

## #BTHECHANGE

Save The Duck is the first Italian fashion company to receive the B Corp certification. We are very proud of this result because it confirms the commitment that the brand has always profound in pursuing high social and environmental standards.



### TODAY'S COMMITMENT

The drive towards sustainability has been an integral part of Save The Duck DNA since its birth. Today it represents the power behind the strategies that allow us to improve the quality of our products, their impact on the planet and its inhabitants.

Transparency, responsibility and respect are the principles that inspire us. Being part of the B Corp community allows us to pursue a double objective: to create profit for the Company and benefit for our people and the community.



### TOMORROW'S CHALLENGE

Thanks to the B Corp assessment protocol, in addition to evaluating our performance, we have identified improvement suggestions and new issues to relate to, in a process that has no arrival point, but it's a path made of new challenges that the whole team gathers to evolve the Company.



### BEING B CORP

#### *What is a B Corp?*

B Corps are profit companies that pursue common benefit goals. They follow the highest standards in social and environmental performance, with transparency and responsibility. The B Corp movement is growing rapidly and today counts over 3,350 companies in 70 countries around the world. B Corp claim is to "use business as a force for good".

#### *How to become B Corp?*

To become a B Corp you have to fill the BIA - B Impact Assessment, an extremely detailed and rigorous assessment system, which evaluates the company impacts on governance, workers, communities, the environment and customers. It is necessary to obtain the minimum score of 80 to get certified.

This threshold represents the difference between companies with an extractive paradigm and those with a regenerative paradigm, which give back to the planet more than they take.



### BEING SOCIETA' BENEFIT

Since January 2016 Italy has introduced, as first nation in the world outside USA, Società Benefit (SB) to allow entrepreneurs, managers, shareholders and investors to protect the company mission and stand out on the market, through a virtuous and innovative legal form.

Società Benefit companies represent an evolution of the company concept. Traditional exist with the sole purpose of distributing dividends to shareholders, Società Benefit companies are the expression of a more advanced paradigm and in their corporate purpose they integrate profit with the aim of having a positive impact on society and the biosphere. Società Benefit is a new legal tool that creates long-term shared value. As a Società Benefit, Save The Duck undertakes to present every year its impact report to document on the implementation of the benefits included in its corporate statute.