

Community support

- GoBeyond: the responsible innovation platform
- WeDo: solidarity programme



For over 75 years now we have been building solid relationships with local communities and engaging in active dialogue with our stakeholders to understand and answer their needs.

**641
thousand €**

earmarked for
activities with social
impact in 2022

We work with the third sector and support innovation and social integration to guarantee sustainable and inclusive growth for society.

In designing our support activities, we carefully assess impacts on communities, taking into account cultural needs and social issues in the contexts in which we work to build shared value.

Our positive impact strategy addresses two main areas: **Social Innovation**, through long-term projects to sustain and valorise the start-up ecosystem and relative enterprise and technology skills, and **Community Investment**, to develop powerful projects and relations in support of good causes and to help in emergency situations in partnership with associations and non-profit organisation³⁹.

Generating shared value for communities



Social Innovation

- GoBeyond
- Technology for Good

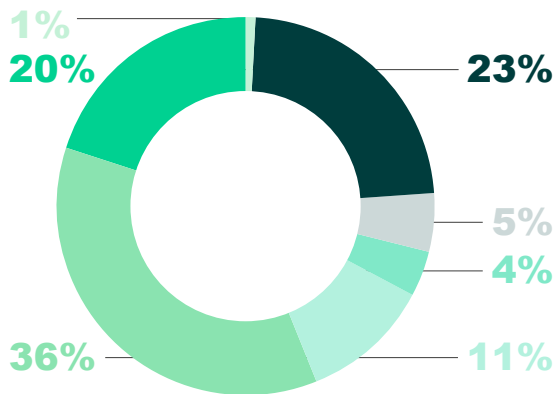


Community Investment

- Donations
- Corporate volunteering
- Fund raising

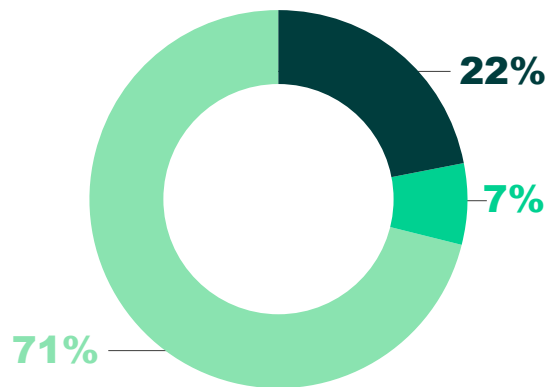
³⁹ Associations and organisations receiving donations undergo rigorous ethical and legal screening.

Community investments by type



- Environment
- Community
- Women's empowerment
- Emergency situations
- Poverty, marginalisation and vulnerable people
- Social innovation
- Art and culture

Community investments by area



- Donations
- Membership fees
- Other community investments

GoBeyond: the responsible innovation platform

GoBeyond is the responsible innovation platform created by Sisal to support the ecosystem of start-ups and anyone who has a socially useful business idea. Originally a contest for start-ups, in 2022 GoBeyond became a programme organised around **three strategic pillars: Call for Ideas, Academy and Community**.

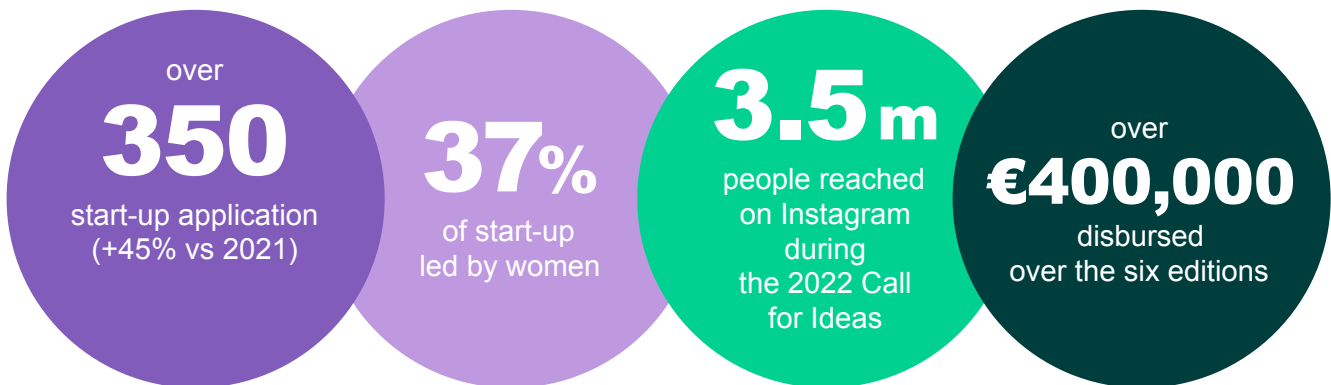
The sixth **Call for Ideas** saw record participation, with over 350 start-ups operating in social innovation sectors, such as circular economy and upcycling, agritech and biotech, cleantech, healthcare and edutech. Among the many start-up entries in 2022, we saw an increase in ideas targeting the Sustainable Development Goals (Agenda 2030), partici-

pation by women-led start-ups well over the national average, and a big increase in start-ups already active on the market (33% of start-up candidates).

The 2022 edition was won by Pipeln, a start-up that monitors the state of maintenance of piping and uses a predictive technology to prevent water wastage. Together with the winner, the other finalists - Algor Education, BioFashionTech, Regusto, Clearbox AI and Bi-rex – were awarded expert advisory courses in various fields supported by a network of 15 Enabling Partners: Italian Tech, Osservatori Digital Innovation – Politecnico di

port of Feltrinelli Education, the Academy published 11 on-demand training modules in three categories: enterprise culture, business plan creation and impact assessment.

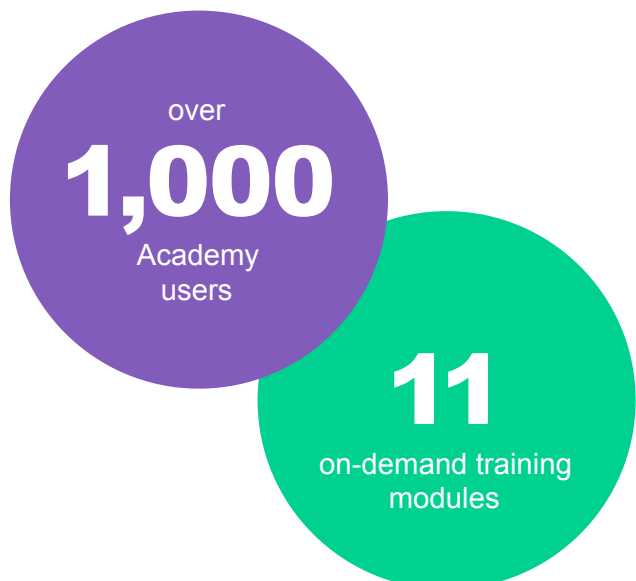
Lastly, through our Community, we inspire the GoBeyonders of the future and create content and events to give start-ups the visibility they need to network and grow. We decided to involve a number of GoBeyond startupper in an event organised with StartupGeeks, the leading community for start-ups in Italy. Thanks to testimonies and insights from start-up founders and entrepreneurs, we



Milano, Google, frog – part of Capgemini Invent, K&L Gates, Angels4Women, Mamacrowd, B Heroes, Alkemy, Carter & Benson, Foundation-C, SheTech, StartupItalia, Startup Geeks and La Carica delle 101. The sixth Call for Ideas also saw numerous outstanding enterprise ideas receive special mentions from the partners: Mamacrowd and SheTech, for example, mentioned TA-DAAN for having taken the small craft business sector online, while SheTech mentioned women-led start-ups BioFashionTech, Civica, Nantoo, Clearbox AI and Bi-rex.

In March 2022, the **GoBeyond Academy** was launched to develop the entrepreneurial skills and mentality needed to create impactful business projects. The Academy is a completely free-of-charge digital hub designed to provide all the tools needed to make a start-up scalable, sustainable and impactful. With the sup-

were able to chart a roadmap for creating business projects in which technology generates a positive impact on society and the environment.



WeDo: solidarity programme

WeDo is Sisal's solidarity programme and, in line with the company's mission, its aim is to create a positive impact on the community through donations, voluntary work by employees and the creation of a **solidarity network** with non-profit

associations active in the community. It represents a solidarity ecosystem into which Sisal and the people who work with the company can channel their commitment to a community that supports the community.



Launched in 2018 on the initiative of a number of colleagues, the programme is based on the principle **that living the company's values in a context outside the workplace can make teams even more cohesive and effective**, helping

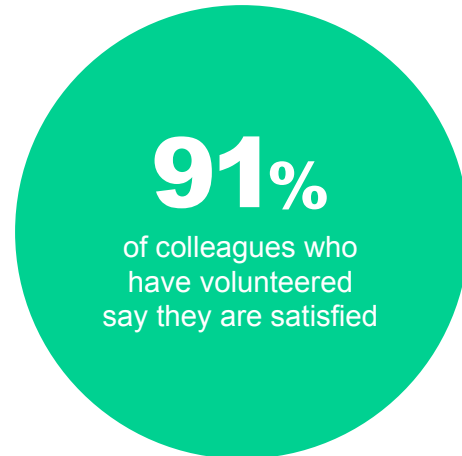
create significant new opportunities for meeting outside work, as well as having a positive impact on the community.

The company enables all employees to **dedicate up to 4 working hours a**

month to do volunteering using the company platform WeDo, a friendly and easy-to-use mobile portal that connects them to **a wide network of associations** active locally, through which they can offer a helping hand to people in need.

Colleagues can also use the portal to find out about **initiatives supported by Sisal** and opportunities to contribute to fund raising and donations for those in most need, as well as to keep abreast of what's happening in the field of solidarity.

The platform was completely renewed and extended in 2022 and now hosts a network of **about 30 associations and 49 projects** across the country.



(Survey conducted in 2023 of employees who participated in the initiative)



Our support for the earthquake-stricken Turkish population

Through Flutter's partnership with Global Giving, we decided to contribute to aid for people affected by the earthquake in Turkey and Syria on February 6, 2023.

Flutter Group and Flutter International agreed to a joint donation of £150,000 to verified charities operating in the region. Global Giving also set up a special fund to collect further donations from colleagues and customers for rescue intervention in cases of natural disaster and emergency in Turkey.

We have kept in constant touch with colleagues at Sisal Sans and Sisal Turkey Technology Hub, monitoring how they are, helping them contact family members in affected areas and providing further help where and as needed.