



"We are aware that together we can achieve ambitious milestones and walk along unexplored paths. For this reason, with an eye to the future, we try every day to transmit our enthusiasm and our values to customers, partners and all stakeholders we come into contact with, aiming at cooperating for a common goal: the safeguard of our planet."  
- Nicolas Bargi -

**Project** v.tr. [from Latin *pro jacere*]  
- Literally throw forward; study the possibilities and ways of carrying out an idea.

## How did we choose to increase OUR COMMITMENT?

**SAVE THE DUCK** DNA guided the Company towards the need to measure and quantify its performance. The steps towards developing our project go through many initiatives.

2019

In 2019 we chose to become a **SOCIETÀ BENEFIT**, the Italian legal form for Benefit Corporation. Being a Società Benefit means integrate benefit purposes within our company statute. Thanks to this legal tool, we can demonstrate, year after year, that we create a positive impact for the Company, society and the biosphere.

In July 2019 we became one of the over 3,300 B Corps in the world. Being a certified **B CORP** means for us to be able to measure our impact and show how we passed from an extractive paradigm to a regenerative one, with a view to continuous improvement opportunities.



## CARBON NEUTRALITY 2030

Together with 500 other B Corps from all over the world, we made a commitment to reach Carbon Neutrality by 2030. We are currently working on a targeted emission reduction plan in order to achieve this result by the expected date.

Try to calculate your carbon emission together with **TREEDOM**, a B Corp that supports companies and farmers to make the world greener:  
<https://www.treedom.net/it/co2#!>

## UNGC

In January 2020, we proudly joined the **UN Global Compact**, a United Nations initiative that asks companies to align strategies and operations with universal principles regarding human rights, work, environment and anti-corruption. Thanks to this initiative, we are able to take targeted actions that promote the United Nations sustainable development goals (SDGs).

## WE SUPPORT



**SUSTAINABLE  
DEVELOPMENT  
GOALS**



## SDGS ACTION MANAGER

SDGs Action Manager is the tool we are using to measure our Company performance against the United Nations sustainable development goals. This innovative tool allows us to evaluate which SDGs we can be more active in and produce greater improvement for society.

**OUR COMMUNITY COMMITMENT** expresses in every year donation of 1% of turnover to numerous charity initiatives, among which we mention **PETA, LAV, Save the Children, Cometa and Theodora Foundation**, to which Milan team operates with voluntary work.

## COEFFICIENT

1%