

Charter of Values

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MATTEO LUNELLI

Chairman of Altagamma

• When I agreed to become Chairman of the Altagamma Foundation, I immediately identified sustainability as one of the key priorities for our industry, namely the ability to operate in harmony with the environment, and put people at the center: our employees, our customers and the communities that host us. This gave the Board of Directors the idea of drawing up a **Charter of Values** representing the various sectors of the Foundation – fashion, design, food, hospitality, yacht building, automotive and jewelry – and highlighting how our companies are all aligned with a series of principles: they are market leaders but also leaders in social and ethical terms. Altagamma companies are not only required to produce excellence, but also to maintain standards of excellence in all areas.

Companies whose core focus was once production and distribution **are now being called to play a much more significant role**: to contribute to the well-being of society as a whole.

With their intrinsic connection to culture, heritage and society, high-end brands not only have to offer products and services of outstanding quality, they also have to **build a universe of values that people can identify with**.

Economic, environmental and social sustainability therefore represents the strategic horizon within which companies must rethink not only their business models, but their actual *raison d'être*.

Brands thus have to become **drivers of social and cultural change** and communicate their commitment to specific social and environmental issues.

The luxury industry has changed. While it was once identified with exclusivity and distinction based on social prestige, today there is an increasing focus on inclusivity, authenticity and respecting the natural world, social justice and diversity.

These are non-negotiables for our consumers, and therefore also for our businesses.

The **Charter of Values** illustrated here is the result of two years of hard work involving many Altagamma members, with the aim of illustrating these new values and symbolically committing to a series of **objective parameters and concrete objectives common to all 112 member companies.**

Together with these parameters, formulated in collaboration with McKinsey & Company, we have identified the core principles of Altagamma's identity, thus highlighting the elements of the industry's new positioning. Some are in continuity with the past – heritage, creativity, promoting local areas – while others are projected towards the future – inclusion, innovation and environmental stewardship.

In 2022 Altagamma celebrates its thirtieth anniversary and this project felt like the best way to illustrate the journey our companies are on, and honor an industry that, despite the difficulties and social crises of the last two years, is successfully navigating the complexities of the contemporary period and adapting to face the new challenges of the digital dimension and sustainability. Indeed, during the pandemic our companies once again rose to the challenge, prioritizing their employees and all their other stakeholders, as well as helping to support their local communities.

The Italian high-end industry is conscious that it is called on to represent a virtuous model of sustainable development, and act an ambassador for a new concept of luxury, which is consummately summed up in the Made in Italy motto: **Beautiful, Good, Well-made.**

The industry Altagamma represents is worth a total of 126 billion euros in Italy, which equates to around 7.4% of the country's GDP, and it employs 1,922,000 people, directly and indirectly. In the post-pandemic recovery period it was one of the drivers of the Italian economy.

High-end companies are intrinsically sustainable.

In the first place, because their **bond with their local areas and communities is something that is hard-wired into their very identity:** Altagamma brands are grounded in extraordinary ecosystems and channel the heritage and know-how of specific geographic areas.

Their supply chains are vertically integrated and 90% of their production takes place in Italy, giving them greater control over production standards. Their connection to their local communities also takes the form of safeguarding the natural world and cultural heritage, something which goes from initiatives to protect biodiversity and preserve artistic assets to partnerships with schools and universities for advanced research and education projects.

Secondly, they are sustainable because they **make products designed to stand the test of time**, thanks to their high quality and the use of meticulously sourced, superlative natural materials.

Lastly, their positioning enables them to invest more in research and sustainable development. Because our companies are high-end, their responsibilities are greater, and they have to measure their progress and commit to making their business models more sustainable.

This Charter of Values is a starting point: a pact that bears witness to a commitment. Today, more than 70% of Altagamma companies publish a sustainability report, have adopted a code of ethics or invest in ESG (Environmental, Social and Governance) issues. But the situation is evolving rapidly. Soon we will be required to implement the new European sustainability reporting standards (formulated by EFRAG), and the new developments in this field call for solid professional skills. This is no quick fix or straightforward journey, because there are many, complex challenges to be faced and new issues emerging every year, but we know that we are working in the right direction, and that we must continue pursuing this path to put **people back at the heart of business.**

A sustainable, just future is something that we too must take responsibility for.

- Milan Charter, Expo 2015

Matteo Lunelli

Chairman of Altagamma

President of ECCIA

(The European Cultural and Creative Industries Alliance)

SUSTAINABILITY AND THE EUROPEAN CULTURAL AND CREATIVE INDUSTRIES ALLIANCE (ECCIA)

European
Cultural
and Creative
Industries
Alliance

- Altagamma is a founding member of the European Association ECCIA, **the European Cultural and Creative Industries Alliance**, which since 2010 has represented 600 high-end companies present in 16 European countries, which together generate a turnover equal to 4% of Europe's GDP.

The ECCIA represents Altagamma and the five other national luxury associations: Circulo Fortuny, Comité Colbert, Gustaf III Kommitté, Meisterkreis and Walpole. Sustainability is undoubtedly a crucial issue for ECCIA, which has often highlighted the need to **incentivize businesses to pursue sustainability through a standardized, fair, long-term regulatory framework**. The companies in question are key drivers of the ecological transition and play a fundamental role in promoting Europe's cultural values around the world.

While innovation, creativity and imagination are intrinsic characteristics of cultural and creative industries, the ability to embrace new mindsets and modus operandi is a key factor for high-end companies.

And sustainability represents an all-important new mindset.

The industry spends between 0.8% and 1.5% of its annual revenues on sustainability and many leading European companies have been recognized by the Dow Jones Sustainability Index (DJSI).

New customers of creative companies expect a solid commitment in this area, something that already underpins their mission: creating products that stand the test of time, crafted from outstanding raw materials.

These raw materials must be protected, as must the environmental and social ecosystems they spring from.

Europe's 600 high-end brands have long been working to limit their environmental footprint: reducing CO₂ emissions, using green energy, ensuring traceability in their supply chains, applying circular business models by recycling raw materials, and getting behind broad-spectrum initiatives to safeguard environmental and social ecosystems.

In line with the **Green Deal** announced by the European Commission, these companies have shown a strong commitment to values such as **inclusivity, diversity, gender equality, lifelong learning, entrepreneurship and culture**. They contribute to strengthening Europe's social fabric, which stands as a model for freedom of thought and speech and, by extension, a hub of creativity and innovation.

At the beginning of 2022 these issues were the focus of the meeting of ECCIA representatives with the President of the European Commission Ursula von der Leyen, whose interest in sustainability is evidenced by the launch, after the Green Deal, of the **New European Bauhaus** (NEB): a cultural movement inspired by the idea of sustainability as a guiding principle and a competitive advantage for Europe on a global scale.

The Chairman of Altagamma Matteo Lunelli was also nominated President of ECCIA for 2022.

In this context, the Altagamma Charter of Values testifies to a new, even stronger awareness of these values across Europe's high-end companies. These European firms are prominent drivers of change, and capable of leading the way, given that their impact extends from local areas and communities to the global level.

• The Altagamma Charter of Values is divided into three short chapters. The first sets out the joint **COMMITMENTS** that Altagamma companies have shared internally. These are conservative objectives which represent the lowest common denominator between the different companies and sectors. Some companies are more virtuous individually, but this initial analysis has been formulated to help address weaknesses rather than to highlight excellences. This is followed by a description of the **VALUES** that inspire and unite our firms. These values map out a new, different identity for Altagamma, undoubtedly better equipped to face the challenges that sustainability brings. The document ends with comments from our **VICE-CHAIRMEN** which illustrate the specific characteristics of each sector, and the work being done by each on ESG issues.

Stefania Lazzaroni
Altagamma General Manager

THE ALTAGAMMA COMMITMENTS

01 / PRESERVE THE ENVIRONMENT AND BIODIVERSITY	02/ FOSTER A CIRCULAR ECONOMY WITH A LOW ENVIRONMENTAL IMPACT	03/ CREATE AN ETHICAL ECOSYSTEM ATTENTIVE TO EMPLOYEES AND SUPPLY CHAINS
04/ ESTABLISH A CORPORATE CULTURE THAT VALUES SUSTAINABILITY	05/ DEVELOP HUMAN CAPITAL	06/ SUPPORT THE LOCAL AREA AND ITALIAN-MADE PRODUCTS AND PROMOTE COLLABORATION BETWEEN COMPANIES

THE ALTAGAMMA VALUES

**Preserve and
promote what is
Beautiful**

**Incentivize and
spread what is
Good**

**Celebrate what is
Well-made**

CREATIVITY

ETHICS

INNOVATION

CULTURE

RESPONSIBILITY

HERITAGE

PROMOTING
LOCAL AREAS

INCLUSION

EDUCATION

The Altagamma Commitments

• As part of the project to draw up the Altagamma Charter of Values, McKinsey & Company particularly welcomed the invitation to help identify the parameters adopted by member companies to achieve shared sustainability objectives in the environmental, social and governance fields.
Our analysis of the initiatives launched by the various firms showed they had **a clear awareness of ESG issues.**

If we compare the data gathered by examining other markets where the luxury sector plays a strategic role, for Altagamma companies, the notion of "Made here", "Made in Italy" equates to "home-made" and entails a direct impact on all the resources involved, from natural and social resources to the relational aspects that underpin governance.

Attention to the environment and biodiversity, together with a keen interest in the circular economy and safeguarding supply chains, framed as sustainable ecosystems, are the issues brands are most invested in.

Particular consideration was also given to companies' **sense of responsibility towards their supply chains**, which without the economic and cultural support of these major brands would find it difficult to undertake the changes needed to achieve ESG objectives.

We imagine that the input we provided to the first stage in this initiative will continue, with regular reviews of the results achieved to help companies pursue increasingly ambitious sustainability objectives.

The only way to continue along this path is by pulling together and working tirelessly to make the most of the environmental, social and relational resources of Italy's high-end supply chains.

Emanuele Pedrotti

*McKinsey partner for the Mediterranean area,
Apparel, Fashion & Luxury*



01 /

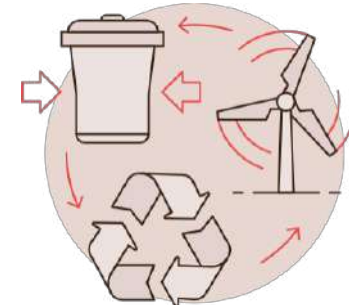


PRESERVE THE ENVIRONMENT AND BIODIVERSITY

- Reduce absolute emissions of greenhouse gases by **20%** by 2025 and **40%** by 2030 (scopes 1 and 2)
- Require suppliers of raw materials to provide information on their total emissions and energy consumption in their technical data, by 2025 (scope 3)
- Ensure at least **30% of the energy used** comes from renewable sources by 2025, and at least **50%** by 2030
- Reduce water consumption during production processes
- Eliminate the hazards posed by chemical substances (that do not comply with internationally regulated standards)
- Promote internationally recognized animal welfare standards



02 /

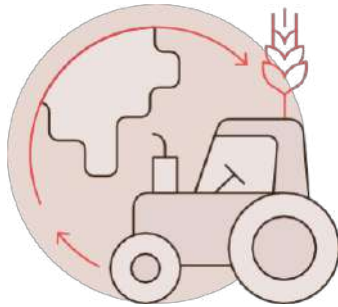


FOSTER A CIRCULAR ECONOMY WITH A LOW ENVIRONMENTAL IMPACT

- Encourage the use of materials and raw materials compatible with a circular economy
- Promote recycling initiatives and focus on developing quality rather than quantity
- Work towards a circular business model by 2025
- Recycle **50%** of unsold products by 2030
- Reduce the use of disposable plastic not needed for production (e.g. secondary packaging and packaging for shipments), by 2025



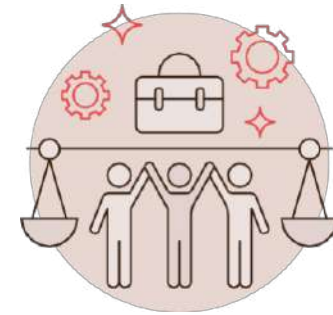
03/



CREATE AN ETHICAL ECOSYSTEM ATTENTIVE TO EMPLOYEES AND SUPPLY CHAINS

- Adopt a Code of Business Ethics and, by 2025, a Supplier Code of Conduct
- Provide training for employees to raise awareness of sustainable practices and identify new approaches and methodologies
- Safeguard human rights in the corporate strategy
- Choose suppliers on the basis of their compliance with minimum prerequisites (worker protection, fair wages, use of non-polluting materials, etc.)
- Strive for greater traceability and transparency in the supply chain
- Analyse and disseminate data on environmental and social impact
- Safeguard employees (safety at work, physical and psychological well-being, training on implicit bias, job sustainability)

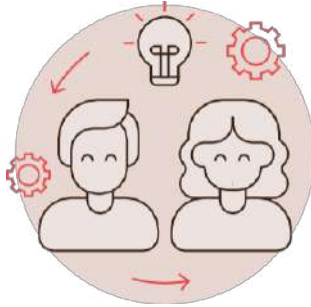
04/



ESTABLISH A CORPORATE CULTURE THAT VALUES SUSTAINABILITY

- Set up a sustainability committee and appoint sustainability experts to report constantly to the Board
- Produce an annual sustainability report in line with international standards, certified by third parties and including objectives for improvement on ESG issues and metrics to measure progress towards these objectives by 2025
- Ensure a diverse Board (in terms of gender, younger members, independent members...)

05/

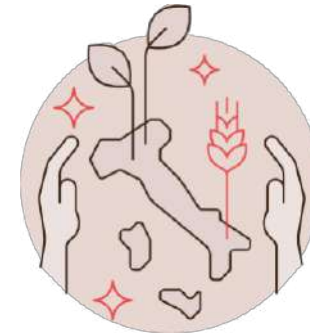


05/ DEVELOP HUMAN CAPITAL

- Increase the presence of women in organizations, ensuring a minimum of **25%** women in managerial positions by 2030
- Foster inclusion and diversity as a defining element of the company
- Champion minorities and guarantee equal opportunities in the recruitment process
- Invest in the training and personal growth of employees



/06



SUPPORT THE LOCAL AREA AND ITALIAN-MADE PRODUCTS AND PROMOTE COLLABORATION BETWEEN COMPANIES

- Preserve Italy's cultural heritage through sponsorship and promotional initiatives abroad
- Preserve heritage and craftsmanship through upskilling/reskilling programs
- Foster collaborations among Altagamma Members with a view to circularity/sustainability
- Support supply chains with direct training and development projects, with a particular focus on ESG issues
- Set up social restitution programs in the local community and dedicated projects to support the supply chain



The Altagamma Values

FOR RESPONSIBLE, SUSTAINABLE
LEADERSHIP

The six key commitments identified by The Altagamma Foundation are aligned with the United Nations' 17 Sustainable Development Goals.

STRATEGIES, STORY TELLING AND AN AMBITIOUS GOAL

- The Altagamma Charter of Values, drawn up to bear witness to the investments and active involvement of all the Foundation's member companies, aims first and foremost to provide a clear, well-defined framework for the decisions and action taken by each company on ESG (Environmental, Social, Governance) issues.

But that's not all. In its Charter of Values, the Altagamma Foundation identifies its strategic objectives, directs its story telling and expresses its most ambitious goal: to translate the association's role into concrete action, with the aim of empowering 112 prominent Italian companies to work in the same direction, entering into a shared commitment to safeguard the welfare of people, communities and the natural world.

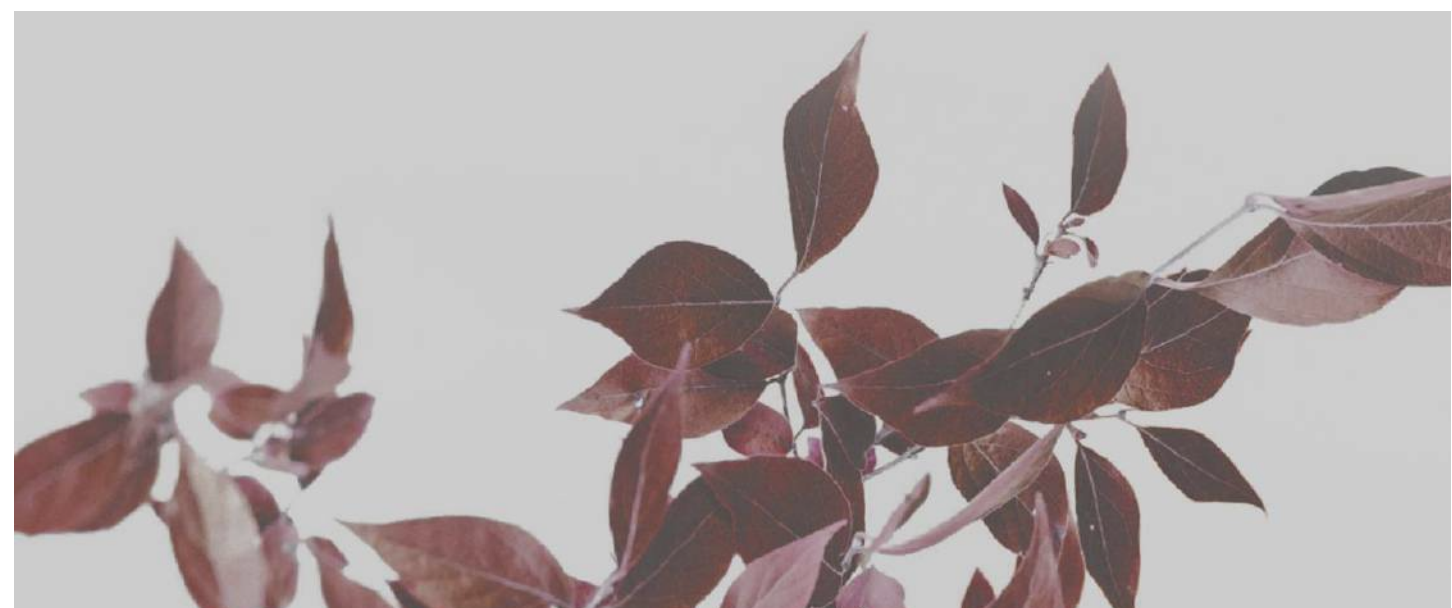
The six key objectives, summarized below, should therefore be viewed from a broader perspective linked to values and strategies:

- 01/ Preserve the environment and biodiversity**
- 02/ Foster a circular economy with a low environmental impact**
- 03/ Create an ethical ecosystem attentive to employees and supply chains**
- 04/ Establish a corporate culture that values sustainability**
- 05/ Develop human capital**
- 06/ Support the local area and Italian-made products and promote collaboration between companies**

VALUES: IDENTITY AND UNIVERSALITY

- Over the last thirty years the luxury industry has changed profoundly, and this process accelerated during the recent Covid-19 pandemic. Today, in these uncertain, complex times, high-end products convey a contemporary vision of luxury that is values-based and inclusive, perfectly encapsulated by the Made in Italy motto: Beautiful, Good, Well-Made.

These are universal values, rooted in the identity, heritage and entrepreneurial DNA of all the Altagamma companies. They are inspired by the Greek concept of *Kalòs kai Agathòs*, which underlines the intrinsic connection between beauty and virtue, and this classical philosophy is something that also underpins Italian culture, almost instinctively informing every aspect of our outlook and *modus operandi*. By translating these values into everyday practices of excellence across a wide spectrum of sectors and settings, the luxury industry represents a virtuous model not only in the world of business, but also in the social sphere.



PRESERVING AND CHAMPIONING BEAUTY

The high-end industry preserves and champions aesthetic and creative quality (Beauty), raises awareness of it, and accentuates the ideal it represents and its cultural ramifications. All this can help boost our collective well-being and forge a renewed sense of belonging and trust. Preserving and championing Beauty in all its forms and expressions is an undertaking that addresses the present and looks to the future.

It concerns products and projects, businesses and communities, architecture and landscape, the country and the planet. Preserving and championing Beauty means proudly and confidently manifesting one's

identity, sense of belonging and, no less importantly, one's aptitude for forging solid relationships and shared values not just symbolically, but also with concrete action. The drive to create things that are beautiful reinforces what make our country's specialities so unique and appealing, much loved all around the world.

Preserving and celebrating Beauty is therefore a time-honored mission for our companies, an ongoing, daily undertaking, expressed through creativity and grounded in a shared culture that is deeply rooted in our local areas.

— Culture

- Our culture is the sum of the knowledge and experience gathered over our country's two-thousand-year history: our birthright. Ours is a culture that has succeeded in reconciling authenticity and hybridization, tradition and progress, endowing us with an identity that is richly nuanced and distinctive, boasting unique appeal. Our culture shapes the social, material and spiritual aspects of our lives. It is a way of life and a mindset that translates into a *modus operandi*. It spans the arts, sciences and craftsmanship. The creativity of Italy's high-end firms is rooted in our country's culture, and our brands are constantly interpreting it in new ways. This necessarily entails caring for, protecting and promoting our artistic heritage, traditions and locally based craftsmanship, something these companies make significant investments in. What used to be known as "luxury" is now acknowledged to be of cultural value in its own right: beautiful, distinctive products crafted with masterful *savoir faire* rightly elicit a sense of appreciation and awe. All this represents an incredible soft power: the power that comes not from economic might or military force, but the ability to arouse emotions and admiration and spark desire.

. Creativity

Creativity is the ability to discover or invent effective, fitting, original, appealing solutions to new problems and challenges. Practicing creativity requires innate talent, solid skills, good taste and an instinctive sense of what looks and feels good. Creativity is therefore the exact opposite of improvising: it entails study, research, and striving to achieve unparalleled results. It is the highest expression of human endeavor, and it is what translates into the virtuous economic and social phenomenon we call "innovation".

The present brings enormous challenges. Our rapidly changing world requires high-end companies to employ the best creative resources and to invest boldly in research and development, acting as drivers of manufacturing, cultural and social innovation. The high-end industry has the dynamism and the spirit, the vocation and the will to play this role, which is of absolute importance not only for Italian manufacturing, but for the country as a whole and its new generations

— Promoting local areas

Our culture is both very solid and incredibly varied, precisely because it is deeply rooted in specific geographic areas. Many of the Altagamma companies started out as family firms, and their products represent and celebrate extremely specific local traditions and skills, projecting them into the contemporary world. Their bond with their areas of origin translates to respect for the landscape and the environment, strong relationships with the local community, a keen sense of belonging and the unrivalled ability to express the *genius loci* in its multifaceted expressions of beauty and harmony. This is often conveyed in an authentic connection to the people who are the driving force of the area.

This phenomenon applies to the whole of Italy. And it ensures that our country's solid, closely-knit network of small and medium-sized enterprises contributes significantly to Italian manufacturing in terms of employment, transmitting know-how and creative resources.

For Altagamma companies, the bond with their area of origin is therefore a key, essential part of their identity.

INCENTIVIZING AND PROMOTING WHAT IS GOOD

Companies that respect the environment and people plan and operate in a way that is authentically sustainable for the planet and its inhabitants.

Working to high ethical standards, the Altagamma members organically integrate their specific business objectives into the broader mission of safeguarding their local area, the landscape and biodiversity, ensuring the sustainable use of resources, protecting the welfare of their workers and guaranteeing inclusivity, and supporting their local community.

Brands' relationship with customers and followers is also changing, as firms address cross-cutting issues, channelling a shared, often global outlook, and interpreting and amplifying aspects linked to progress, values and vision.

Ethical values thus translate into the creation of social value, acting responsibly to the environment, respecting people and guaranteeing inclusion.

— Responsibility

- Today, our companies are called upon to make a concrete commitment to safeguarding the environment and therefore people too. They are working to protect ecosystems and biodiversity by promoting sustainable development and best practices in the circular economy. To achieve these objectives they need to reinvent their processes, innovating to minimize their environmental footprint. This means reducing emissions, water consumption and energy use. It means making not only processes but also products sustainable, from the choice of raw materials to packaging solutions. Our brands are committed to respecting people – be they employees, consumers or partners – striving to ensure the physical and mental well-being of every stakeholder. Being fully aware how urgent this action is, and the need to implement it in with the utmost transparency, Altagamma companies are determined to bring it to fruition. They recognise the significance of this commitment and rightly take pride in it.

— Inclusion

The traditional concept of exclusivity, which aimed to communicate an elite status, has undergone a radical change of perspective. Exclusivity is now making way for inclusivity in all spheres, and Altagamma companies are bearers and advocates of a new vision and a new culture: inclusive, conscious, inspiring and generative.

Being inclusive means welcoming diversity: acknowledging, integrating and celebrating it. And this means tapping into a vast new arena of creative potential, not only in terms of product, but also entrepreneurial and social.

It is a more democratic approach, reflected in products and services, in both internal and customer relations, and in the ability to comprehend and reach out to the many, diverse audiences in globalized markets.

Seeing, being open to, recognizing and appreciating diversity is now all-important, and must be at the heart of growth and value creation. This is a more conscious, authentic vision of business, based on being faithful to ideals; honest and respectful of people; transparent, flexible, open to the world and its multiplicity.

— Ethics

- This is a term from moral philosophy, but when it comes to business, its tangible, practical, behavioral dimension is immediately clear. Ethical businesses aim to support what is good and to do good, acting in accordance with their values every day, in their strategic choices and in their medium and long-term projects.

As Plato said, Beauty is Truth and Goodness, and beauty is intrinsically ethical when all action is directed towards the common good.

By adopting the ESG (Environmental, Social, Governance) paradigm, firms can deploy and communicate their intrinsic ethical values. This is something that distinguishes Altagamma companies and is highly valued by the market in terms of reliability and reputation. It is also much appreciated by consumers, who are increasingly basing their choices on criteria that include values.

ELEVATING THE WELL-MADE

"Made in Italy" is a metabrand that consumers have come to recognize and appreciate. It is a concept that encapsulates and conveys the technical and aesthetic characteristics, and superlative quality our country's products are renowned for. All over the world, Made in Italy means well-made, original products. Original because they have a recognizable territorial origin. Original because they are unique, authentic and inimitable. Original because they are inventive, different, creative and surprising.

The Altagamma brands embody centuries of tradition and showcase expertise, experience,

artisanal know-how and attention to detail. They renew and reinvent the country's rich manufacturing heritage, projecting it into the future: the Italian "know-how" that sparks desires and anticipates needs, that captivates and arouses admiration. Today, Altagamma brands should be viewed as a national treasure, representing as they do the virtuous integration of cutting-edge innovation, fundamental traditions and specialized skill-building.

— Innovation

- Innovating is a human, entrepreneurial need, and above all a dynamic, proactive mental attitude that looks to the future. If robust, it is a key factor in resilience. In literal terms it is about creating positive change, that is, altering the established order of things to forge a new approach. Innovation also means constantly striving to take better care of the environment, people and relationships, and thus expands the scope of the company's action. Embracing this concept means adopting the sustainability paradigm that Europe is promoting today.

Innovation is therefore part of our companies' DNA. It is a mission with significant industrial, cultural and social ramifications. In this perspective, which extends from the ecological transition to the digital transformation, from process design to leveraging human capital, and which calls for courageous investments, the luxury industry expresses its solid vocation for design, engineering, technological and social progress, which it places in the service of the country's development.

— Heritage

- Unparalleled craftsmanship is our trademark. Our products are well-made in every aspect: in terms of elegance, style, taste, harmony and superlative design, complemented by the choice of materials, the expertise that goes into making them, the charismatic way they are presented, and the flawless workmanship involved. Aesthetic quality is matched by production quality, translating into objects of intrinsic value. The expertise that goes into making things well takes time to develop. It draws on and channels centuries of tradition – locally rooted know-how that is jealously guarded and handed down. It is a precious legacy which must be preserved, capitalized on and showcased. High-end companies can look to the future boldly because their roots are solid. And they can count on a unique heritage that makes them aware of what they are and what they know, and everything they are capable of.

— Education and Training

- Promoting the transmission of knowledge. Capitalizing on people's skills, talent and unique qualities. Developing human potential to the full. These have always been crucial imperatives for our companies, given that superlative workmanship and creative ingenuity are the cornerstones of their international success. This commitment to invest in human capital is reflected in a

a multitude of initiatives which go from establishing in-house academies, drawing up specific agreements with training bodies and setting up ITS schools (high-profile, highly specialized further education institutes with a focus on technology). These undertakings address both the young and the not-so-young, with reskilling and upskilling initiatives, a key focus today in a world that is gradually witnessing how the digital and sustainable transformation is changing every business paradigm, and saw how events such as Covid-19 revolutionized the world of work.

Education and training are therefore at the heart of all development processes. They foster flexibility and resilience, our individual and collective ability to adapt to change.

They forge further, stronger links with the local area and community, and represent one of the most exciting and crucial parts of the ESG strategy.



Sustainability in the Altagamma sectors



"Thanks to our country's jewelry-making heritage, masterful craftsmanship, and paying keen attention to the traceability of precious stones, Italian fine jewelry produces unique, authentic masterpieces. Our brands of excellence are increasingly aware of the importance of being sustainable for the planet, choosing suppliers that respect their workers, following specific protocols for sourcing certified gold and silver and tracing the origins of diamonds and colored stones"

Sabina Belli

Vice Chairman for Jewelry



"The Italian fashion industry leads the world when it comes to sustainability. Fashion companies and their supply chains have long been on a common path that sees sustainability as a pact to safeguard the future generations. The sector is committed to environmental and social sustainability, with the essential objective of safeguarding the planet that hosts us and protecting the human capital that makes our system unique and precious. We are aware that many challenges await us, but we look to the future with optimism and positivity, convinced that the path we are on will enable the Italian fashion industry to maintain its leading role, and make it a pioneer of change and innovation"

Carlo Capasa
Vice Chairman for Fashion

"In the coming years, more and more high-end vehicles will have hybrid or electric engines, and will nonetheless still have to deliver the driving experience, quality and performance that our consumers seek in an Italian product of excellence. The transition to this new vision of mobility is a responsibility that all our brands are taking on, going greener by using environmentally friendly fuels, recyclable materials for components and less polluting solvents for production"

Claudio Domenicali
Vice Chairman for Automotive





"All of Italy's wine and food products are a reflection of their area of origin, and reflect its state of health and the stewardship of those responsible for safeguarding it: nature and people are always at the heart of our businesses. This is why we defend biodiversity using state of the art sustainable agriculture and processing techniques.

And this is why viticulture and all the processes that go into wine-making and ageing are handled with the utmost respect for the land and our workers. This is what sustainability means to us"

Giovanni Geddes da Filicaja
Vice Chairman for Food

"Design is the result of the relationship between creative thinking and technological innovation, which develops in the ongoing quest for new materials and production processes. The entire process, from planning to delivering the finished product to the customer, is underpinned by ethical, sustainable strategies. Beauty and quality are at the heart of this, making for products destined to stand the test of time, and in many cases becoming genuine collectors' items"

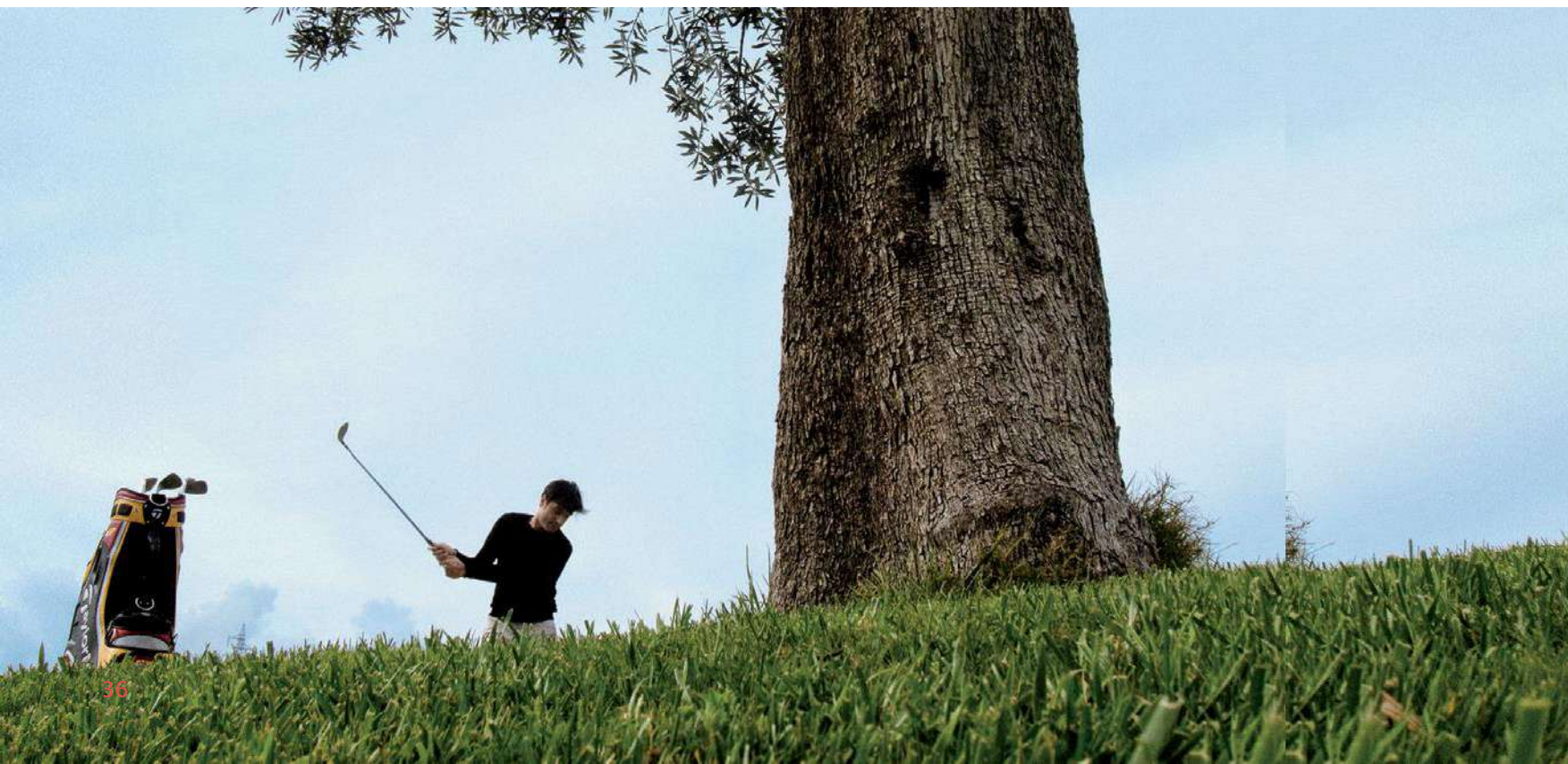
Claudio Luti
Vice Chairman for Design



"High-end hospitality represents a significant opportunity to work with local areas in a sustainable way, embracing a non-intensive vision that is capable of celebrating the heritage, uniqueness and diversity of each area. Italy boasts a vast wealth of historical and cultural heritage and a series of excellent local supply chains, and the hospitality industry absolutely must rise to the challenge of guaranteeing sustainability and well-being, taking care to remain competitive, or even aspire to leading the way"

Aldo Melpignano

Vice Chairman for Hospitality



"Being present on an international level is essential for the Italian luxury industry in its existing, target and emerging markets. In the last few years, above all after the Covid-19 pandemic, we have been witnessing the reshoring of manufacturing. Having production located in our country enables companies to supervise the implementation of sustainable processes, improve the management of supply chain activities, reduce CO₂ emissions produced by logistics, and foster education and training for Italian manufacturing talent."

Dario Rinero

Vice Chairman for Internationalization



"Sustainable companies are based on a sense of responsibility and authentic values such as attention to the local area, the local community and people. Preserving the beauty of nature and ensuring people's well-being is essential for any company that wishes to be successful in the long term. Today's consumers are very attentive to the values associated with the products they choose. Product quality is also closely linked to having an effective, positive relationship with the environment and the community"

Paolo Zegna
Vice Chairman

"All the top Italian yacht builders are working to redefine technologies and product solutions with a view to boosting environmental sustainability. The new strategies being developed are designed to achieve a substantial reduction in fuel consumption and emissions with the use of increasingly lighter materials, more streamlined hulls and new-generation hybrid engines. We are also working to implement policies to ensure inclusion and well-being for our employees"

Giovanna Vitelli
Vice Chairman for Yacht-building



THE 112 ALTAGAMMA MEMBERS

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Acqua di Parma
Acquerello
Agnona
Agrimontana
Alberta Ferretti
Alessi
Alfa Romeo
Alias
Allegrini
Amico & Co.
Artemide
Aurora
B&B Italia
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Milano Bauer
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The Gritti Palace
Tod's
Valcucine
Valentino
Verdura
Resort
Versace
Vhernier
Villa d'Este
Zanotta
Zegna

CHARTER OF VALUES

Altagamma

We would like to thank:

Michele Norsa, Strategic Advisor for the Altagamma Sustainability Advisory Board
The Sustainability Managers of the Altagamma Companies
Comin & Partners
Annamaria Testa

Project manager

Elena Besana

Editorial support

Giorgio Bocchieri
Edoardo Carloni
Grazia Di Benedetto
Sonia Sbolzani

Concept and Design

nascentdesign.com

