



# JAKALA S.p.A. S.B.

## Impact Report 2022

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Courtesy translation



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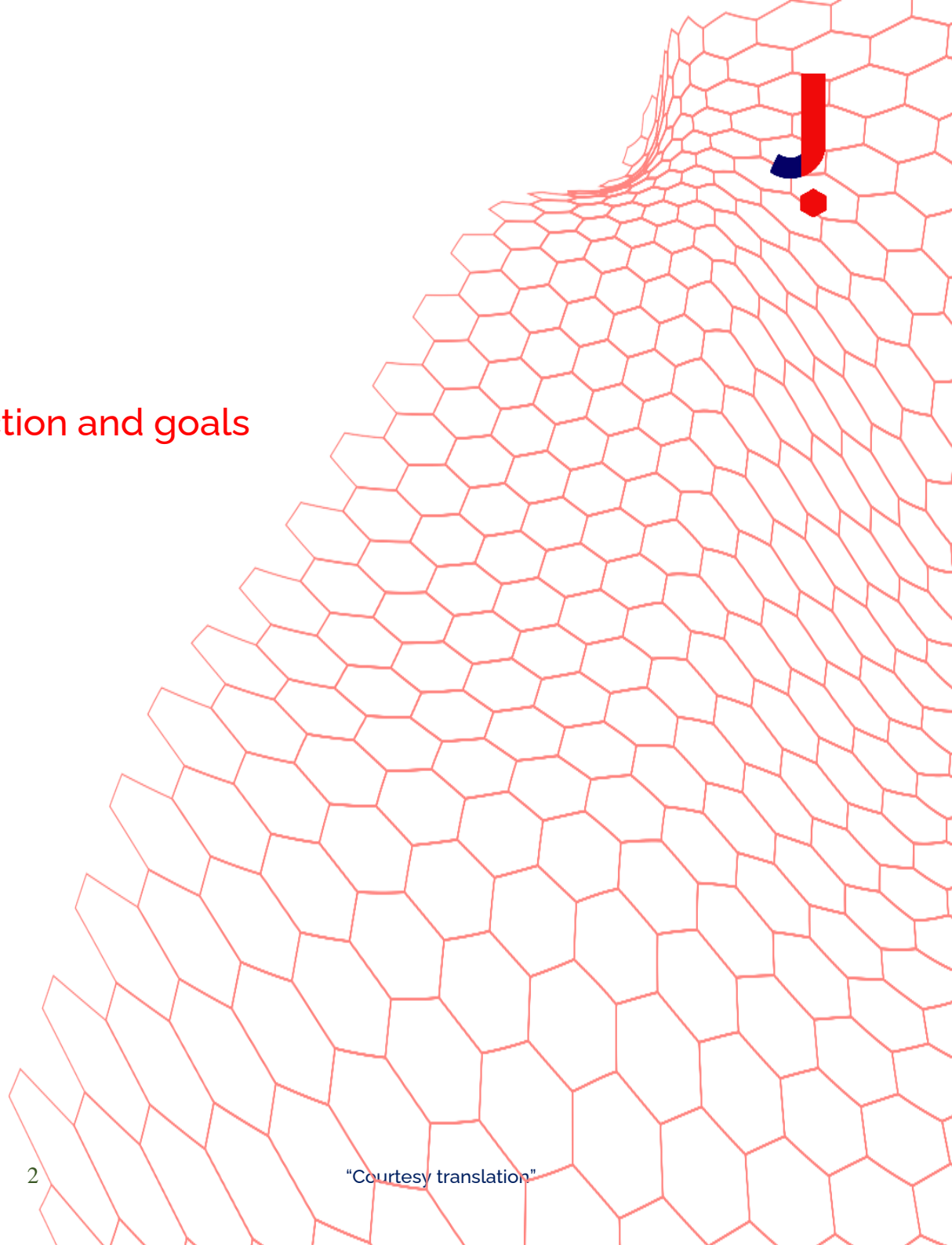
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# #01 Together to get there

"Putting sustainability even more at the centre of our strategy to create a pervasive, long-term impact is our goal. This requires working in synergy, *together*."

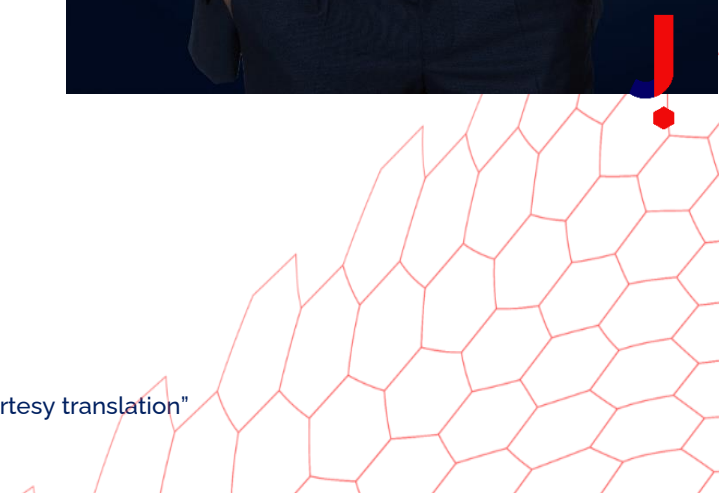
**"Together to get there"** is our new purpose. We promote diversity, collaboration and co-creation, to achieve a common goal by working together. We drive digital transformation, combining people, technology and data, to create value in a sustainable way for all our stakeholders, with a focus on ethics and quality, people and society.

For us, being a Benefit Company means integrating profit goals with sustainability principles, thus creating a collective culture of respect for people and the environment.

Within the report we show how this focus has translated into concrete actions and tangible results for JAKALA. We are convinced that we can achieve even more to continue creating a positive impact on communities and the environment.

Thank you for your interest and attention."

**Matteo de Brabant**  
Founder & Chairman



# #02 JAKALA Società Benefit, introduction and goals

Social, environmental and economic sustainability. This is the guiding principle of doing business for JAKALA.

JAKALA is committed to becoming a Benefit Corporation in 2021, thus affirming its commitment to a sustainable development model and a positive impact on the community in which it operates. The main objective is to lead the transition process towards sustainability, offering real and measurable value through a different way of doing business.

JAKALA relies on a combination of unique talents and data to create competitive advantages for the company and at the same time pursue long-term economic-financial - on the one hand - and social and environmental objectives - on the other. In summary, the fundamental characteristics of a Benefit Corporation include the aim of creating a positive impact on the community, sharing the value generated and promoting a way of doing business that is oriented towards the common good.

## THE MEASURE OF ANY VALUE IN BENEFIT SOCIETIES

Benefit societies combine the analysis of their economic-financial results with that of their positive impacts on society and the environment.

The rigour with which impacts are measured must be equal to that with which business results are verified. Just as companies must report economic and financial figures in their financial statements, each year Benefit Societies report on the achievement of their objectives through the Impact Report (compulsory ex Law no. 208/2015), in which plans and commitments for the future must also be described.

## THE PROTECTION OF SHAREHOLDERS AND STAKEHOLDERS

In their Articles of Association, in addition to the usual corporate purpose, Benefit Societies must represent their focus on all stakeholders by setting out their common benefit purposes, balancing value for shareholders and value for the community.

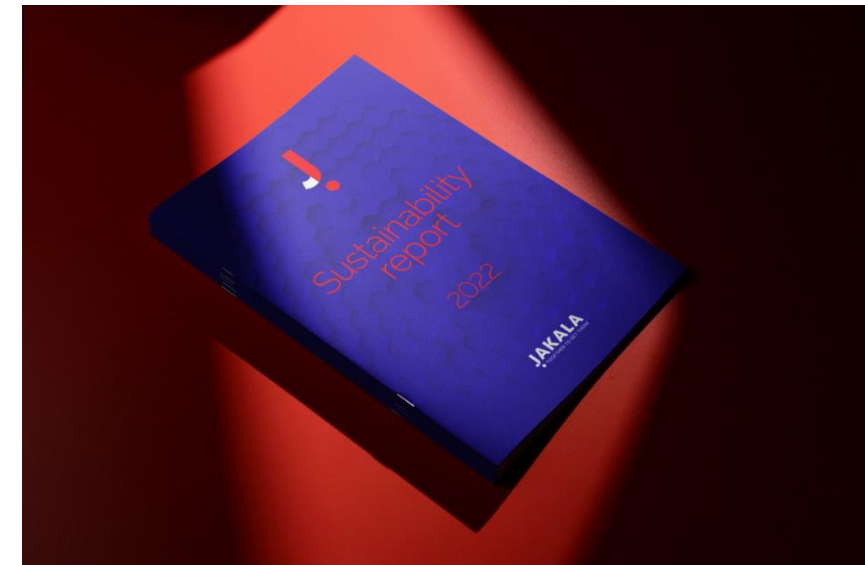
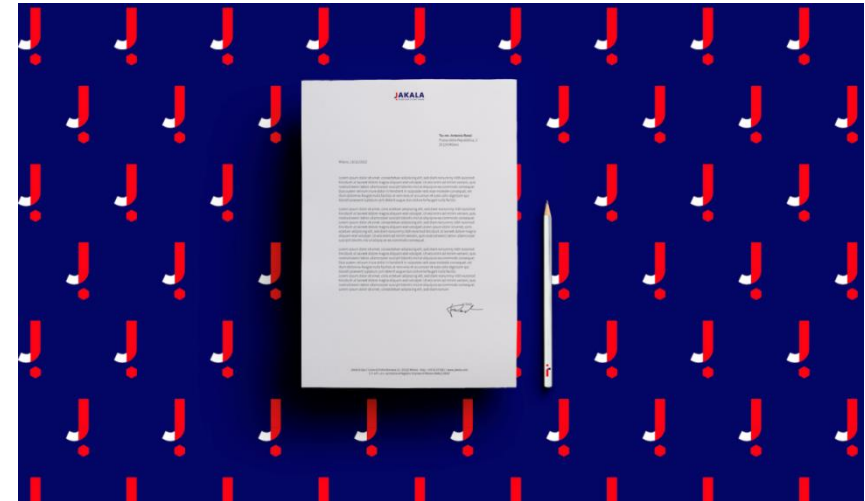
The dual purpose of Benefit Societies manifests itself precisely in this creation of long-term value not only for members, but for stakeholders in general, in the conviction that only by achieving both results (business and social) can full long-term effectiveness be guaranteed.

The Impact Report, which is mandatory as seen above, complements the information that JAKALA voluntarily provides in the Sustainability Report, with the intention of conveying sufficient and adequate comprehensive information to the outside world to represent the Group's overall commitment to generating a positive impact on all stakeholders  
The purpose of this Report is to explore:

- An assessment of the impact generated by JAKALA;
- The description of the methods implemented during the year 2022 for the pursuit of the purposes of common benefit indicated in the Articles of Association;
- The new objectives that the Company intends to pursue for the financial year 2023 with respect to the aforementioned purposes.

## #MainGoal

Guiding the transition process towards sustainability, offering real and measurable value through a different way of doing business.



## #03 Purpose Driven Business

### #Commitment

JAKALA's commitment is to achieve at least 100 points in the B Impact Assessment by 2024.

Benefit companies, or Benefit Corporations, represent an advanced business model that aims to create value for shareholders and stakeholders, with a focus on social and environmental improvement.

This global movement of "*Purpose Driven Business*" aims to promote a more evolved economic paradigm that sees companies as protagonists in the regeneration of society and the biosphere, representing a concrete and measurable way forward in the transition from a shareholder economy to a stakeholder economy.

Italy was the first country, after the United States, to introduce Benefit Societies as a new legal form of enterprise, to align and protect the company's mission and create shared long-term value.

Among the reporting standards for Benefit Corporations with respect to measuring their impact is the **B Impact Assessment ('BIA')**, which aims to measure their ability to generate value and be regenerative. If a company achieves an excellence score of at least 80 points out of 200 on the BIA, it can start on the path to B Corp certification.

On its path to growth as a Benefit Corporation, JAKALA has adopted the aforementioned standard and set itself the ambitious goal of achieving a score of at least 100 points on the BIA by 2024. This goal is challenging for the organization, but attainable: continuing with its commitment to sustainability and corporate social responsibility to date.

It also represents a symbolic milestone in the mission to generate a positive impact for society and the environment in the future.

# #04 Common benefit purposes

Listed below are the common benefit objectives in compliance with the Italian Law No. 208/2015 on Benefit Societies and, specifically, paragraph 382 "(...) *the benefit society shall annually prepare a report concerning the pursuit of common benefits, to be annexed to the company financial statements (...)*"

The impact report or impact report includes a description of the specific objectives achieved in the year ended and the new objectives to be pursued in the following year. There are 10 objectives of common benefit in the Articles of Association, identified internally as **J Goals**.

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# #J Goal 1 – Ethics and Trasparency

JAKALA promotes ethics, transparency, fairness through the adoption and dissemination of good management practices and self-regulation.

## Review of 2022 goals

### Implementation of management system for the prevention of corruption

Certification according to ISO 37001 by JAKALA S.p.A. S.B. and increase of the legality rating from “+++” a “++++”.

**Goal achieved.** The management system for the prevention of corruption has been designed and implemented effectively and comprehensively. Policies and procedures have been documented, communicated and adopted throughout the company organization. Staff training and awareness-raising activities and constant monitoring of the effectiveness of the system have also been put in place. This has resulted in ISO 37001 certification, confirming the organization's commitment to preventing and combating corruption. The increase in the legality rating from '+++' to '++++' shows that JAKALA is on a path of constant improvement in business ethics and transparency.

### Conflict of Interest Questionnaire

Extension to key people in Group subsidiaries.

**Goal achieved.** The prevention of conflicts of interest is an issue of great importance, not only to ensure compliance with regulatory requirements, but also to maintain ethics in doing business in line with international best practices. With this in mind, it was decided to extend the conflict-of-interest questionnaire to all key people in the Group's subsidiaries, involving **25** people in total.

In Italy, on the other hand, the questionnaire was submitted not only to board members, but also to executives, managers and collaborators, for a total of **96** subjects. This choice was motivated by the need to involve all persons who, in their daily work, may be confronted with situations that could configure a conflict of interest. The questionnaire, drawn up in such a way as to allow each person to fully answer the questions posed, allowed the collection of valuable information on the presence of potential conflicts of interest within the organization.

The data collected was used to improve internal policies and to implement more effective prevention measures.



## Trasparenza

Publication of our "Communication of Progress" on the UN Global Compact website.

**Goal achieved.** The 'Communication of Progress' was made available on the UN Global Compact's dedicated page on **6 November 2022**.

JAKALA believes that transparency is a core value for maintaining stakeholder trust and achieving long-term sustainability. The publication of the 'Communication of Progress' on the UN Global Compact website demonstrates the commitment to broad and accurate communication aimed at sharing information about the sustainability journey with all stakeholders.

## Goals 2023

### Implementation of a management system for the prevention of corruption

Extension of certification according to ISO 37001 to at least one subsidiary of Jakala S.p.A. S.B.

### Legality Rating

Adhesion to legality protocol and increase of the legality rating to <sup>11</sup>\*\*\*11



# #J Goal 2 – Professional and Personal Development

JAKALA promotes the valorisation, development of skills and potential, professional growth and well-being of internal and external employees through sustainable, smart and flexible working practices and by disseminating a way of doing business that sees work as the development of personal skills in balance with the personal sphere.

## Review of 2022 goals

### Specific sustainability training

Include courses on the topic of sustainability (generic and specific) in training courses, distribution of training pills.

**Goal achieved.** Specific sustainability training is a strategic investment for JAKALA to ensure the dissemination and consolidation of a sustainability-oriented corporate culture and the dissemination of its values and principles.

For this reason, JAKALA has included sustainability issues in its training courses, both general and vertical on specific topics. More specifically, the implementation and auditing of environmental, health and safety, anti-corruption, information security, etc. management systems were discussed, also through periodic reflection and in-depth analysis in the company newsletters J People, J Voice and the more specific J Sust.

In addition, during the onboarding of new employees, thanks to the intervention of the Head of Impact, some pillars are indicated and the aims of the Statute are illustrated. A short introductory course on selected topics was published on the e-learning platform at the end of the year, in order to provide each corporate function with in-depth material on aspects closer to their activities. Nearly 1,200 people from the parent company and some Italian subsidiaries were invited to participate: within a few days of the invitation, more than 300 people had attended the training, which is proof of the attention JAKALA people pay to the topic of sustainability.

Welcome  
to the Jungle!

**The process of  
onboarding in  
JAKALA: frame the  
QRcode!!**



## Onboarding training

Formalize structured mentorship for new recruits over 30 days.

**Goal achieved** Onboarding training is the process of welcoming and training new employees, aimed at making them feel part of the organisation and enabling them to acquire the necessary co-knowledge, skills and information to do their jobs effectively and efficiently. This is important because a good onboarding process can have a significant impact on employee productivity, retention and satisfaction.

Structured mentorship, on the other hand, is an approach in which an experienced mentor is assigned to a new employee to guide and support them through their first few months on the job. This type of mentorship can be particularly useful for new employees who are confronted with new tasks or new work contexts.

The HR Department follows the induction of new employees in a structured manner, verifying all the induction phases: one-day full onboarding in the Milan headquarters to meet departmental managers and get to know the head office, a dedicated welcome kit where one can find useful resources to be able to navigate the company independently, specific training courses and a direct contact person who will follow the induction on a day-by-day basis, induction interviews about 1 and 6 months after induction to guarantee the most suitable induction path.

## Goals 2023

### Well-being and inclusion

Promoting the wellbeing of employees through dedicated initiatives and programmes related to sport, also declined as a moment of social inclusiveness.

### Professional and personal growth

Activate a specific professional development classroom in order to promote MarTech skills and to have a specific impact aimed at the employability of young graduates with disadvantaged access to the labour market.



## #J Goal 3 – Training

JAKALA wants to involve, raise awareness and increase the level of consciousness of the entire company organization, and also of the staff working on its behalf, towards a culture of greater personal responsibility and respect for both the environment and health and safety.

### Review of 2022 goals

#### Policy Quality Air Indoor

Adoption of the policy on points currently to be implemented and possible revision.

**Goal partially achieved.** JAKALA, realizing that maintaining a smoking ban less than 7.5 metres from building openings would be the best option to preserve the health and well-being of all our employees and to respect the environment, had to take into consideration the structure of the buildings and the street accesses of the various locations, which made it difficult to fully implement the policy. With this in mind, the effort was therefore directed at finding an alternative solution that, although of lesser impact, could nevertheless contribute to increasing the level of personal responsibility on these issues. It was therefore decided to revise the character of the policy, making it strictly recommendable and no longer mandatory. In addition, this partial failure is regarded as an important learning live moment that has prompted reflection on the importance of anticipating possible obstacles in the implementation of company policies and finding alternative solutions that can still guarantee the set objectives.



## Environmental Awareness

Introduce specific environmental awareness activities in order to increase awareness of the issue.

**Goal achieved.** In addition to the targets achieved for JG2, in line with the goal of increasing the awareness of the Jakalers, JAKALA measured the parent company's GHG emissions for the year 2021 with a view to using this information to identify actions to protect the environment.

In addition to this, JAKALA facilitated solidarity team buildings such as - for example - the one held on 23 November 2022 when a group of 28 volunteers from the Digital Marketing team participated in the 'Clean up the world of Legambiente' activity at the Martesana Park in Milan, which enabled (in a single day), the collection of **30 kg** of waste (2.0 kg of cigarette butts, 15 kg of unsorted waste, 13 kg of glass).



*The Jakalers who participated in the 'Clean up the world by Legambiente' initiative at the Martesana Park in Milan.*

## Goals 2023

### Environmental awareness

Continue to provide specific environmental awareness activities in order to increase awareness of the issue.

## #J Goal 4 – Equity & Inclusion

JAKALA promotes the inclusion and valorisation of differences in gender, ethnicity, sexual orientation, ability and disability, through the identification and removal of barriers that inhibit participation and contribution, the provision of equal professional and economic development opportunities and anti-discrimination policies in the supply chain and with respect to all stakeholders interacting with the company.

### Review of 2022 goals

#### DE&I-related engagement and awareness activities

Implement team building activities related to the topic of inclusiveness.

**Goal achieved.** Through Diversity, Equity and Inclusion (DE&I)-related engagement and awareness activities and team building activities related to the theme of inclusiveness, JAKALA gave its employees the opportunity to participate in *PlayMore!*'s 'Superleague' event: an inclusive multidisciplinary tournament that allowed everyone to express their skills and feel the support of the corporate community.

Fifteen employees participated in the tournament, competing in four sports disciplines in mixed teams with frail persons.

Another moment of sharing in favour of a charitable cause was the participation in the Milano Marathon with 3 relays of 4 people in support of *Make-A-Wish Onlus*, to allow seriously ill children to realise a dream, and 2 participants in the *Riga Rimi Marathon*, to help children with motor disabilities at the Riga Children's Hospital.



## Training plan on DE&I issues

Specific training course on diversity, equity and inclusion.

**Goal achieved.** The objective was set with a view to bringing a concrete commitment to valuing differences and inclusion within the organisation, pushing towards an open and inclusive corporate culture. The training plan on DE&I issues achieved important results: the training path on diversity, equity and inclusion issues contributed to a growing stakeholder interest, also thanks to the information pills included in the newsletters and to the in-depth analysis present in the training projects on the e-learning platform. In detail, there has been an increased awareness of the importance of inclusive language and a demand for more in-depth analysis of the topic.

## Goals 2023

### Sport for inclusion

Reconfirm participation in inclusive sports events.

### DE&I in the supply chain

Start a diversity monitoring path within the supply chain.

### Diversity Empowerment Path

Create a specific awareness-raising path on DE&I issues oriented towards the broader definition of diversity



*Jakalers who participated in PlayMore!*

# #J Goal 5 – Sustainable Sourcing

JAKALA promotes and safeguards decent working conditions and opportunities for economic and professional growth throughout the supply chain.

## Review of 2022 goals

### Supplier's Framework

Supplier's Framework year-on-year increase in the number of monitored suppliers (target 35% of purchase value).

**Goal achieved.** Starting from the will to promote sustainability also among external stakeholders, with a holistic and long-term oriented approach, JAKALA has implemented tools to monitor its suppliers' compliance with ethical and environmental standards, in order to accompany and guide them along a path of growth and improvement. With the adoption of the Supplier's Framework, 34.6 per cent of the purchase value was monitored, enabling the target to be achieved.

### Improvement Plan

Establishment of a shared framework in which improvement actions are systematically triggered.

**Goal achieved.** In order to improve the social, environmental and governance performance of its supply chain, JAKALA has implemented a shared framework that foresees the systematic activation of improvement actions and/or on-site audits when performance below a predetermined threshold is found. This framework has been shared internally and provides for targeted actions against suppliers that have a rating of less than or equal to 25/100.

## Goals 2023

### Improvement Plan

Increasing the sustainability ratings of the monitored supplier portfolio in order to have a concrete impact on the supply chain.

### Capacity building

Specific training for categories in order to have a greater impact on the ability of suppliers to implement their own environmental and social sustainability actions.



# #J Goal 6 – Quality and Safety of Products and Service

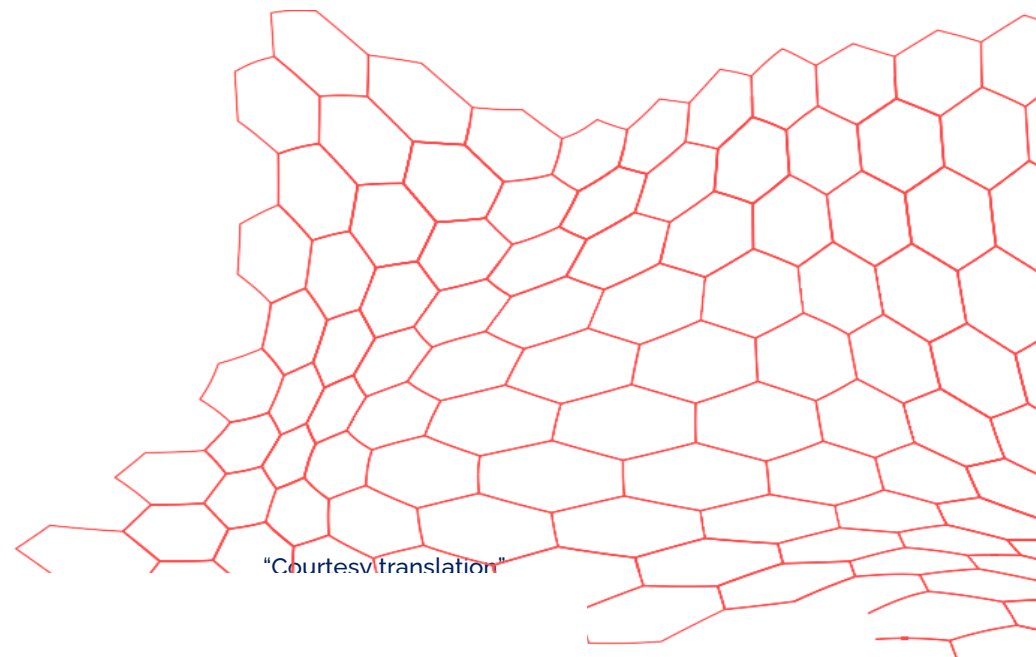
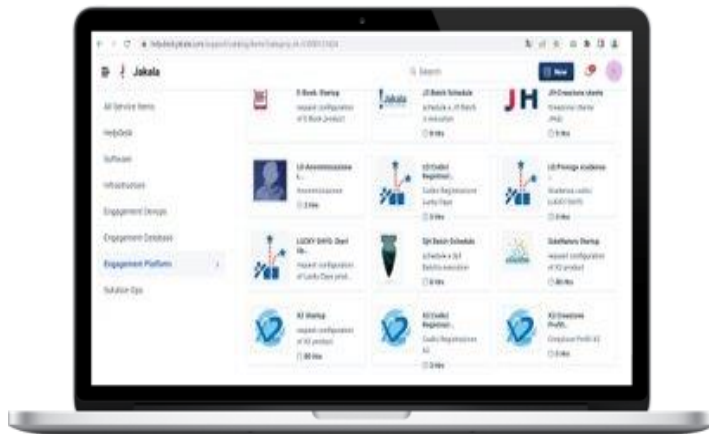
JAKALA promotes a culture of the highest quality and safety of products and services through continuous collaboration with its partners in identifying the best materials, technologies and solutions with a view to full economic, social and environmental sustainability.

## Review of 2022 goals

### Consapevolezza informatica: Data Privacy & Information Security Awareness

Formazione aggiuntiva su *Data Privacy & Information Security Awareness* e *On-Boarding Privacy & Information Security Awareness*.

**Goal achieved.** JAKALA has ensured the comprehensive and systematic training of employees and collaborators (within the training platform, which includes tests to check understanding of the subject matter) by providing them with the necessary tools for full awareness of data protection issues (proprietary and third-party), creating an environment conducive to a responsible and information security-conscious corporate culture. In addition to the compulsory courses on data processing, the topics are also covered on the full-onboarding day. In addition, there were many opportunities for in-depth discussions between the Data Protection Officer (**DPO**) and the Chief Information Security Officer (**CISO**) and the various company departments.



### Data Processing Centre impact

Decrease the impact of the Data Processing Centre as a result of measurements made on the company's carbon footprint.

**Target not yet calculable.** The true GHG savings will be calculated following the measurement of the company's carbon footprint for the year 2022. In addition to the indispensable requirements of efficiency, effectiveness and safety, the choice of the facility was directed towards a 100% renewable energy facility, which utilises multiple integrated energy saving features, including photovoltaic panels and thermal insulation infrastructure.

### Goals 2023

**IT awareness:** *Data Privacy & Information Security Awareness*

Continue to implement privacy and IT security improvement solutions in order to ensure continuous improvement.

*Ethical IA*

Create a policy on the use of artificial intelligence, in the belief that digital skills will enable the creation of a better future, but within the framework of responsible and ethical developments and implementations.



## #J Goal 7 – Sustainable Offering

JAKALA protects the environment and raises awareness of environmental issues and policies among customers and consumers, both through the implementation of projects that require the use of environmentally sustainable products and services and through the elimination of waste throughout the supply chain.

### Review of 2022 goals

#### Implementation of the management system for carbon accounting

Certify the accounting system according to ISO 14064-1.

**Goal achieved.** JAKALA achieved the certification of emissions for the year 2021 in July. The certification of the carbon accounting system according to ISO 14064-1 requires the identification of sources of greenhouse gas emissions and the development of a plan to reduce them. This path contributes to the development of sustainable offers as it enables the identification of opportunities for improvement. For best results, it is necessary to focus where the organisation's impact can be greatest and where it has sufficient management levers; currently, JAKALA is focusing its efforts on reducing emissions from two core activities: transport and product manufacturing.

#### Goals 2023

##### Sustainable transport

Decrease the CO<sub>2</sub> impact of transport and increase the share of carbon neutral BTC transport.

##### Product LCA

Implement a portfolio product development system that takes into account the life cycle of products with the aim of decreasing their impact.



# #J Goal 8 – Customer Care

JAKALA aims to show willingness, competently handle customer enquiries and use all the necessary tools for their fi-delivery.

## Review of 2022 goals

### Quality Management System

Maintenance of corporate certification and integration of a new scope for Jakala S.p.a. S.B.

**Goal achieved.** On 14 June 2022, Jakala S.p.A. S.B. passed the audit for the extension of the ISO 9001:2015 standard with respect to the 'EA37' sector for training, relating to the following area: 'Provision of training services on technological and digital innovation in marketing and strategy'. This contributes to competently managing the training offer and the service provided to customers in a controlled and structured manner, increasing customer satisfaction and generating more value. The ISO 9001:2015 corporate certification (for all relevant fields of application) has also been extended to Jakala Civitas S.p.A., in the context of capa-city building; corporate certification can be seen as an opportunity for subsidiaries to develop their competencies and improve their ca-pacity to provide high quality services in a rapid and structured manner, replicating processes that are already functioning.

## Goals 2023

### Customer Feedback

Organise sharing with customers in order to discuss their needs and requirements, identify elements for improvement and further enhance JAKALA's contribution.



# #J Goal 9 – Promotion of Sustainable Business

JAKALA promotes values and behaviours linked to social responsibility, sustainability and environmental protection both through the conception, development and implementation of new business models and activities aimed at customers and consumers and through corporate welfare activities.



## Review of 2022 goals

### New sustainable concepts

Increase the number of sustainability-related concepts and solutions compared to the previous year.

**Goal achieved.** The commitment to sustainable business has led to tangible results with the journey over the past few years. In 2020 - thanks to the awareness raised in the previous years - JAKALA had identified **12 key sustainable concepts**, which was increased to **18 in 2021**. As a result of this start, continued commitment, and increased global awareness, the number of sustainable concepts was further increased to **29** in 2022. JAKALA will continue on this path, structuring itself to design and promote further sustainable projects, with the aim of improving the health of the planet and the people living on it.

## Goals 2023

### New sustainable concepts

Increase the number of sustainability-related concepts and solutions compared to the previous year.

## #J Goal 10 – Community

JAKALA contributes to the development of the social and economic context in which the company operates, both by offering job opportunities and research and development activities, and through projects that make the company's assets and skills available for specific purposes and stakeholders, and by fostering volunteer and philanthropic activities.

### Review obiettivi 2022

#### Employment in areas considered disadvantaged or low income.

Increase the number of resources employed in economically disadvantaged areas in order to contribute to economic development.

**Goal achieved.** Employment is an important indicator of economic and social well-being. Increasing employment means creating jobs and thus more income opportunities and improving the quality of life, combating poverty and inequality. Increased employment in economically disadvantaged areas has an amplified positive impact on the community as a whole, contributing to an increase in the production of goods and services and acting as a further stimulus for the local economy, in a sort of virtuous circle of economic and social development. The resources in these areas increased from **26** as at 31.12.2020 to **78** as at 31.12.2021 to more than **100** as at 31.12.2022, taking Bari, Rende and Naples as the perimeter, with an average age of just over 33 years.

#### Donations to the Community

Increase the number of projects compared to the year 2021 by contributing through donations or solidarity projects.

**Goal achieved.** The value of donations was increased by more than 20% compared to 2021 and 10 non-profit organizations were supported. In 2022, in the face of the international events that involved Ukraine, with the suffering and losses they caused, and regardless of the various reasons that led to this humanitarian tragedy, JAKALA realized the importance of offering help and support both in cash and in kind to alleviate the affliction of those affected by the war events. For this reason, JAKALA supported - both directly and through promotional activities towards employees and collaborators - the sending of humanitarian aid through the Francesca Rava Foundation.



### Corporate volunteering

Introduce a monitoring system and operating methods for carrying out corporate volunteering, with the aim of making it systematic and increasing volunteer hours.

**Goal partially achieved.** Thanks to the introduction of a monitoring system and new operating modes for corporate volunteering, significant progress has been made in making volunteering activities more systematic and engaging. Although participation in the activities is still low compared to the corporate population, there has been good feedback from people involved in some activities, such as the AVIS blood donation days at the Milan and Nichelino sites, or the specific days with Legambiente, or some awareness-raising actions, such as the 'No plastic bag day' with the Zenzero association.

### Associations

Continue to join associations with aims aligned with our corporate purpose.

**Goal achieved.** JAKALA confirms its continued membership in associations with aims aligned with its corporate purpose, including the United Nations' 'UN Global Compact' and the 'Cloud Security Alliance', a security program for the cloud world promoted by Star Level One, with the aim of bringing its own contribution and commitment to large-scale shared initiatives aimed at promoting sustainability, business ethics and cybersecurity.

## Goal 2023

### Employment in areas considered disadvantaged or low income

Increasing the number of resources employed in economically disadvantaged areas in order to contribute to economic development.

### Corporate volunteering

Implement awareness-raising actions in personal activation with regard to volunteering projects.

Community  
Day Avis

**Scan the QRcode  
to discover  
the initiative!**



# #05 Impact profile: BIA e SDGAM

## #BIA#SDGAM

B Impact Assessment and SDG Action Manager:  
Management tool for assessing impact.

To fulfil legal obligations and communicate the impact generated by the company, JAKALA has appointed an Impact Manager and used the third-party standard B Impact Assessment. This assessment process analyses the company's business model to understand its ability to generate a positive impact on key environmental and social challenges, while also assessing the impacts generated

by the company's products and services. At the same time, this standard allows you to understand how you can improve your business model to ensure that it is consistent with your goals.

This protocol assigns a score between 0 and 200, detailed in five main impact areas: **governance, employees, community, environment and customers.**

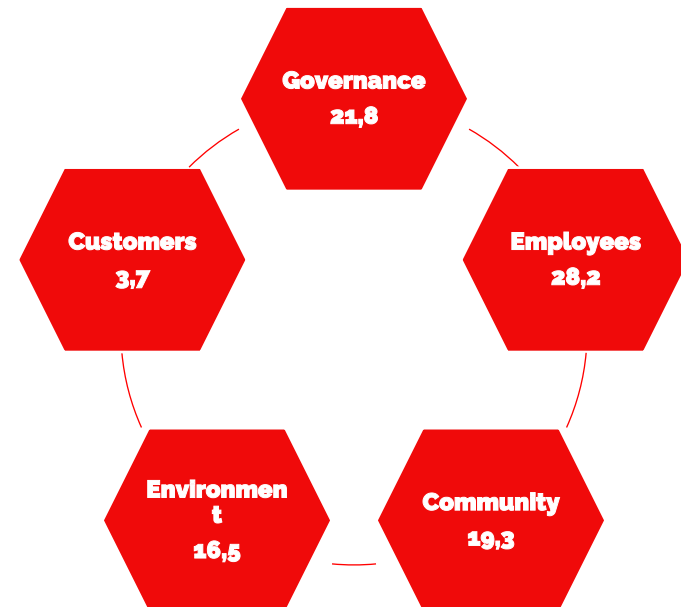
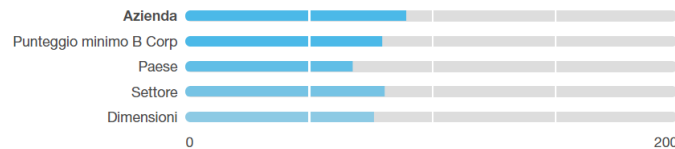
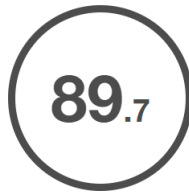
### Self-evaluation as at 31-12-2022

Punteggio complessivo: B Impact Score



Jakala SpA SB

Data di fine dell'anno fiscale 31 Dec 2022



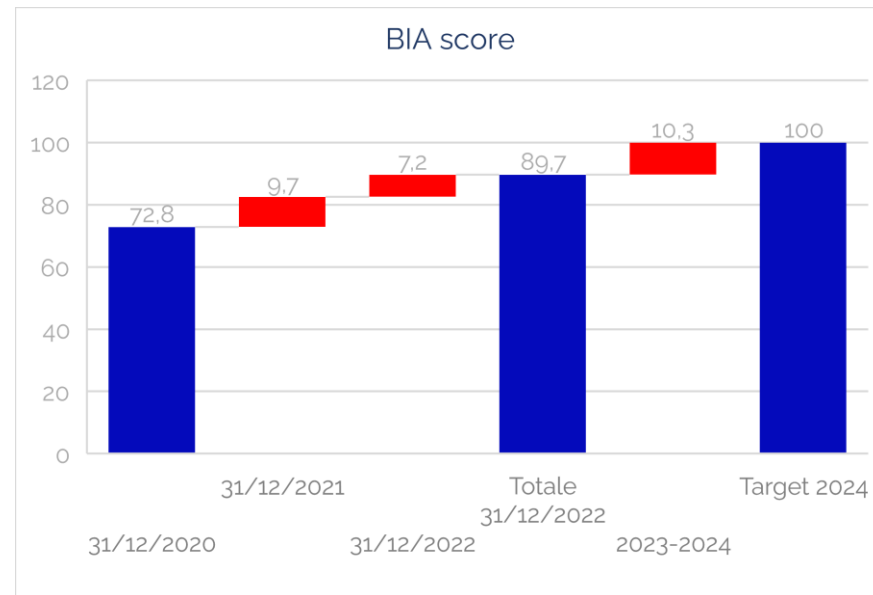


The sum of the scores of the assessed areas does not correspond to the total score as the algorithm provided by B Lab calculates successive approximations that are then expressed in the rating to one decimal place.

The figure opposite shows the timeline of progress based on the BIA self-assessment from 2020 and the target to be achieved in the next two years.

It is with pride that JAKALA shows what has been achieved in such a short period of time, demonstrating the intensity with which the entire organization has taken responsibility for progress along the road.

With this Report, JAKALA intends to communicate in a transparent manner its progress and the commitments made on a first-person basis, presenting its achievements and objectives aimed at achieving the specific goals of common benefit, as expressed in the Statute.



*Jakalers visiting the Roncade Campus.*



The charitable purposes pursued by JAKALA contribute positively to the Sustainable Development Goals (SDGs), as represented in the UN 2030 Agenda, in particular by promoting environmental sustainability, social justice and an inclusive economy. The SDGs provide a global framework for Benefit Societies to adopt business practices in line with the UN Sustainable Development Goals.

JAKALA regularly monitors both its own contribution and the relevance to its organisation of the individual SDGs, based on the following synoptic table.

JG	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	
1									X								X	
2				X				X										
3			X			X						X						
4					X			X		X								
5	X							X		X							X	
6									X			X	X					
7							X	X	X		X	X	X					
8	X								X			X		X				
9											X	X			X			
10								X	X	X							X	X

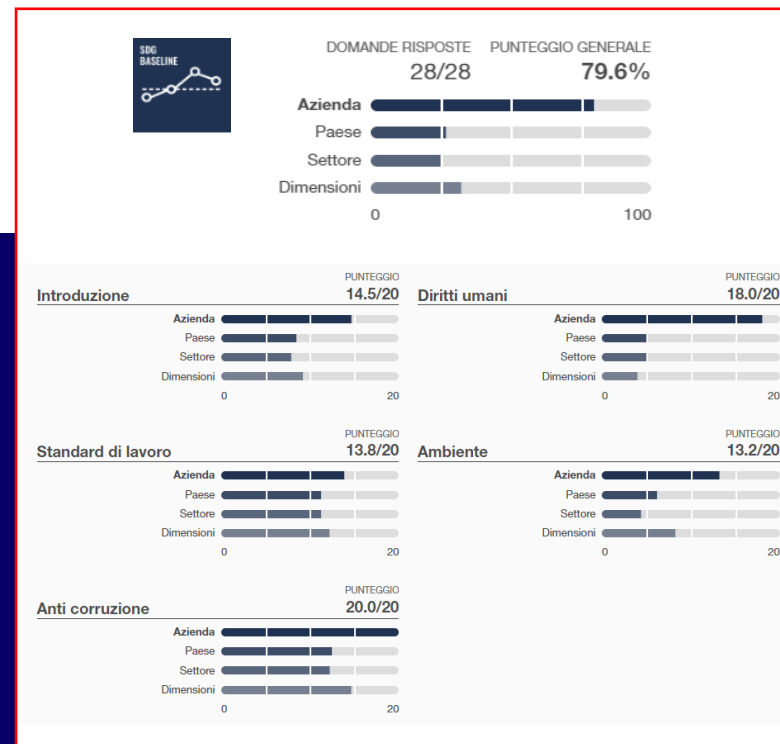
In recent years, the global business community has made remarkable progress towards sustainable development, inspired and guided by the 17 SDGs set out in the UN 2030 Agenda. These goals, which are divided into 169 specific targets, represent a unique opportunity for all organisations to unite around a common global agenda and tackle sustainability challenges together, improving people's quality of life and protecting the planet.

In 2020, the UN Global Compact and B Lab collaborated to launch the SDG Action Manager, a strategic and operational tool designed to help companies of all types of measure and develop the impact of their sustainability performance and accelerate their organisational journey towards the SDGs.

The SDG Action Manager integrates B Lab's B Impact Assessment, the Ten Principles of the UN Global Compact and the SDGs, enabling companies to take meaningful action through dynamic self-assessment, benchmarking and from an improvement perspective.

The use of this tool starts with the identification of priority SDGs and then moves on to the design of corporate strategies aimed at achieving them, in terms of best practices, outputs, risk management and collaboration with others.

The first module is the Module based on the **Ten Principles of the UN Global Compact**, this basic module includes questions on topics such as the company's commitment to human rights, positive labour practices, environmental management system and good governance.



On the basis of the self-assessment with the SDG Action Manager, JAKALA compared its performance on the priority SDGs, related to the specific common benefit goals, with a sector, country and size benchmark.

