



# What about Sustainability?

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**IN 2016 THE  
DAVINES  
GROUP ....**

**SIAMO  
DIVENTATI  
UNA B CORP!**

**WE HAVE  
BECOME  
A B CORP!**

# People are Demanding Better

90%

Of Americans say that companies must not only say a product or service is beneficial, but they need to prove it. (Cone Communications)

73%

Of consumers care about the company, not just the product when making a purchasing decision. (BBMG, 2014)

## Last 20 Years Good Products



## 21st Century Good Companies

Certified



Corporation



A B Corp™ meet the highest standards of overall social and environmental performance, transparency, and accountability.

## FOR PROFIT

companies:  
their purpose, according to the  
legislation, is to distribute the  
dividends  
to the shareholders.

## THE B CORP

they seek profit  
and, at the same  
time, have a  
positive impact  
on people and  
on environment.

## NON PROFIT

organizations:  
their aim is to have a positive  
impact on people and the  
environment, but they don't  
have a sustainable  
business.



# THE STRUCTURE OF THE B IMPACT ASSESSMENT



**Governance**



**Workers**



**Community**



**Environment**



**Customers**



# THE STEPS TO FOLLOW TO COMPLETE THE CERTIFICATION



Complete the  
B Impact Assessment



Activate a review process  
with B Lab



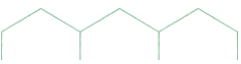
Reach a minimum score  
of 80 points



Sign the «Interdependence  
Declaration»







What makes us a better company?

### B Impact Report

Certified since: November 2016

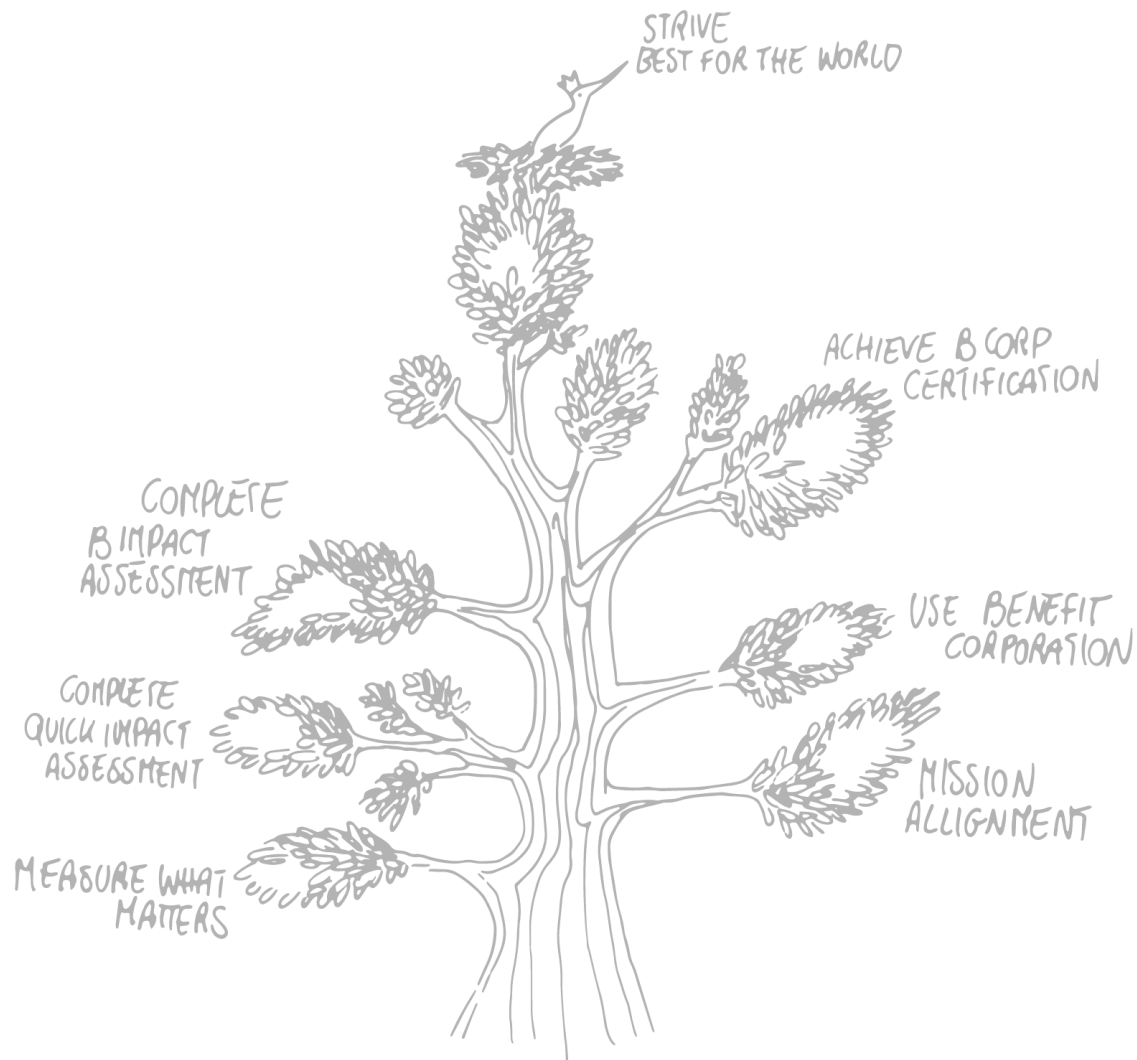
Summary:	Company Score	Median Score*
Environment	41	7
Workers	23	18
Customers	3	N/A
Community	24	17
Governance	9	6
Overall B Score	99	55

**Certified**



**Corporation**

PUNTEGGIO  
COMPANY  
SCORE  
**99**





Certified  
  
Corporation

Best For  
The World  
2018 Environment  
Honouree

The background is a detailed architectural site plan for Davines Village. It features a central cluster of buildings, a large circular courtyard with a central fountain, and various green spaces, including a botanical garden and a water feature. The plan is overlaid with a semi-transparent white box containing text.

## THE DAVINES VILLAGE, THE NEW HOME OF SUSTAINABLE BEAUTY

### A SUSTAINABLE PRODUCTIVE SITE

The Davines Village has been built using sustainable building techniques, it saves and optimizes every resource, limiting waste and has state-of-the-art production facilities.

### GOOD LIFE FOR COLLABORATORS

The Davines Village has indoor and outdoor spaces designed to facilitate meeting and sharing and a free company restaurant that offers high quality food.

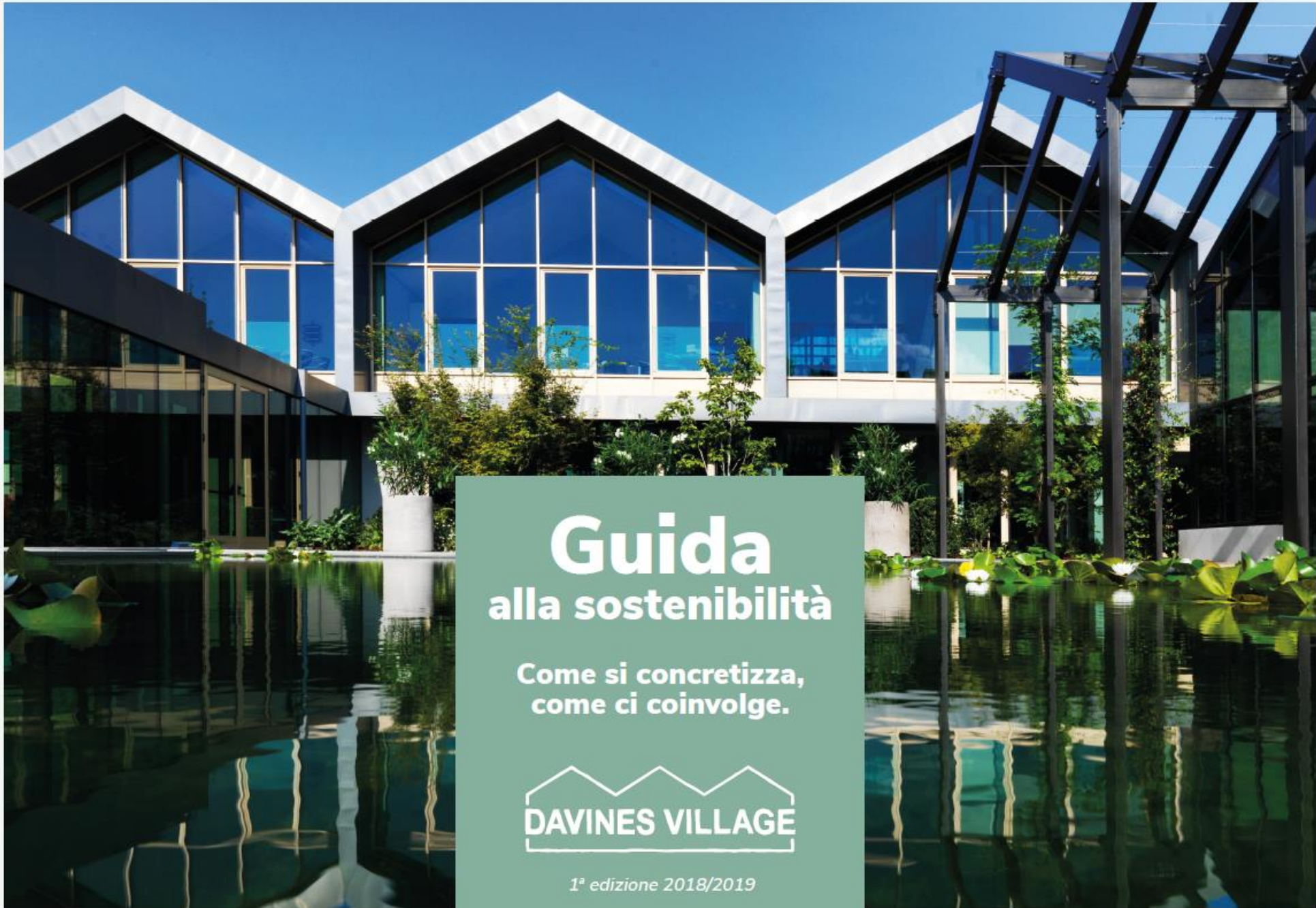
### A WELCOMING PLACE FOR OUR COMMUNITY

The Davines Village is home to two Academy dedicated to professional growth and invites its community to visit its offices to enjoy an experience of Sustainable Beauty.

### OPEN AIR LABORATORY

The Davines Village is composed of 80% of green areas and has a botanical garden, rich in medicinal and aromatic plants, used by the scientific research and development laboratory.





# Guida alla sostenibilità

Come si concretizza,  
come ci coinvolge.



1ª edizione 2018/2019

IN OUR PRODUCTS



**100%** ENERGY FROM RENEWABLE SOURCES



**100%** "CARBON NEUTRAL" PRODUCTION SITE



**96%** OF THE TURNOVER IS GENERATED WITH PRODUCTS WITH CO2 OFFSET PACKAGING



**65.3%** OF THE PURCHASE INGREDIENTS ARE HIGHLY BIODEGRADABLE



**62,9%** OF THE PURCHASE INGREDIENTS ARE NATURAL INGREDIENTS INCLUDING CERTIFICATED ORGANICS



**35%** OF THE PLASTIC PACKAGING IS BIO-BASED OR RECYCLED





davines

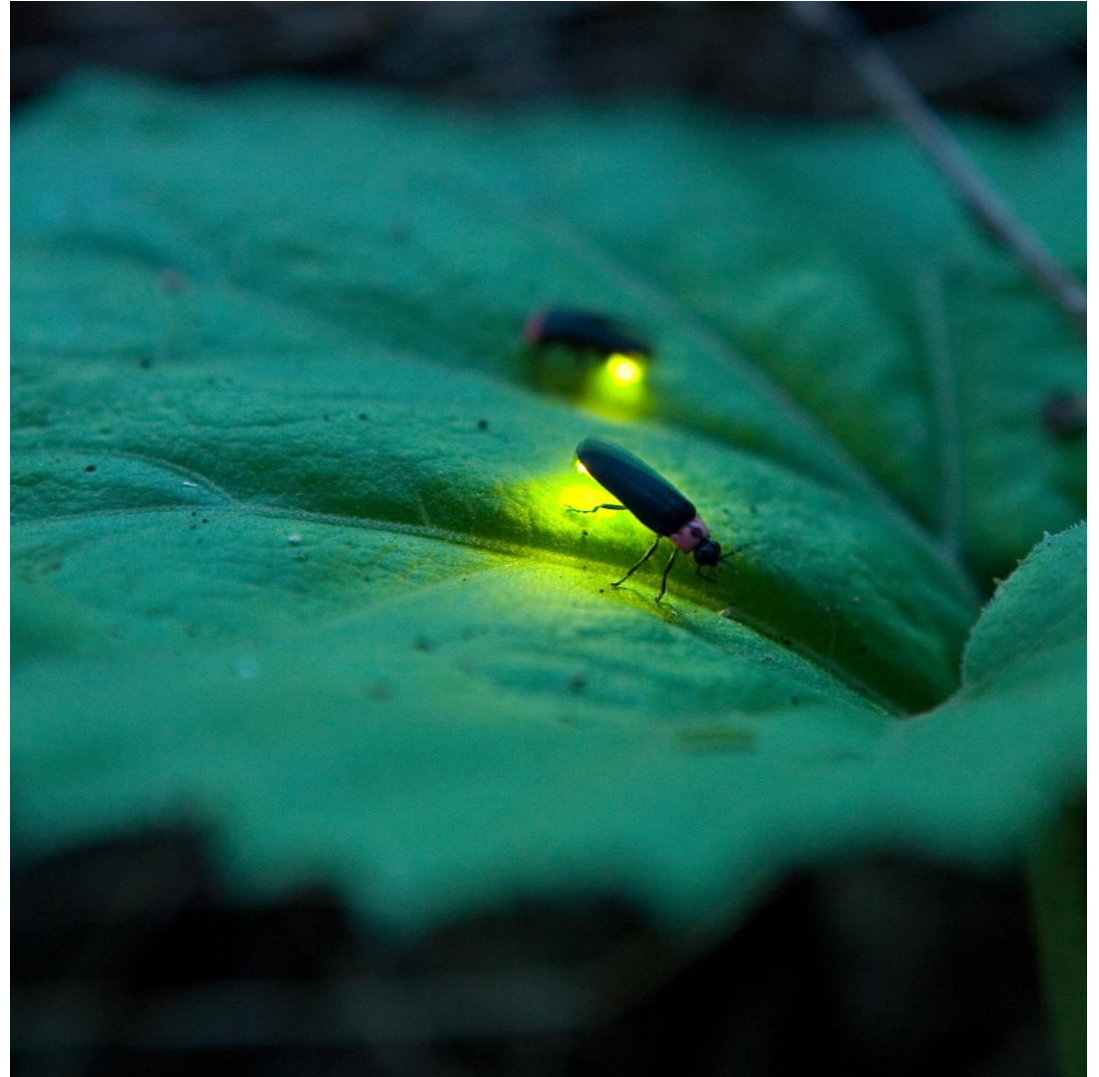
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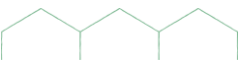
# ETHIOTREES PROJECT

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By SustainAbility team

- **Reduction of carbon credit unit costs**, with the resulting possibility to **offset higher amounts of CO<sub>2</sub>**;
- **Full control of the offsetting project**;
- **Exclusivity on the project**, which allows an **easier and a more effective communication** of our activities;
- **Transparency and traceability** on the carbon credits origin;





## PLAN VIVO FOUNDATION PROJECT/ ETHIOTREES FOR DAVINES SPA

*Supporting landless farmers in the Tembien Highlands*

- **Exclusive «offsetting ownership» project;**
- Project with **environmental and social benefits** for Davines group;
- **Restores the forest ecosystem of the north Ethiopia;**
- **Improves the soil and water conservation;**
- **Increases the amount of carbon in the soil and in the biomass (“carbon stock”);**
- **Climate change mitigation ;**
- **Increases biodiversity and vegetation covering;**
- **Improves the income of 950 families** through the production and sale of honey and Frankincense essential oil;
- **Women involvement** in the project.







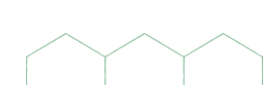
**davines**

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# PLASTIC OFFSETTING PROJECT

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By SustainAbility team

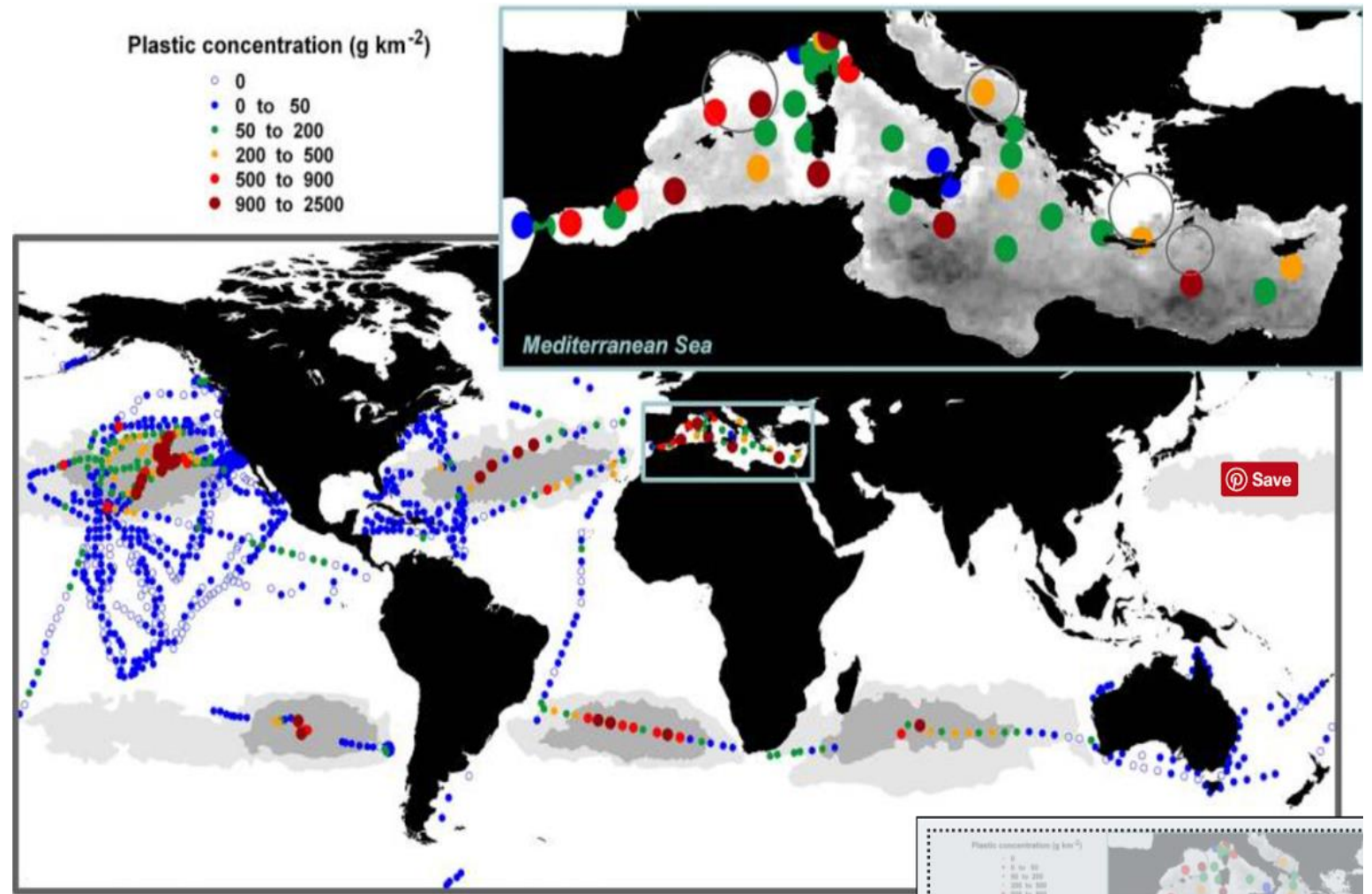


## HOW BIG IS THE PROBLEM? @ RESEARCHERS ESTIMATE

- **100.000 tons** of plastic enters the Mediterranean each year;
- between **21% and 54% of all worldwide microplastic** are in the Mediterranean basin;
- **96% of floating litter** is plastic;
- **97% of debris ingested by Mediterranean loggerhead sea turtles** is plastic;
- **18.2% of the fish** in the Central Mediterranean Sea have plastic debris in their stomach.

## Plastic Accumulation Zones in the Mediterranean

While the media refers to the areas where plastic is accumulating in larger quantities as “islands of plastic,” researchers prefer to call them “accumulation zones”.





Through a call-to-action with B Corps and "like-minded" stakeholders, we want to collect, in collaboration with one or more NGOs and for profit operators, an important quantity of plastic from the Mediterranean Sea, ideally in one of the areas of concentration.

