



B&P

Barabino & Partners

Consulenza in Comunicazione d'Impresa

S.p.A., Società Benefit

2023 Benefit Company's Report



summary version for the website



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Last year, our first as a “Società Benefit,” we began with a quote from Gandhi.

This year, we start with another of his statements: “Every person you meet is better than you in something. Learn from them.”

This can be paired with a summary from Turkish writer Ferzan Özpetek: “No one enters your life in vain: they are either a test or a gift.”

Our primary focus is undeniably on the people, resources, environment, and daily climate of Barabino & Partners. We start here.

Not “because they come before others” but because each of them, in Italy and abroad, represents a multiplier and a catalyst of shared purposes, values, and behaviours which, if virtuous, can exponentially impact the pursuit of our ESG goals.

Attention to common behaviours that, when applied, generate a geometric progression rather than an arithmetic one in the developmental process: one, two, four, eight, sixteen... instead of one, two, three, four..

Let's broaden our perspective for a moment: we live in modern contexts and times characterized by increasing social injustice.

Today, there is often an individualistic approach that clouds and deviates from a serene behaviour.

Underlying this is a dissatisfaction or even latent but perceptible unhappiness. This social tension risks becoming intense conflict.

Even the community we are most familiar with and frequent experiences a historical phase cantered on comparison: being better or worse, attractive, or unattractive, wealthy or not, in short, “more or less than others” where everything is compared. Daily life, home, car, choices, quality of life, wealth, and much more.

In short, many reasons why we put people at the center and the future ahead of us.

As stated in our recent advertising, “we believe in people”: in those with experience and in young talents, protagonists today and in the world to come.

In open, loyal, transparent relationships to achieve common goals. In inclusion and diversity, where sharing different visions contributes to meeting and common paths. We believe in innovation while valuing experience.

And we believe in our “mantra”: doing business responsibly generating a “fair profit,” trying to create well-being with and towards the small and large communities of which we are part.

We return to our second year as a “Società Benefit.” The approach remains focused on the idea that business – including Barabino & Partners – should contribute to creating goals not only material and profit-oriented but also aimed at better relationships, empathy, people's well-being, preservation, care, and improvement of the environment.

In this report, we show how we have humbly done this in the past 12 months. We will continue to do so starting from “within us” to explode and “give to the community.”

Where vision, participation, generativity, listening, and confrontation, responsibility, and commitment are the ingredients of the recipe. Because the path to sustainability begins with people's well-being, their sharing, sense of belonging, serenity, and smile.

Thank you.

Luca Barabino



Quotes from Barabino & Partners

2023
Benefit Company's Report

“

People who love what they do, where, and how they do it.

Pay Off B&P Year 2023

Leadership is a choice of values, not a ranking.

January 2023
Claim B&P following Leadership Rankings Mergermarket 2023

If a company is healthy, it can give back to the community. And in a healthy community, a company grows.

February 2023
Public Seminar

After the pandemic, at the core of our profession, the word communication is now accompanied and perhaps surpassed by the word relationship.

May 2023
Announcement to employees and collaborators

The sustainability of work is discussed. The new quality in work will be space and time for listening and confrontation, relationship life and deepening. And workplaces will be welcoming, relaxing, inclusive, cool and trendy. For B&P, it is a choice of culture: To also be attractive through workplaces that are true “real estate asset trophy.”

May 2023
Speech to deliver Gender Equality Winning Women Institute Certification

Sustainability? Beware of excessive verbiage that hides nothing: the most rhetorical theme of the season in HR is talking about “psychological well-being” but then doing nothing daily to make this a goal of business life.

June 2023
Public Debate

The new most coveted professions not only STEM but also D&C: Digital & Communication. We are also among the most coveted skills in the future.

8 - 9 June 2023
Speech during InspirAction Day B&P

The last 3 years of Barabino & Partners have been among the best ever. I rarely lived with regrets.

Sometimes personal regrets but hardly ever professional ones. Never like today do I regret not being 20 years younger. Together with you, I would feel like “breaking the world.”

8 - 9 June 2023
Speech during InspirAction Day B&P

A trending “advice” of the 2023 season was “to succeed you must fail... Failures help you grow.” True anthology of rhetoric.

September 2023
Public Debate

Still today, sustainability and ESG for many company leaders is confused with recycling or a few coins of charity (well-promoted). GreenWashing spread everywhere like mayonnaise on sandwiches...

October 2023
Public Debate

2023. Thank you for the year that has been. This year, the word that has most synthesized and distinguished the season coming to an end is “belonging.” Consequence and bond of “something that matters to us.”

December 2023
Christmas Greetings to Employees and Collaborators

With companies for people

Pay Off B&P entering the Year 2024

”

Goals of Barabino & Partners Società Benefit

2023
Benefit Company's Report

In 2022, Barabino & Partners transformed into a Società Benefit pursuant to art. 1 paragraph 376 et seq. of Law 28 December 2015 n. 208. As such, in its economic and business activity, in addition to generating and distributing profits, it pursues one or more common benefit purposes and operates in a responsible, sustainable, and transparent manner towards all its stakeholders by managing to balance the interests of shareholders with those of those impacted by the company's activities.

The transformation into a Società Benefit intended to formalize an approach and orientation that has always been part of the company's DNA while formalizing an annual commitment through the voluntary drafting of the Impact Report.

For the year 2023, Barabino & Partners aimed at:

1. **continue the training journey on communication and innovation topics** through the confirmation of partnerships and collaborations with the academic and university world;
2. **continue the commitment towards employees and collaborators with a focus on welfare, in order to promote an increase in the well-being of resources** through different tools;
3. **certify the commitment to diversity & inclusion** and the promotion of gender equality;
4. **promote commitment to environmental sustainability issues** through initiatives that can reduce the impact of activities on the territory and climate, while simultaneously encouraging resources to adopt environmentally responsible behaviours;
5. **promote the commitment towards associations and initiatives that act at a social level**, both to support initiatives and communities and to increase the visibility of these entities in the relevant area.

1. Activities in 2023

In 2023, Barabino & Partners implemented various activities aimed at enhancing the well-being of its employees and collaborators.

A Welfare Portal was developed and made available in collaboration with Edenred, offering a range of services in the fields of education, healthcare, and travel.

Additionally, a “Recognition of Belonging” was established for all employees and collaborators not involved in incentive or variable remuneration plans. This followed the “Stability Recognition” provided at the beginning of 2023, related to 2022.

This year, instead of a General Meeting, an InspirAction Day was held. This event was not merely an analysis of the state of communication but a journey to discover new territories within our profession.

Held at the ADI Design Museum Compasso d'Oro, this day was an experience designed for growth, sharing, breathing, listening, discussion, and reflection on communication trends, all guided by the concept of Inspir-Action.

Individual excellence was recognized through the “Best Employee of the Year” award, based on an online survey in which all employees and collaborators participated anonymously.

The “B&P Ambassador” program continued, allowing consultants to temporarily transfer—on a voluntary basis—to foreign offices. This initiative aims to foster professional growth, synergy between offices, and the exchange of skills. In 2023, 14 employees participated in this project.

A smart working plan was adopted, allowing employees to work remotely one day a week, with an additional two days per month.

In the context of continuous technological renewal to support work, various B&P offices underwent technological upgrades in 2023. This upgrade was designed for a more “thoughtful” and sustainable use of our work tools.

Improvements were made to work environments in Milan, Rome, and Genoa, including new relaxation areas and the renovation of some spaces to make offices more comfortable and functional.

Between 2022 and 2023, B&P carried out an Employer Branding initiative through the production of limited edition B&P t-shirts featuring claims related to the world of B&P.

These activities were conceived and implemented to value and support the employees and collaborators of Barabino & Partners, promoting well-being, recognition, and professional development.



2. Training Activities

During 2023, Barabino & Partners organized various training activities for its employees and collaborators.

One notable initiative was the professional course “Factory del Podcast”, aimed at developing new skills in the world of podcasting.

Other training sessions included courses on project management tools, resource management between delegation and oversight, and the use of AI in corporate communication.

These courses aimed to support company resources in managing complexity, developing innovative projects, and creating strategies to solve complex problems. Additionally, a course on public speaking and presentation techniques was organized to enhance communication skills.

For newcomers to the company, a training module called “On Boarding B&P Training: 9 Key Experiences” was established, providing a comprehensive overview of the various areas of activity at Barabino & Partners.

Informative and training webinars were also held on various current and professional topics, covering subjects such as the war in the Middle East, podcast creation, new brand frontiers, the strategic importance of communication in business life, and new editorial projects.

Overall, B&P's training activities are designed and implemented to develop employees' skills, provide an overall view of the different work areas within the company, and stimulate innovation and discussion among collaborators.



Key Figures

2023
Benefit Company's Report

23

distinctive
Actions

over

160,000€

in awards distributed
through 2 different
initiatives

15

training sessions
and/or webinars
conducted

8

moments of sharing
and belonging
organized

1,412

hours of training
provided

14

young professionals
involved in the
Ambassador
Project

1

InspirAction
Day

1

dedicated
welfare portal



3. Activities Regarding Social Commitment

Among the distinctive activities of B&P, La Cantera Barabino & Partners holds a prominent position. This training and social project supports young people interested in entering the field of communication by providing them with a dynamic and innovative professional and cultural environment.

La Cantera receives over 1,300 applications annually from recent graduates of public and private universities in Italy and abroad. Each year, 15 to 20 young talents are selected to gain professional experience at Barabino & Partners' offices in Italy.

B&P supports various social initiatives, including donations for the purchase of basic necessities and meals for the needy to organizations such as Pane Quotidiano ONLUS and Opera San Francesco per i Poveri Onlus.

In 2023, the historic partnership between Genoa CFC Scuola Calcio and Barabino & Partners was renewed. The two organizations signed an exclusive sponsorship agreement for the pre-competitive sector, known as Scuola Calcio, which offers sports opportunities to over 150 children and young people.

In 2015, a primary school, "L'École primaire Fanilosoa Vazalala," was built on the island of Nosy Mitsio thanks to the French association Vazalala.

In 2023, B&P decided to contribute to the education of the island's children by donating laptops, Italian/English and Italian/French dictionaries, and pens.

In April 2023, Barabino & Partners decided to donate a projector to the Deacon of the San Mattia Apostolo Parish in Rome.

B&P is also committed to gender equality and in August 2023 obtained the "Certified Gender Equality" certification from the Winning Women Institute.

In 2023, 65% of the company's workforce was composed of women, and 25% of managerial positions were held by women.

The company hired 10 new employees and 5 interns in 2023, with a net positive balance of 7 new employees and interns.

Overall, 52% of the company's workforce is under 35 years old.

Key Figures

9

young professionals trained and brought into the job market through 9 paid internships in Italy and abroad

1

social solidarity initiative in support of Ecole Primaire Fanilosoa Vazalala in Nosy Mitsio, Madagascar through donation of laptops, Italian/English and Italian/French dictionaries, and pens

2

social solidarity initiatives in support of Pane Quotidiano Onlus and Opera San Francesco per i poveri Onlus

6/9

months average internship period in agreement with universities

4. Activities towards Communities, Territory, Education, Training, and Primary Stakeholders

In 2023, Luca Barabino was awarded the title of “Ambassador of Genoa in the World” by the Mayor of the city of Genoa.

During the same year, Barabino & Partners collaborated with the Centro di Formazione Manager del Terziario (CFMT) to offer five editions of the online course “Ideare presentazioni efficaci” (Creating Effective Presentations). This course aims to enhance managers’ skills in creating effective presentations to achieve meeting objectives.

For years, we have been providing free collaboration with the Academy of Borsa Italiana’s Elite Project to promote economic and capital markets culture in Italy, and offer financial communication training to various small and medium enterprises.

We participated in the two-year project “Borsa dell’Impatto Sociale” (Social Impact Stock Exchange), which aims to create a capital market for socially impactful enterprises. In 2023, we provided mentorship to eight nonprofit companies.

In collaboration with the Italian Sarcoma Group – Associazione per la ricerca e lo studio del Sarcoma, a rare cancer – we conducted a course on Effective Communication organized for doctors from leading hospital facilities in Italy on these topics.

As speakers, we participated in the conference “Dalla comunicazione al whistleblowing, come cambiano le professioni e la consulenza ESG” (From Communication to Whistleblowing, How Professions and ESG Consulting are Changing) during the eighth edition of the “ESG Business Conference,” which addressed the concept of “Aziende politica” (Policy Companies) as the evolution of full integration of ESG into a company’s way of thinking and acting.

We were sponsors of the LegalCommunity Week, an event that brought together professional firms and international lawyers in Milan. We organized the pre-opening event and presented the program of the 7th edition of the Legalcommunity week.

We are partners with LUISS University of Rome in the AdLab - Laboratorio di Comunicazione Politica (AdLab - Political Communication Laboratory) program. We conduct training sessions for first-year Master’s degree students and provide mentorship to two selected students for their project work.

As part of a broader commitment to promote training and knowledge of communication issues among students and graduates, Barabino & Partners have made some of our professionals available to support young graduates in writing their theses.

We continue our collaboration with Treedom for tree planting in Kenya and Haiti, contributing to biodiversity and CO2 absorption efforts.

Key figures

5 CFMT
training courses
involving
50 participants

266 trees planted in Kenya
and Haiti as part of the
B&P Forest initiative
between 2021 and 2023

5. Goals for 2024

Barabino & Partners' commitment, aimed at consolidating and assessing activities within the framework of a Benefit Company, is driven by annual objectives the company intends to achieve over the course of twelve months.

For the year 2024, Barabino & Partners intends to:

- 1. continue the path of training on communication and innovation topics** by maintaining partnerships and collaborations with the academic and university world;
- 2. continue its commitment to employees and collaborators in terms of welfare,** aiming to promote an increase in the well-being level of resources through various tools;
- 3. confirm its commitment to promoting sports values, supporting local communities, and entities engaged in important solidarity projects** in the various cities where B&P is present;
- 4. Promote commitment to environmental sustainability issues** through initiatives that can reduce the impact of its activities on the territory and climate, while encouraging resources to adopt responsible environmental behaviors;
- 5. promote commitment to associations and initiatives that act on a social level,** both to support initiatives and communities and to increase the visibility of these realities in the relevant territory;
- 6. promote a culture of sustainability among its employees, clients,** and the communities in which it operates, both in Italy and abroad.



Il futuro, prima di tutto

Crediamo

nelle persone, nell'esperienza e nei giovani talenti, protagonisti oggi e nel mondo che verrà

nell'innovazione, senza rinunciare a imparare dall'esperienza

nelle relazioni aperte, leali, trasparenti, per raggiungere traguardi importanti insieme ai nostri clienti

nel fare impresa, per generare responsabilmente un "giusto profitto" e creare benessere condiviso con le comunità di cui siamo parte

nell'inclusione e nella diversità, come opportunità per condividere visioni differenti che contribuiscono a un progetto comune

Crediamo prima di tutto che un futuro migliore sia possibile

 **B&P Barabino & Partners**
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Con le imprese, per le persone.

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