

# Social Report 2021

OUR COMMITMENT  
FOR THE FUTURE



## LETTER FROM THE CEO

Just like the previous year, 2021 fell within a period that was *truly unique* for mankind, and not only for our country.

Throughout this year, the individual choices made by all of us had greater consequences, not only for ourselves, but also for the community around us.

As a company, we always have a two-fold commitment: to our people (including to their families) and, indirectly, to the society within which we operate.

Companies are in a position to act as agents of stabilisation and social cohesion. A person who feels fulfilled at work, with a career path ahead of them and - last but not least - simply enjoying a good work/life balance, is better placed to play a positive role within the communities of which they form part.

Our role is not only to finance local initiatives or to endeavour to operate without harming the planet or, in simpler terms, our surroundings. It is to put people in a position to be positive actors, both within the company and also outside it, where the considerable social responsibility each of us bears, as an individual, lies. Within our family, in clubs, in our local area.

That's why I'm proud of what I see going on around us and how I know we're going in the right direction.

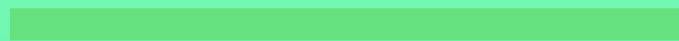


“Our role is to put people in a position to be positive actors, even outside of Webranking.”

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# Highlights



## HIGHLIGHTS

Founded in 1998, Webranking is a media agency combining the power of technology and creativity to build strategies around performance and branding objectives.

Despite the health emergency that continued throughout 2021, for us it was a particularly important year: **we grew by 48.5%** compared to the previous year, exceeding 30 million in turnover and increasing by about one third the number of people who are now part of the agency.

Outside the company, the market has been shaken by two main themes that have been the drivers of our thinking today, as we continue providing concrete solutions to meet the needs of our customers. On the one hand, the increase in the levels of individual privacy, a high priority for our users and, on the other, the need for marketers to continue planning effectively but with less data available. Being active both in the advertising market and on the technology side has enabled us to solve a series of problems that companies must address in order to remain efficient in a changing world.

In 2021, we also continued to invest not only in our offer, enhancing our three pillars - media, technology and creativity - but also, and above all, in our staff, who represent our principal asset. To promote a better work/life balance, we also decided to maintain maximum flexibility in the management of smart working throughout 2021. Everyone, in fact, has had the opportunity to **freely decide whether to work from home or in the office**, depending on their needs. The importance we attach to organizational well-being has earned us - for the fifth year in a row - a place **among the top 5 Best Workplaces in Italy** in our category, with a 90% trust index and we were also awarded the Milan Polytechnic's **Smart Working Award** for having managed smart working as an integral part of our corporate organizational model.

**24** YEARS  
OF  
OPERATION

**30+** Million  
TURNOVER

**5** OFFICES

**90%** GPTW  
TRUST INDEX



2.

Our  
commitment

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## END ALL FORMS OF POVERTY AND HUNGER IN THE WORLD

Again in 2021, **we have supported bodies and associations that listen to the needs of people who live in conditions of daily difficulty.**

In particular, we have renewed our commitment to those agencies located in the vicinity of our offices, donating a total of 7,000 euros to: DORA Emporio solidale, an association in Reggio Emilia that offers food, services and training courses to people living in temporary poverty, the Foodbank Associations of Milan and Cagliari that promote policies supporting the fight against food waste and combatting poverty and social exclusion, and Caritas Correggio.

“ **By 2030, eradicate extreme poverty for all people around the world.**

*The UN 2030 Agenda for Sustainable Development*



### Insieme per la ricerca

La scienza non conosce nessun paese, perché la conoscenza appartiene all'umanità, ed è la torcia che illumina il mondo. (Louis Pasteur)

#### Gentilissimi

con questa lettera desideriamo ringraziarvi per la generosa donazione con la quale avete contribuito ad illuminare il girasole della ricerca visibile su <https://www.grade.it/sostenitori/ricerca-o-non-ricerca/>

I progetti che stiamo portando avanti, dopo il recente acquisto della SPECT- CT, riguardano due studi rivolti alla cura dei linfomi, patologie oncologiche che ogni anno colpiscono migliaia di pazienti. I progetti avranno una durata di 5 anni per un valore complessivo di 1.200.000 euro.

Uno dei due studi, Lo studio **FOLL19**, si focalizzerà sul linfoma follicolare, che rappresenta circa il 20% dei linfomi maligni. Mediante l'utilizzo di tecnologie molecolari di precisione di nuova generazione per il sequenziamento del DNA, la ricerca si focalizzerà su marcatori specifici consentendo di identificare pazienti a basso ed alto rischio e di personalizzare la terapia. Lo studio consentirà di individuare nuovi marcatori diagnostici e prognostici per contribuire alla "medicina di precisione", attraverso la conoscenza delle della malattia dei singoli pazienti e le conseguenti terapie personalizzate.

Il secondo studio denominato **PREVID** si pone come obiettivo il miglioramento dell'efficacia del trattamento dei pazienti con linfoma a grandi cellule B mediante integrazione del trattamento immunochimioterapico standard con supporto di vitamina D.

Risultati di grande importanza che contiamo di ottenere grazie al sostegno di tutta la comunità. Obiettivi che ai quali è possibile contribuire con una donazione (fiscalmente deducibile) a: **Fondazione GRADE onlus Viale Risorgimento 80, 42123 Reggio Emilia - Codice fiscale 91075680354. Banca CREDEM- IBAN: IT13150303212804010000012000 o scegliendo di devolvere il 5x1000. Fondazione GRADE Onlus**

Fondazione GRADE Onlus

Il nostro viaggio senza fine

FONDAZIONE GRADE ONLUS - VIALE RISORGIMENTO 80 - 42123 REGGIO EMILIA - TEL. 0522 296888 - info@grade.it - www.grade.it



## ENSURE GOOD HEALTH AND WELL-BEING FOR PEOPLE OF ALL AGES

The third sustainable development objective under the UN Agenda is to ensure a healthy life and promote the well-being of all people of all ages. With this objective in mind, we have donated a total of 7,600 euros to agencies **operating on the front line in support of certain categories of people**, such as AUSER, a voluntary, social promotion association committed to enhancing the role of the elderly in society, the GRADE Foundation, an Onlus present in Reggio Emilia that supports and promotes hospital work in the Haematology Department of Reggio Emilia's Health Authority and CORE, Reggio Emilia's Oncology and Haematology Centre. Last but not least, we also contributed to a voluntary oncology association, "We are with you", in Correggio, which is responsible for standing assisting and supporting families fighting against cancer of any type.

“Significantly increase funding for health and promote wellbeing and mental health.”

*The UN 2030 Agenda for Sustainable Development*



## ADDRESSING OUR OWN NEEDS TOO

We also value organisational well-being: we work daily to improve the perception of our work environment and to promote the right balance between work and personal life through concrete actions for all Webrankers.

The continuing health emergency and the desire to ensure people's safety and well-being led us to maintain **totally flexible** smart working throughout 2021, including the option to work continuously from home.

In this connection, we received the "**Smart Working Award**" from Milan Polytechnic, which recognised Webranking as one of the best companies for its ability to innovate working methods.

To contribute to collaboration between teams that, over the last two years, have often found themselves working remotely, we also spent time and resources on **team-building activities** with dedicated budgets. Initiatives carried out over the past year included some involving themes such as cookery and the world of craftsmanship.

Experiences and work that have resulted in our being selected, since 2017, for **Great Places to Work and Best Workplaces Italy** awards, ranking among the top 5 Italian companies with less than 200 people having the best working environment, and chosen by Deloitte as one of the "Best Managed Companies in Italy for strategy, skills and commitment to people.







## PROVIDING QUALITY EDUCATION THAT IS BOTH EQUAL AND INCLUSIVE

Since 2019 we have been supporting the work of RTM - Volunteers in the World in Madagascar with which, through the EQUITE project, we are committed to **support and promote the provision of schooling to children from disadvantaged families** in the poor and peripheral neighbourhoods of the capital city.

Between January and October 2021, the number of children enrolled in the local school increased and we managed to provide a total of 5,400 children with school material suitable for classroom learning.

Also included in the project are numerous activities by the association aimed at the families of these children, offering **psychological support and listening centres, helping to pay school fees and being actively involved in the creation of school gardens**. Indeed, by the end of the 2020-2021 school year, we had assisted 2,173 families who today benefit from at least one service offered through the project.

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

*The UN 2030 Agenda for Sustainable Development*

## INCREASE SKILLS AND ENHANCE TRAINING

In 2021, thanks to the Upskill for Webrankers, a **training platform free for all employees** that has been in operation since 2020, we totaled 50 hours of free training with 12 new video courses dedicated to skills development in various digital fields.

To improve English language skills, in 2021 **free access to Fluentify, an innovative platform where you can practice with native English speakers through video lessons, remained available**; in fact, 60 Webrankers elected to take up this option and develop their language skills.

**UPSKILL**  
by WEBRANKING

**Fluentify**



## IN SCHOOLS

To help students understand the dynamics of the world of digital work, we are committed every year to hold **lessons in some of Reggio Emilia's schools**, in the context of the "PCTO" project, Pathways for Transversal Skills and Orientation" (formerly the school/work experience project) carried out both in schools and in the workplace, occasionally hosting students and school-leavers for training internships.

## ... .. AND IN UNIVERSITIES

**Several colleagues are also university professors** offering lessons about the verticality of digital, including at: Bologna Business School, University of Modena and Reggio Emilia, Catholic University of the Sacred Heart. We are also lecturers and partners of the UPA Master in Data Science (Associated Advertising Users), as well as sponsors and partners of the first degree course in Digital Marketing of UniMoRe, which started in 2019.





## ACHIEVING GENDER EQUALITY AND EMANCIPATING ALL WOMEN AND GIRLS

We have always promoted gender equality: **51% of our employees are women**, and the same figure applies amongst high-level managerial positions. As recognition for our environment and the inclusive culture that has always been our hallmark, in 2021 we received the **Best Workplaces for Women** Award, coming among the top 20 Italian companies in which women expressed the highest degree of satisfaction. We were also recognised as **Best Workplace for Millennials**, for the 15 best Italian companies for the age group between 24 and 34 years.

To promote social inclusion and active participation in voluntary projects, in 2021 Webranking continued to offer the option of spending a full paid working day in associations in this field, allowing everyone volunteer with cause closest to their heart.

“ *Ensure equal opportunity and reduce inequality.* ”

*The UN 2030 Agenda for Sustainable Development*



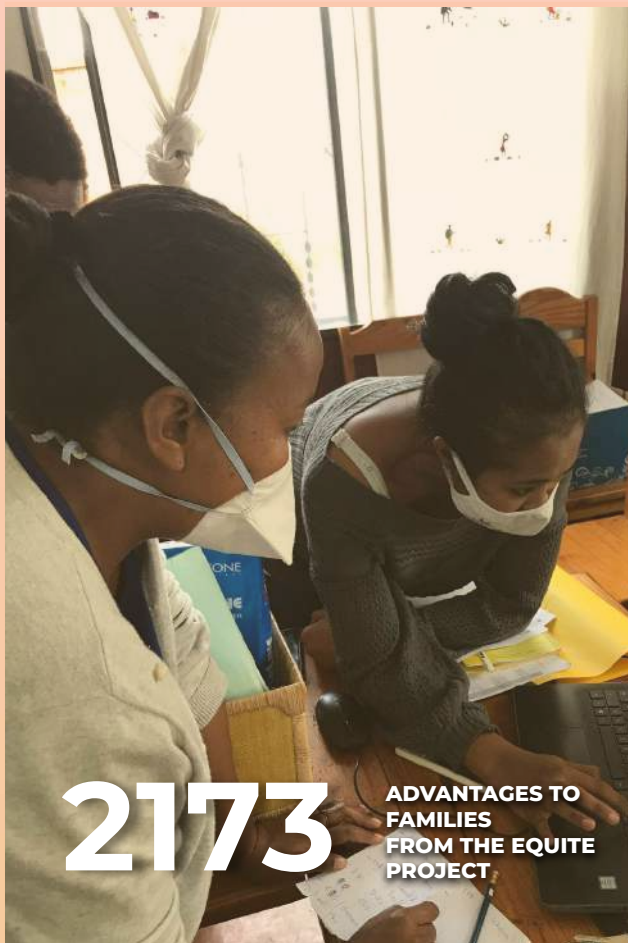
## ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL

Our offices are designed to **reduce environmental impact and produce clean and renewable energy**: in addition to our CasaKlima-certified HQ in Correggio, the Reggio Emilia premises, too, are Class A, with photovoltaic and solar thermal systems, as well as having a central heating and cooling system.

Our HQ is also equipped with a home automation system for lighting, thus reducing energy inefficiency.

“*Double the overall rate of improvement in energy efficiency by 2030 and significantly increase the share of renewable energy in total energy consumption.*”

*The UN 2030 Agenda for Sustainable Development*



# 2173

ADVANTAGES TO  
FAMILIES  
FROM THE EQUITE  
PROJECT

8 LAVORO DIGNITOSO  
E CRESCITA  
ECONOMICA



9 IMPRESE,  
INNOVAZIONE  
E INFRASTRUTTURE



## ENCOURAGE ECONOMIC GROWTH AND PROMOTE INNOVATION

Thanks to our collaboration with and support to RTM's EQUITE project - Volunteers in the World in 2021 - we were able to **finance activities promoting the development of micro-entrepreneurship amongst disadvantaged families in Madagascar**.

In fact, over the course of the year, 25 parents' groups - for a total of 111 people - were set up and participated in theory/practical training in the activity of their choice, as well as receiving funding to carry it out.

In this way, we have helped them achieve the economic independence required to **bear the costs of educating their children**, who because of this project are not obliged to leave school early. In 2021, about 2,173 families benefited from at least one service offered by the EQUITE project.

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

*The UN 2030 Agenda for Sustainable Development*

# 27%

INCREASE IN  
NUMBER OF  
EMPLOYEES

# 6.3%

TIME SPENT ON  
RESEARCH AND  
DEVELOPMENT

## INTERNAL PROJECTS

For Webranking, 2021 was not only a year of economic growth - as demonstrated by the Financial Times' FT1000 ranking, which ranks us among the fastest growing companies in Europe - but also saw an increasing number of people coming on board. Compared to the previous year, **we grew by about 27%**, thus rethinking new and ongoing activities and projects to involve larger numbers of people.

## RESEARCH AND DEVELOPMENT

Also in 2021, we continued to invest in research and development, refining and completing the offer already launched in 2020 with Data Kojak to take account of the innovations emerging from the market in relation to such issues as privacy and first-party data. In this regard, **6.3% of working time** has been dedicated to this type of project to innovate and develop our services.



## PROMOTE ACTIONS TO PROTECT OUR PLANET

In 2021, we also took part in the SDG Go Business project, funded by the Emilia Romagna Region, which aims **to develop concrete and sustainable actions with local companies and businesses.**

Our Reggio Emilia headquarters were part of the Innovation Park where, together with the other companies present, we co-designed workshops to design and promote sustainable development and circular economy solutions that strengthen the traditional corporate approach to Corporate Social Responsibility (CSR).

We also support our surrounding area through funding to local cultural activities: in Correggio in 2021, we donated 5,000 euros to the Asioli Theatre for the theatrical season. Each employee also had the opportunity to attend the shows with a 50% discount on the ticket price.

“*Encourage companies to adopt sustainable practices.*”  
*The UN 2030 Agenda for Sustainable Development*



## CARE FOR THE ENVIRONMENT

Our commitment to trying to reduce our impact on the environment through responsible actions continues: in 2021, we collected 2,000 euros from our regular **"reuse auction"** thanks to which we give new life to unused objects in the company by offering them for sale Webrankers.

With the proceeds of this initiative, we were able to support the activities of CORE, the Oncohaematology Centre in Reggio Emilia.

In addition to this, the project of eliminating plastic and, more generally, adopting a **"plastic-free"** approach in our offices, continues. Today, we ensure this through use of ceramic cups and bottles to replace plastic cups, the presence of water dispensers and the use of recycled paper for offices and bathrooms.

Finally, also in 2021, our collaboration with Treadom was renewed to cover the planting of 200 trees in Madagascar, constituting the **"Webranking Forest"**. Each new Webranker, in fact, receives a postcard about the project and the opportunity to choose their own tree and thus contribute to the reduction of CO2 emissions in the world.





WEBRANKING