detailed in the five main impact areas taken into account:

- **Governance**, transparency, mission and good corporate practices;
- **Staff**, employee wellbeing, motivation and health and safety;
- **Community**, supply chain management and the company's civic engagement on the territory;
- **Environment**, the management of natural resources, also in the light of ongoing climate change;
- **Customers**, interaction with consumers and their involvement in the company's objectives.

Feudi di San Gregorio's score for the "zero reporting" period 2020-2021 was **96,3**.



B IMPACT REPORT

## B IMPACT SCORE OBTAINED 96,3

