

CSR REPORT- 2022

OUR COMMITMENT TO A BETTER FUTURE





“What we have managed to do is to create, over the years, a strong culture, one which represents us and which is enriched every day.”

LETTER FROM THE CEO

We live in an era of important **existential battles**: the fight against *climate change*, the promotion (or, for some, even simply the acceptance) of diversity, the relationship between life and work that is finally returning to normal after the pandemic.

However, these challenges are too often treated as though they were trends we must adapt to or consider in terms of their communication value, rather than as fundamental choices that form part of our identity.

In our company, we have been able to address these issues from the very beginning - thanks to the natural *challenge* felt by a young group, even from the moment of choosing its workplace - and this meant that certain values and behaviours were embedded in the **company culture** from the start and were not elements to be added in a great hurry because the market was beginning to demand it. Our HQ is in a green building and, for 10 years, has had with the best energy rating in Italy. In the same way, we have needed no special initiatives to resolve *diversity* problems because these would be redundant: our working culture has always been **inherently open** and **inclusive**.

Not all people's needs are the same so there is no real fairness in giving everyone the same thing because everyone has individual requirements. This is why we have opted for an **open welfare** plan, so that each of us can apply the funds we make available to the expenses we choose to incur.

This annual report gives us the opportunity to remind ourselves that what we have managed to do is not merely a list of activities; rather, over the years (fully 25 years, by now), we have created a *strong culture*, one which represents us and which is enriched every day by the contribution of those who work with us. This is **a heritage of which we can rightly be proud** and which we would very much like to see simply become one of the numerous aspects that distinguish our business system.

1.

Highlights



HIGHLIGHTS

Founded in 1998, Webranking is the most certified independent digital agency in Italy for creativity, technology and media, a partner for growth and innovation of many of the most well-known Italian and international brands.

In 2022, Webranking closed its twenty-fifth annual accounts with a turnover of more than **41 million euros**, an increase of 25% compared to the previous year. While maintaining its independent nature, today it is actually one of the largest digital media agencies in Italy, positioned firmly among the major players in terms of its Media Division and Consulting operations, as well as being *top of mind* for international SEO consultancies and for Digital Analytics implementation in the country.

The impressive results of recent years have been achieved thanks to the agency's long-standing policy of investing in people, with especial focus on developing employees' skills and work-life balance. In this connection, many activities were launched in 2022 through **We Care, the company welfare system**, which has expanded its range of options and made employees more autonomous in achieving improved balance between working time and personal life.

Well-being, respect, credibility and equity: all these aspects contributed to Webranking winning the 2022 award, for **Best Workplace Europe**, from a pool of the 150 best European workplaces. This is a reward for our commitment to creating together a dynamic, educational and innovative work environment, attentive to questions of Diversity & Inclusion: a company capable of enriching people, and putting the focus on them.

25

YEARS
IN BUSINESS

90

GPTW
TRUST INDEX

4

PREMISES

41.5

MILLION IN REVENUE

2.

Our Commitment





END ALL FORMS OF POVERTY AND HUNGER IN THE WORLD

In 2022, we continued to **support organisations and associations that listen to the needs** of people living in conditions of daily difficulty.

We have renewed our commitment to charities present in the vicinity of our offices by donating, in total, 10,000 euros, split between: *DORA Emporio Solidale*, an association in Reggio Emilia that offers food, services and training courses to people in temporary poverty; the *Banco Alimentare* associations in Milan and Cagliari that promote policies aimed at fighting against food waste and supporting those in poverty or suffering social exclusion; and, finally, *Caritas* in Correggio (RE). In addition, during the Christmas period we chose to support these companies by organising a food collection in our offices (*DORA Emporio Solidale* in Correggio/Reggio Emilia and *Banco Alimentare* for Milan/ Cagliari), collecting over 500 products.

To promote social inclusion and active participation in **voluntary projects**, in 2022, Webranking continued to offer the option of a full paid working day spent with an associations in this field, allowing everyone to volunteer with the cause closest to their heart. Among other activities, days were dedicated to help in kennels and assisting in the fight against poverty.

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

UN 2030 Agenda for Sustainable Development



ENSURING GOOD HEALTH FOR ALL, WHATEVER THE AGE GROUP

We have always been committed to supporting and promoting health and well-being: it is a principle that **also extends to those around us and to the areas where we operate**. For this reason, every year we support local associations that protect the health of everyone: in 2022, we donated a total of 8,000 euros to the *GRADE Onlus* Foundation in Reggio Emilia that supports and promotes hospital activities of the *AUSL Haematology Department in Reggio Emilia*, *Caritas* in Correggio and *AUSER*, a voluntary and social association, committed to enhancing the role of the elderly in society. Our contribution also went to the "*We are with you*" Oncological Voluntary Association in Correggio, which is responsible for supporting families struggling against cancer.

Finally, through our participation for the second year in the FIFA inter-agency tournament, "Best Agency eCup", promoted by Noku, we supported *Save the Children* and its initiatives with a donation of 500 euros.

“**Significantly increase funding for healthcare and promote wellbeing and mental health.**

The UN 2030 Agenda for Sustainable Development



CORPORATE WELLNESS

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.

We continuously update our company policies to adapt to ongoing social and cultural change. In 2022 in particular, we included the option of **Smart Working without limits on the number of days**, including working from abroad. We also increased the value of our meal vouchers from E. 5.29 to E.8 for each day worked, whether at the Webranking offices or remotely.

To contribute to the aggregation of teams at different locations, we also invest time and resources in **team building activities** with dedicated budgets: some of the initiatives carried out last year concerned the worlds of food and wine, volunteering and sport.

The importance we attach to believing and investing in projects to promote the organisational and personal well-being of each of us led, in 2022, to us receiving an award from **Best Workplaces Europe** and thus being included among the 150 best European companies for conditions of well-being, equity, respect and credibility. A further accolade to add to the awards of **Great Place to Work and Best Workplaces Italy**, achieved for the sixth year, with a *trust index* of 90%.

As *Made in Italy* excellence for business management, continuous innovation and deep-rooted corporate culture, in **2022 we were awarded the prize for Best Managed Company** by Deloitte for the third consecutive year.



29%

INCREASE IN
NUMBER OF EMPLOYEES

7.2%

TIME SPENT ON RESEARCH
AND DEVELOPMENT

ENCOURAGING ECONOMIC GROWTH AND PROMOTING INNOVATION

2022 was a year of growth for Webranking, also in terms of the number of people who joined its ranks. In fact, compared to the previous year, we **grew by about 29%**, expanding our range of activities and projects with professionalism and new specialisations.

RESEARCH AND DEVELOPMENT

Throughout the year, we continued to invest in research and development, refining and building on 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, **7.2% of working time** was dedicated to this type of project to innovate and further develop our services, an increase compared to the previous year.

“

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

”

The UN 2030 Agenda for Sustainable Development



ACHIEVING GENDER EQUALITY AND REDUCING INEQUALITIES

We have always promoted gender equality: **51% of our employees are women**, and the same percentage also applies amongst high-level managerial positions. For our inclusion, equality and rights policies, in 2022 we also received the **Best Workplaces for Women** award for being among the best 20 Italian companies where women expressed their highest degree of satisfaction, and the **Best Workplace for Millennials** award for the 15 best Italian companies as concerns the age group between 24 and 34 years. To these two awards, the **Best Workplaces for Equity, Diversity & Inclusion** was added last year; this recognises us among the top 10 Italian companies for building an inclusive and equal corporate culture, through effective leadership, the sharing of significant values and relationships of mutual trust within the working environment.



“*Ensure equal opportunity and reduce inequality.*
The UN 2030 Agenda for Sustainable Development”



PROVIDING QUALITY EDUCATION THAT IS EQUAL AND INCLUSIVE

We promote initiatives in our local area and support activities and associations that work to bring citizens closer to culture in all its forms: again in 2022, we supported the activities of the Asioli Theatre in Correggio (RE), sponsoring the *Correggio Jazz* music festival with a contribution of 5,000 euros.

We also had the pleasure of supporting a seminar organised by the *Primo Piano* cultural circle in Correggio, featuring Luciano Floridi, Director of the Yale Center for Digital Ethics and Professor of Sociology of Communication at the University of Bologna for the dissemination of issues related to ethics in the world of artificial intelligence.

With a view to promoting culture and bringing young people into the world of work and research, in 2022 we also participated in **European Research Night**, promoted by the Municipality of Reggio Emilia and Modena, during which our Marketing Technology team presented some projects carried out in recent years at the Reggio headquarters, together with Tecnopolo.

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

The UN 2030 Agenda for Sustainable Development



IN SCHOOLS...

To help high school students in their **future career and university choices**, once more in 2022, we held classes at the Steam High School in Bologna and hosted students of PCTO projects (*Pathways for Transversal Skills and Orientation*) at our company.

...AND IN UNIVERSITIES

Sharing is caring: we are happy to make our skills and *know-how* available to new generations of students. **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 teachers and partners of the Higher Education Course in Data Science of UPA (Associate Advertising Users).





PROVIDING QUALITY EDUCATION THAT IS EQUAL AND INCLUSIVE

From 2019 to 2022, we supported the EQUITE project, carried out by RTM in Madagascar, **to promote the schooling of children from disadvantaged families** in the poor and peripheral districts of the capital, Antananarivo.

"EQUITE" ended in September 2022, having supported a total of 21 schools and 13,970 children.

The project also included all the activities of the association that, with the involvement of 2806 families, have made it possible to offer **psychological support at the new Listening Desks and involvement in entrepreneurial activities, such as establishing school gardens** that have contributed to the nutritional diversification of the meals in the school canteens that were set up and to savings on the purchase of food.

The EU Monitoring Contact Person evaluated the activities undertaken to create satisfactory and successful entrepreneurial micro-activities for the project beneficiaries.

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

The UN 2030 Agenda for Sustainable Development



ENSURING 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. The Correggio site is equipped with a home automation system for lighting to reduce energy inefficiency.

This sustainable approach also extends to everyday objects at all our locations, which are selected taking into account the **life cycle of the materials**: these are renewable, meaning either natural or recycled so that they can be reused several times.

“**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



PROMOTING ACTIONS TO PROTECT OUR PLANET

2022 was the final year of the SDG Go Business project, funded by the Emilia Romagna Region, to **develop concrete and sustainable actions with local companies and businesses**. Webranking was also the protagonist of the project's final video, in which the partners of Reggiane Parco Innovazione described their projects and practices, in terms of sustainability and territorial impact.

Our commitment to try to reduce our impact on the environment through responsible actions continues: in 2022 we raised 1,750 euros from our regular **"reuse auction"**, through which we give new life to the company's decommissioned material, making it available to Webrankers for purchase.

With the proceeds of this initiative, we opted to support the activities of CORE, Reggio Emilia's haematology centre.

Smartworking is also good for the environment: thanks to its use in the company, we reduced the daily CO2 emissions of each worker by up to 40%.

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



3.

We Care

The new corporate welfare programme

HAPPY PEOPLE AT WORK REPRESENT ADDED VALUE FOR THE COMPANY

Webranking attaches great importance to recognising and actively developing the role that companies play in the communities of which they form a part and, more generally, in people's lives. We think that our **social responsibility** as entrepreneurs should also aim at ensuring greater cohesion: happy people at work are a value not only for companies but above all for the society and families to which they belong.

Today, with the concept of **We Care**, we intend to encompass the corporate welfare project that we have built over time and in which we continue to invest with resources and new opportunities for our people. In particular, in 2019, we chose to nominate **our corporate welfare project for the *Conciliamo*** initiative launched by the Department for Family Policies of the Council of Ministers, to promote new initiatives with a contribution from the Italian Government.

After being recognised among the best projects, in 2022 the new welfare plan was initiated, divided into areas of interest and opportunities for all Webranking people.





OUR WELFARE PLAN

We Care About You

An **annual welfare payment** made available to each employee to use for a wide range of services and activities - for themselves or family members - including: education, training, health, public transport, travel, sports and leisure.

Time for Family

Five days of **extra parental leave** compared to the national allocation and the standard amounts, paid for by the company and available for both fathers and mothers, with the aim of encouraging births and supporting new parents.

HealthCare

Supplemental health insurance in addition to that which employees already enjoy. Thanks to the collaboration with Allianz, a programme for the prevention of oncological diseases has been set up, specific for age groups and gender, with specialist check-ups and indemnity in the event of treatment.



WEBRANKING