



THE ILLY SUSTAINABILITY MANIFESTO

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

The behaviour, consumption, and lifestyles of all human beings have an increasingly important impact on the natural, social, and economic equilibrium of our planet. As a result, each individual’s awareness and commitment to respecting and defending the world we live in are increasingly fundamental. The sustainability movement, therefore, is one of thought and actions. Its goal is to seek a balance between the current legitimate achievements of modernity, and the chance that others in the future will have at least the same opportunities as we have.

On the other hand, trust is the main pillar of the market economy. This is why citizens and consumers alike are all the more mindful of the reputation of the companies and brands they deal with. A good reputation means being rigorous and transparent, avoiding all forms of injustice – from exploitation to conflicts of interest –, and promoting the practice of sustainable business from an environmental, social and economic points of view.

That being so, illycaffè - which has always made of ethics and quality its core values - holds on in actual facts to the concept of sustainability, through its own behaviour and products, and by adopting the most advanced technologies in order to keep offering its consumers the highest quality as possible.

Our stakeholders. Sustainability as a value

*“illycaffè is a **stakeholder company** founded on ethics, and whose goal is the improvement of the quality of life.”*

The hierarchy of our **stakeholders** is represented by an upside down pyramid. Our **consumers** are at the very top, followed by our customers: the latter offer the former our products. Just below them, there are the company **collaborators**: without their professionalism and passion there would be none of this. Next come our **suppliers**, with whom we create value to share out equally. Then there are the **communities** with which the company enters responsibly into relation and finally, here are the **shareholders**, who are at the service of the company and therefore make the base of the pyramid.

Indeed, should it lack a team of excellent and enthusiastic collaborators, how could illycaffè have customers who are satisfied not only with its product but also with the services the company offers them? How could it guarantee the current and future quality of its products, should it lack a direct relationship with its coffee growers and not put them in the position to improve constantly?

On behalf of all our stakeholders, we implement practices aimed at pursuing the **economic, social, and environmental sustainability** of our company’s business.



Economic sustainability

illycaffè promotes economic sustainability by creating **value** for all its partners:

- By purchasing our products, consumers have the opportunity for an enriching experience of quality and knowledge.
- Customers achieve higher revenues and margins of gain.
- Collaborators work in an environment that offers them security and profitable working conditions.
- Suppliers, on average, obtain greater margins of gain and lower risks.
- The community grows thanks to the related activities fostered by the company and to the taxes it pays.
- Shareholders, as a result, witness a growth of the company's value.

Social sustainability

The company supports and creates social sustainability by boosting the concept of **growth**.

- By experiencing a direct and close contact with illy, consumers deepen their own culture of coffee and become "coffee lovers".
- By serving illy, customers can broaden their knowledge, thereby improving their own professional reputation.
- Collaborators are offered good opportunities for self-fulfilment, skill development, and professional growth.
- In addition, suppliers benefit from this process and improve their reputation and know-how. Growers of our raw materials improve their living conditions as well.
- The communities housing the company enjoy all the benefits obtained from its visibility and image.
- Shareholders collect the fruits of this virtuous circle in terms of standing and trustworthiness.

Environmental sustainability

illycaffè promotes **respect** for the environment by involving all its stakeholders actively.

- It proposes recyclable packaging to its customers and consumers.
- It offers its collaborators a clean, extremely safe and efficient working environment.
- It teaches eco-friendly agronomic practices to its coffee suppliers.
- It guarantees the communities an ecologically advanced industrial site.
- As a result, it ensures its shareholders the greatest environmental risk containment as possible.

In conclusion, our strategy focused on the construction of value over time, entails short-term and long-term advantages, both for the company and for all its stakeholders. Our company innovates, it is competitive worldwide, and bases its whole business model on sustainability. Our strategy is based on the concept of living the future at present.