

# CSR Report 2020

OUR COMMITMENT  
TO THE FUTURE



“

*Leading a business today is a beautiful responsibility. Its social role is central, providing security at work and peace of mind, and fostering an environment where each person feels fulfilled and valued.*

”

*Nereo Sciotto, CEO & Co-founder*

# CONTENTS

**1. LETTER FROM THE CEO**

p. **4**

**2. OUR NUMBERS**

p. **6**

**3. OUR COMMITMENT**

p. **8**



# Letter from the CEO

WEBRANKING

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## LETTER FROM THE CEO

I strongly believe that a company has a wider social role, capable of producing **effects that go far beyond what happens within its walls**. Good internal management certainly provides peace of mind and a sense of being protected and valued. All of which contributes to improving the way we approach our lives.

During these particularly difficult months of risk, both to the individual and to health, certainty and security in employment and initiatives in support of people have highlighted the importance of a mature understanding of welfare, or better still, well-being.

“*I like to think that Webranking has been a staple in times of such great uncertainty.*”

Balancing work time and personal life is another key part of appreciating and valuing one's role, something that goes beyond mere payment. A commitment to these values was foundational well before the Covid emergency, and all our investments - including **building a positive, shared corporate culture** - have helped reduce the stress of this specific period.

I like to think that Webranking has been a firm and steady fixture that in times of such great uncertainty has contributed - with the help of all Webrankers - to ensuring greater serenity in dealing with a more difficult everyday life.

*Nereo Sciotto*





# Our numbers

WEBRANKING

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# WHO WE ARE

Founded in 1998, Webranking is a digital media agency able to combine the potential of **technology and creativity to build strategies around performance and branding objectives**. We ended 2020 with a turnover of 22 million by investing in our expertise: last year we initiated 3 further projects, in addition to the Pragmatic business unit launched in 2018 for advertising on Amazon. The first of these three new projects is **Daimon**, a Webranking creative spin-off that combines data and creativity to offer content with a strong communicative impact aimed at performance. The second, **Data Kojak**, offers fully-automated software to control online data tracking. And finally, **Upskill** an e-learning platform that provides training courses on the tools we use day-to-day.

In a difficult year, both at work and at a personal level, we have invested in training for each individual, allowing us to **expand an already extensive programme**, through enhanced verticality. This means that today we can provide more effective training for all our clients.

Everyday, we invest in people, in growing their skills, and in organisational well-being. Today, there are 153 of us. Our headquarters are in Correggio (RE) and we also have offices in Reggio Emilia, Milan, Cagliari, and Vancouver.

The Financial Times and Inc. lists us as one of the fastest growing companies in Europe, and Deloitte recognised us as one of the "Best Managed Companies" in 2020. In addition, **Great Place to Work has certified us as an excellent working environment** in Italy for the fourth consecutive year and ranks us among the Best Workplaces in Italy with a Trust Index of 90% this year.

23

YEARS  
OF OPERATION

22

MILLION  
IN TURNOVER

4

BRANDS  
LAUNCHED

5

OFFICES

90%

TRUST INDEX  
GREAT PLACE TO WORK



# Our commitment



1 SCONFIGGERE  
LA POVERTÀ

2 SCONFIGGERE  
LA FAME

# END ALL FORMS OF POVERTY AND HUNGER IN THE WORLD

“ *By 2030, eradicate extreme poverty for all people everywhere.* ”

UN 2030 Agenda for Sustainable Development

According to the United Nations agenda, one in five people in developing areas still live on less than \$1.25 a day, and too many other people earn little more than that amount each day. Poverty today doesn't mean simply lack of stable income or resources for sustenance; it includes hunger and malnutrition, poor access to education and other basic services, as well as discrimination and social exclusion. Economic growth must be inclusive in order to create sustainable jobs and promote equality.

Since 2019 - when it undertook a 3-year commitment - Webranking has fully supported **the EQUITE Project of RTM volunteers around the world.** The project aims to improve living conditions for the neediest families in **Madagascar**, ensuring that school-age children have access to quality schooling, with a focus on social inclusion and gender equality. This includes, for example, a commitment to single-parent families, primarily to encourage access to job training.

To date, 21 social and educational centres in 2 regions (Analamanga and Itasy), 392 social and educational workers, 4,853 children and 3,273 vulnerable families benefit from the project.

We reconfirmed our presence in Madagascar for 2020, and our desire to build a better future for adults and children by investing in training and projects in support of health.

## Supporting local communities

In 2020, Webranking donated 100 euros for each employee to a number of associations working in anti-poverty projects present and active in areas that are home to agency offices. A total of 13,000 euros was donated in this way, divided between Caritas of Correggio, Associazione Dora of Reggio Emilia, Banco Alimentare of Milan, and Banco Alimentare of Cagliari.

Webranking has also offered its employees a fully paid day of work to actively participate in volunteering activities with their chosen association, allowing them to provide first-hand help to the cause they care about the most.





# Ensure good health and well-being at all ages

“Ensure equal opportunity and reduce inequalities.”  
UN 2030 Agenda for Sustainable Development

The Sustainable Development Goals of the 2030 Agenda include ensuring healthy living and promoting the well-being of all people, of all ages.

Webranking has always supported gender equality - **47% of employees are women** - and promotes organisational well-being by studying solutions to guarantee a work-life balance: **smart working and flexible hours are two benefits that have been consolidated** and used by 100% of Webrankers for 3 years. In addition, our "Pump-up your Smart Working Station" initiative aims to make working stations more suitable and functional for home use. This initiative sees Webranking providing a financial contribution for the purchase of screens or desk chairs to improve the quality and comfort of the working station at home.



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These are just some of the reasons why **Webranking has been certified as a Great Place to Work for the fourth consecutive year.** This international certificate of excellence is based directly on the voices of employees. The survey found, for example, that 94% of Webrankers believe that people are encouraged to find work-life balance.

The agency was also awarded Best Workplaces for Millennials in 2020, ranked as one of the **top 15 Italian companies for the 24-34 age group.**



## Combating the Coronavirus Pandemic

In response to the Coronavirus emergency, in the last year, Webranking has donated 15,000 euros to Santa Maria Nuova Hospital in Reggio Emilia and Sacco Hospital in Milan, providing financial aid to those who have been and still are on the front line in the fight against the virus.

During the lockdown, Webranking organised a series of virtual “cafes” to support peace of mind, security, and psychological well-being of its employees in the workplace, designed to relieve feelings of isolation and loneliness. The company also provided the opportunity for voluntary blood testing and rapid test to contain the Covid-19 outbreak during the months that employees returned to the workplace.





## PROVIDE INCLUSIVE AND EQUITABLE QUALITY EDUCATION

*“By 2030, ensure equal access for all women and men to technical, vocational and tertiary education.”*

UN 2030 Agenda for Sustainable Development

The UN agenda affirms that quality education is the foundation to improving people's lives and achieving sustainable development. Significant results have been achieved in increasing access to education at all levels and increasing enrollment rates in schools, particularly for women and girls. Basic literacy has improved significantly, but **efforts need to be redoubled** to achieve even better results and move closer to the goals for universal education. For example, globally, equality between girls and boys has been achieved in primary education, but few countries have achieved this at all levels of education.

Webranking contributes to the UN goal with training paths for its employees and last year launched "**Upskill for Webrankers**", an e-learning platform designed to build digital marketing skills. The company also offers **free membership to Fluentify**, an innovative method based on individual courses through video-conferences with native speakers to improve English language skills.



## Digital at school...

To introduce students to the workplace, Webranking has joined "PTCO", "Percorsi per le Competenze Trasversali e per l'Orientamento" (former "alternanza scuola-lavoro" project), and periodically hosts students and graduates seeking internships. The company is also involved in a number of **digital education projects** in Reggio Emilia schools on topics related to digital marketing, new professions, and entrepreneurship.



**UPSKILL**  
by WEBRANKING

WEBRANKING



## ...and at university

The **first undergraduate degree course in Digital Marketing at Unimore began** in September 2019. Webranking is sponsor and partner of this course and provides teaching support through the creation of teaching paths. Several collaborators are also professors at Università Cattolica del Sacro Cuore, BBS (Bologna Business School) and partners and teachers of the Master's in Data Science at UPA (Utenti Pubblicità Associati).



# ENCOURAGE ECONOMIC GROWTH AND PROMOTE INNOVATION

*Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation.*

UN 2030 Agenda for Sustainable Development

It is increasingly important that the concept of growth is associated with economic and sustainable growth to enable people to have quality jobs and decent working conditions.

The Financial Times, Inc., and Statista have ranked the agency among the fastest growing companies in Europe and Italy in terms of both revenue and employee growth, and it is rated by Deloitte as one of Italy's **"Best Managed Companies"**.

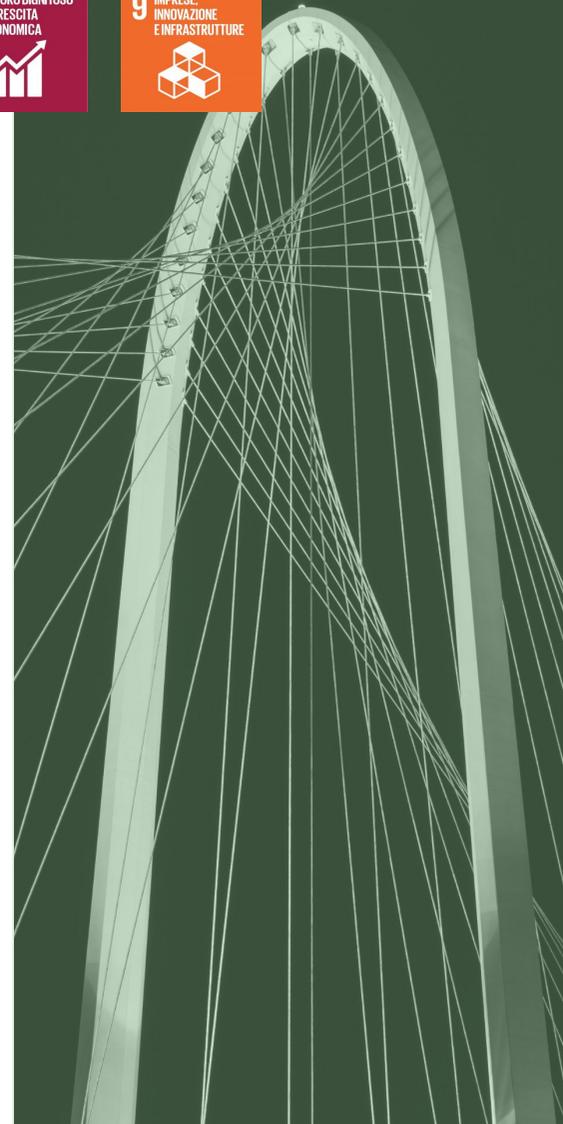


WEBRANKING

8 LAVORO DIGNITOSO  
E CRESCITA  
ECONOMICA



9 IMPRESE,  
INNOVAZIONE  
E INFRASTRUTTURE



## Training and investment in new products

Despite the Coronavirus, 2020 was a year of growth for the company: the number of employees grew by 20% and the company made the decision **not to use the redundancy fund to safeguard the motivation of employees** and make the best use of free time in training and personal growth. The result was that 7.1% of work time was devoted to research and development of new technologies and about 14,000 hours were spent on training.

20%

GROWTH IN THE  
NUMBER OF EMPLOYEES

7.1%

TIME SPENT ON  
RESEARCH AND DEVELOPMENT

14.000

HOURS SPENT  
ON TRAINING

These factors have led **to the acquisition of new certifications** such as Criteo, Adobe, and Facebook, and to the creation of a new tool by the Innovation department which is now among the agency's flagship products: **Data Kojak**.

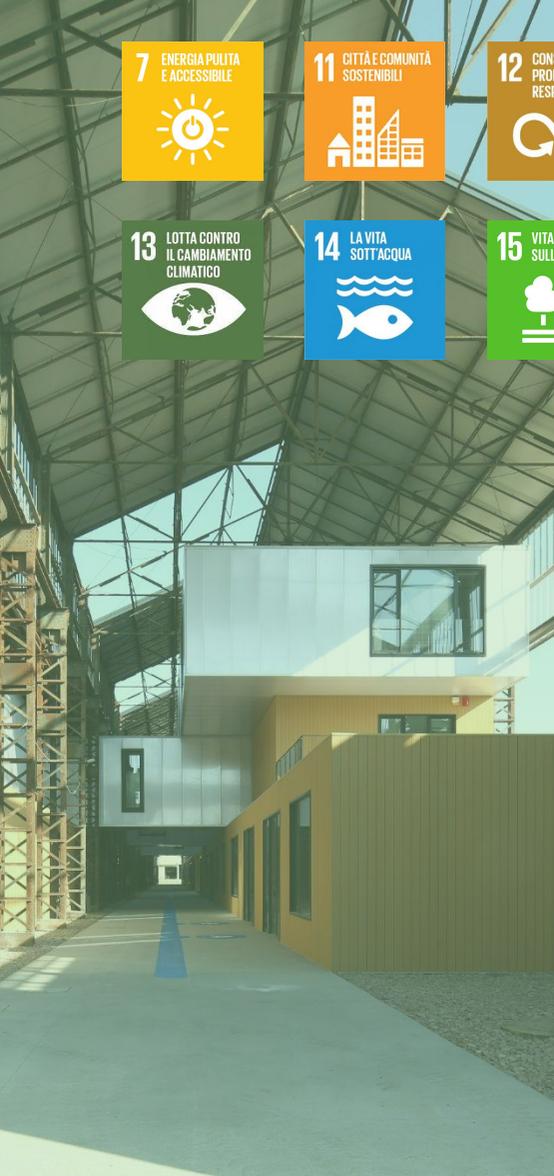
 **data kojak**  
powered by WEBRANKING

No more tracking errors

La soluzione per il controllo e la gestione dei tracciamenti online per preservare la qualità dei dati riducendo errori di verifica e tempo per i controlli.

CONTATTACI

WEBRANKING



## PROMOTE ACTIONS TO PROTECT OUR PLANET

“Encourage companies to adopt sustainable practices.”

UN 2030 Agenda for Sustainable Development

Webranking embraces the fight against climate change through actions to safeguard terrestrial and marine flora and fauna, combat desertification, and protect life underwater.

This is one of the reasons why Webranking joined the "SDG GO BUSINESS" project in 2020. The project, launched by the Municipality of Reggio Emilia and funded by the Emilia Romagna region, aims to develop actions in the area of circular economy and sustainable development in partnership with companies and economic actors of the Reggio Emilia Innovation Park, of which Webranking is part.

Involvement in this project has allowed the agency to **actively contribute to improving issues related to the Innovation Park**, thanks to the sharing of best practices already adopted by the company to promote corporate and territorial sustainability.

Carissimi,

è con grande piacere che scrivo per esprimere a nome di RTM - Volontari nel mondo i nostri più sentiti ringraziamenti per la vostra donazione al progetto "Scuola per tutti" in Madagascar.

Questo intervento è un importante sostegno per 5 scuole pubbliche nella regione Alaotra Mangoro; le attività intraprese stanno portando un beneficio diretto e immediato a bambini, famiglie e insegnanti coinvolti. In particolare permettono di ridurre le spese delle famiglie per l'istruzione dei figli, dotano gli insegnanti di materiali didattici più idonei e migliorano l'ambiente scolastico.

Nel mese di gennaio, un violento ciclone ha colpito l'Isola e ha provocato danni ad una delle scuole beneficiarie del progetto. Per questo abbiamo deciso di destinare la vostra donazione alla ristrutturazione nella scuola di Antanimena. Sarà nostra cura aggiornarvi sull'andamento delle attività.

Ringrazio ancora da parte di RTM - Volontari nel mondo per il sostegno e la fiducia che ci avete accordato.

Cordialmente,



Maria Teresa Pecchini  
Presidente di RTM

## Care for the environment

Some of the best practices adopted are activities that have been going on for a number of years, including:

- **reuse auction:** unused company items are sold to employees for symbolic price on a periodic basis. The proceeds are donated to social and environmental charities.
- **plastic free approach:** starting in 2019, plastic cups were eliminated by distributing thermal bottles and ceramic mugs to all employees; water dispensers were installed at all locations; and paper was replaced with the recycled one.
- **partnership with Treedom:** since 2019, Webranking has created the first forest in Madagascar by gifting each person with a tree; those joining the company in the future will also receive one, in order to increasingly populate Webranking's forest. The 200 trees planted are growing and will help reduce the world's CO2 impact by 25,500 kg.



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