

**IMPACT ASSESSMENT 2024**  
**ROTA&JORFIDA SRL SOCIETÀ BENEFIT**



**Rota&Jorfida**  
Communication and PR

*Prepared in accordance with Section 1(382) of Law No. 208/2015*

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## **1. INTRODUCTION**

### **1.1. LETTER TO STAKEHOLDERS**

Dear Stakeholders,

It is with great pleasure that we present the **2024 Impact Report of Rota&Jorfida Srl Società Benefit**. This document represents for us not only a summary of the results achieved but, above all, a tool for awareness and growth.

Our commitment to international strategic communication continues to be guided by a **planet-positive vision and a holistic approach**, with the aim of generating shared value for people, communities, and the planet. **Culture remains at the heart of our work, as we believe it is the true driver of change.**

We thank you for the trust, dialogue, and interest that help guide us in our commitment toward an increasingly positive and sustainable impact.

***Cristina Rota and Katia Jorfida***

### **1.2. THE COMPANY**

Rota&Jorfida Srl is a Società Benefit (certified B Corp) committed to creating a positive social impact in addition to pursuing profit. Rota&Jorfida | Communication and PR is an international strategic communication and public relations agency. Culture is the cornerstone of communication and progress. Our *modus operandi* is planet positive: our approach to work, project development, and target audience aims to have a positive effect on the planet and communities. The analysis, operational processes, and interpersonal relationships are based on a holistic footprint: thinking about the future by placing the entire system at the center, fostering interconnection among the multiple aspects of diverse realities, and relying on creative interaction.

### **1.3. IMPACT REPORTING**

Understanding the economic, social, and environmental impact generated by a business through its activities helps observe its current situation and serves each year as an essential new starting point for improvement.

Specifically, in order to comply with the obligations established by Law 208/2015 (Articles 376–384) for Società Benefit, the company measures and reports its impact. The following pages are divided into five macro-areas: Chapter 1, Introduction; Chapter 2, Overall Impact; Chapter 3, Objectives and Results; Chapter 4, Sustainable Development Goals (SDGs); Chapter 5, Conclusions.

## **2. OVERALL IMPACT**

### **2.1. STANDARD ADOPTED**

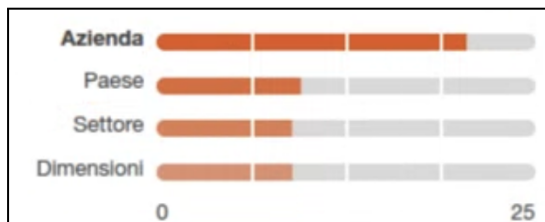
For the impact reporting, we chose the international **Benefit Impact Assessment** standard.

In **2024**, Rota&Jorfida Srl SB achieved a score of **109.9 points**—an extraordinary result considering that the B Impact Assessment has been used by over 150,000 companies worldwide, but only 9,655 of these have surpassed the 80-point threshold to obtain B Corp™ certification.

### **2.2. ROTA&JORFIDA'S PERFORMANCE IN THE IMPACT AREAS**

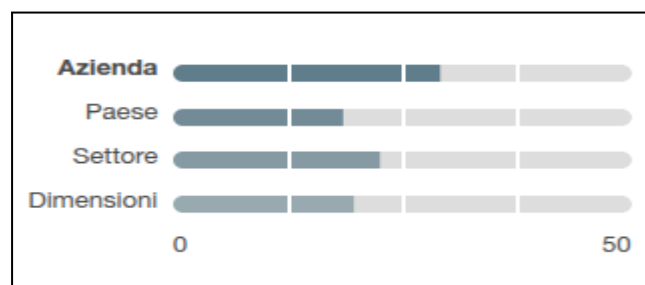
In detail, Rota&Jorfida Srl SB answered over 200 questions with both quantitative and qualitative information, resulting in the achievement of 109.9 points, distributed as follows:

#### **GOVERNANCE: 20,4 points - benchmark**



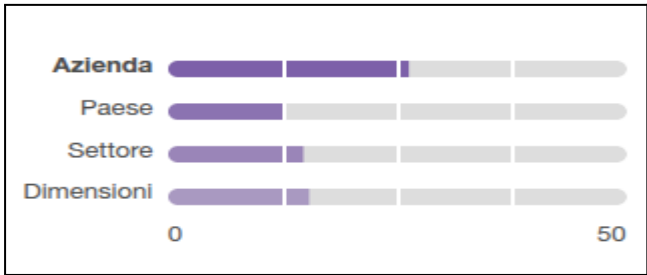
The "Governance" area evaluates the company's general mission, ethics, accountability, and transparency. 20.4 points were awarded here. Positive factors included the involvement of management in creating the Common Good, and the recognition that Rota&Jorfida Srl SB's mission is firmly rooted in a regenerative development model. As a Società Benefit, the company is legally bound to pursue not only profit but also the statutory goals of common benefit.

#### **WORKERS: 29,0 punti - benchmark**



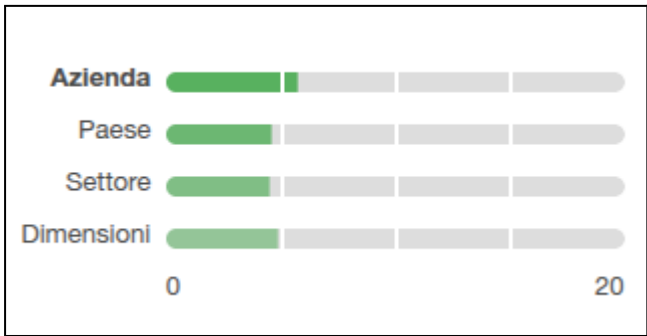
The "Workers" impact area evaluates the company's contribution to the financial, physical, professional, and social well-being of its employees, covering aspects such as employee benefits, health and safety, and opportunities for professional development and growth. Rota&Jorfida Srl SB earned 29 points here thanks to its focus on creating a positive, inclusive work environment that supports employee well-being.

**COMMUNITY: 26,2 points - benchmark**



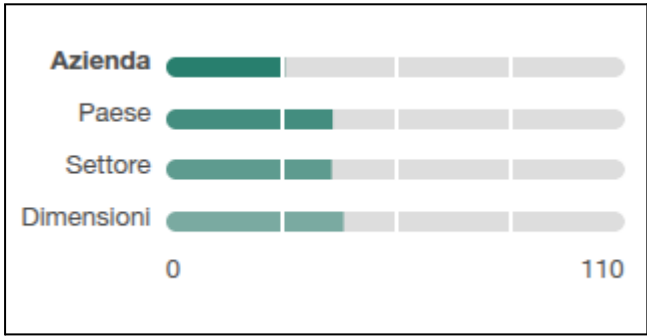
The "Community" area evaluates the company's commitment to, and impact on, the community. This includes topics such as diversity, job creation, supplier relationships, service to the community, and engagement with the local area. Through its efforts to generate positive social and economic impact in all the communities it operates in—thanks to numerous cultural initiatives and a locally rooted, high-quality supply chain—Rota&Jorfida Srl SB achieved 26.2 points in this area.

**ENVIRONMENT: 5,7 points - benchmark**



The "Environment" area evaluates a company's overall environmental management, including its facilities, resource use, emissions, and the types of transportation used in its distribution channels and supply chain. In this area, our company achieved a result above the benchmark, scoring 5.7 points.

**CUSTOMERS: 28,4 points - benchmark**



The "Customers" area evaluates companies whose products or services are designed to address a specific social problem for their customers. This section focuses on the impact of the product or service and the benefits to the communities served. Rota&Jorfida Srl SB scored 28.4 points here—a result stemming from its increasing attention, care, and engagement with clients.

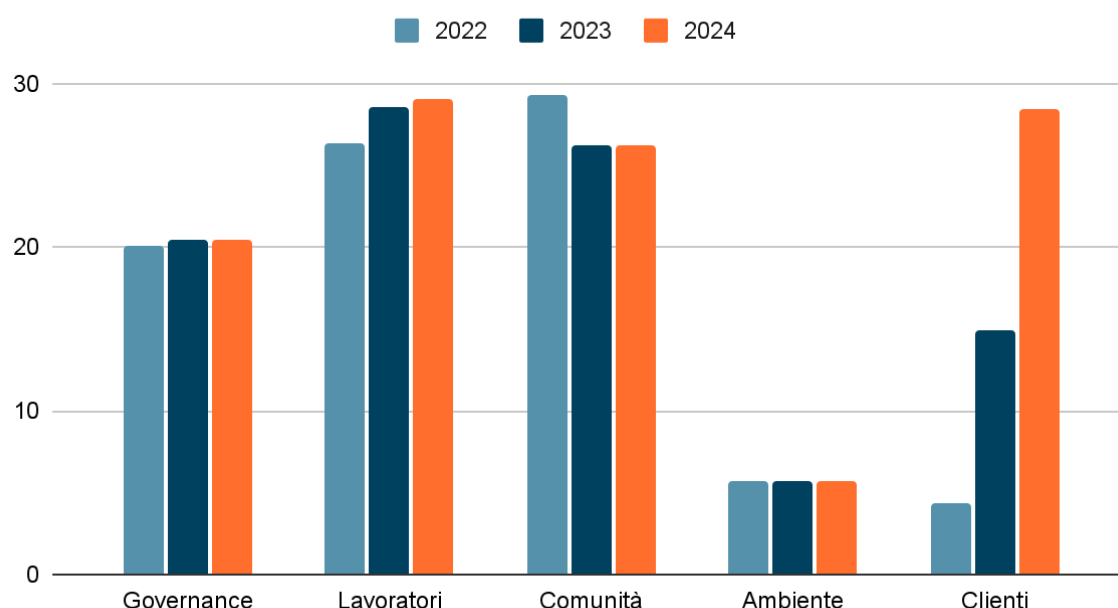
The company is constantly working to improve this area, as shown in the graph below. However, given our business model—centered on design, culture, and the European territory—we do not have relationships with vulnerable or disadvantaged populations, which constitute a significant portion of the maximum achievable score in this section.

This structural limitation affects access to a relevant part of the score, while maintaining our commitment to creating value for clients through quality services, cultural impact, and social responsibility.

### 2.3. EVOLUTION:

The following chart compares this data with the previous impact report. Please note that the 2022 data shown are not those in the original report but have been revised and corrected with B Lab during the certification audit.

#### Punteggio per area di impatto



Over the past year, we have strengthened our commitment to creating value for clients through communication and public relations services focused on positive impact, ethics, and sustainability.

Specifically:

- **We expanded our offering of strategic consulting for responsible communication**, supporting clients in integrating principles of transparency, inclusion, and social impact into their messaging.
- **We enhanced listening and co-design activities with clients**, aiming to build more collaborative relationships based on trust and value alignment.

These actions have allowed us to consolidate our position as a strategic partner for clients who share our vision of conscious, transformative communication, contributing to measurable improvements in our impact over time.

### **3. OBJECTIVES AND RESULTS**

The commitments reported in this document are those that Rota&Jorfida Srl SB defined for 2025 and described in previous reports.

#### **3.1. SPECIFIC PURPOSES**

**As a Società Benefit, Rota&Jorfida Srl SB has included six specific common benefit goals** in its bylaws. The company intends to pursue these objectives in the course of its business, generating measurable positive impact on society and the environment, while also achieving satisfactory economic results.

Specifically, Article 3 of Rota&Jorfida Srl SB's bylaws states:

As a Società Benefit, the company intends to pursue multiple common benefit purposes and operate responsibly, sustainably, and transparently toward people, territory, environment, and other stakeholders.

1. **Implement an employee volunteering program:** Create and promote an internal volunteering program that actively involves employees in the local community. This may include supporting non-profit organizations, mentoring students, or participating in social initiatives.
2. **Collaborate with local organizations:** Establish partnerships with local non-profits or associations that work for community well-being. These collaborations can lead to joint projects that address specific social issues and promote sustainable community development.
3. **Promote access to education:** Create a program that supports access to education for disadvantaged or at-risk groups. This could involve providing scholarships to deserving students, collaborating with schools to implement educational programs, or providing teaching resources to communities with limited means.

4. **Support local economic development:** Promote local economic development by collaborating with small businesses and community entrepreneurs. This may include offering mentorship or financial support for new ventures, promoting sustainability and innovation, or creating entrepreneurial support networks.
5. **Foster diversity and inclusion:** Promote an inclusive work environment and support community inclusion. This can be achieved through balanced hiring and promotion policies, organizing events to celebrate and value cultural diversity, and supporting organizations that promote inclusion and equality.
6. **Raise awareness of social issues:** Organize awareness campaigns on important social issues in the community, such as fighting marginalization, poverty, mental health challenges, or environmental protection. This can be done through events, workshops, sharing informational content, and engaging local media.

### **3.2. RESULTS 2024**

The primary goal of achieving B Corp certification was successfully reached on August 9, 2024.

### **3.3. OBJECTIVES 2025**

For 2025, Rota&Jorfida Srl SB has set a series of objectives, detailed below, in addition to the goal of maintaining and/or improving the score achieved in the 2023 B Impact Assessment.



## Governance: 2025 Objectives

Objective 2023	Status as of 31.12.2023	Objective 2024	Status as of 31.12.2024	Objective 2025
Request B Corp certification	Objective achieved.  Verification process started. Revised score by B Lab: 85.9 (not 102.7). Still above 80, allowing continuation of the process.	Successfully conclude evaluation and obtain certification	Certification obtained in August	Monitorare il BIA e migliorare il punteggio
Apply benefits tied to goal achievement	Partially achieved.  Targets were not fully met and need to be revised and rescheduled. Gift cards given to the employee who met most of the identified targets.	Formalize benefits according to target types	Not achieved due to staff turnover. Annual planning with benefits scheduled for January 2025.	Formalize benefits based on target types
Make remote work an option agreed upon with employees	Objective achieved.  Remote work implemented: 2 days a week.		Maintained	Maintain as is
Establish a fluid, functional organizational chart	Objective achieved.  Organizational chart formalized.	Keep it updated and accessible to employees in a public location	Document updated and accessible.	Maintain it updated and accessible to all employees
Share paths and results with stakeholders	Partially achieved.  Shared informally with some stakeholders.	Formalize methods for sharing paths and results with all stakeholders	Not achieved.	Formalize sharing methods with all stakeholders
Create a documentation area on the website with all benefit company information (e.g.,	Partially achieved: only the code of ethics was uploaded to the site; impact report not yet uploaded.	Monitor updates to documents that can and should be implemented (impact reports).	Achieved.	Continuously monitor updates to documents (impact reports, etc.)

<b>Objective 2023</b>	<b>Status as of 31.12.2023</b>	<b>Objective 2024</b>	<b>Status as of 31.12.2024</b>	<b>Objective 2025</b>
impact report, bylaws, code of ethics)				

## Workers: 2025 Objectives

Objective 2023	Status as of 31.12.2023	Objective 2024	Status as of 31.12.2024	Objective 2025
Set professional growth goals adding value to work quality, company revenue, work-life balance, and employee well-being	Objective achieved.  Remote work integrated. Defined goals. Advancement for one employee.	Set growth and professional goals. Hire new staff.	Achieved.	Continue this work and add coaching and mentoring to improve operational, emotional, and professional processes
	-	Define policies, goals, and actions to offer bonuses, profit-sharing, or equity opportunities to workers	Partially achieved: topics explored and a meeting scheduled between CEOs to implement opportunities.	Company will formalize policies, goals, and actions for offering bonuses and equity participation
	-	Draft a single employee manual aggregating all useful information	Achieved.	-
	-	Define HR management procedures for special needs, e.g., parental leave	Internal situation analyzed; recognizing legal limits and opportunities, we consider aligning with the national contract appropriate.	-

## Community: 2025 Objectives

Objective 2023	Status as of 31.12.2023	Objective 2024	Status as of 31.12.2024	Objective 2025
	Assess the social or environmental impact of outsourced services	Company will ask suppliers to complete a self-assessment	Not achieved.	Company will ask suppliers to complete a self-assessment
Continue commitment to supporting the Amateur Sports Association Santa Lucia di Quarto Oggiaro (Milan) and introduce a communication/support strategy creating endorsement (social media activity with dedicated posts) for the sports club.	The objectives were not achieved. The sports club is reorganizing, so this goal is postponed pending consolidation of the structure and activities.	Continue economic support for ASD Santa Lucia di Quarto Oggiaro (Milan) through a communication strategy creating endorsement and aiming to raise budgets to invest in coaches, psychologists, and/or trainers.	Project formalized and approved by the club in October. Project produced and presented but ultimately rejected by the association's president due to divergent goals.	Continue operational activities: seeking sponsors, communication activity, social media, production of photographic material, searching for testimonials.
Define rules for deciding which pro bono activities the company will take on	Not achieved.  Rules not yet defined for a long-term vision.	Define rules for deciding which pro bono activities the company will take on.	Not achieved.	Define the rules for selecting pro bono activities   Not achieved   Pro bono activities will be chosen if they meet the following criteria: 1) Align with our principles 2) Sign the code of ethics 3) Verify the objective lack of means to achieve the entity's goal 4) Proximity to the community and/or territory. A table has been formalized for evaluation. A maximum cap of 10% of the year's clients, with exceptions to be discussed in extraordinary

				board meetings.
	Lack of procedures and policies for charitable donations and community investments.	Draft a formal statement about the social or environmental impact it hopes to generate through philanthropic activities. Formal commitment to charitable donations (e.g. 1% for the Planet). Establish procedures to monitor charitable donations or mechanisms to measure the impact of community investments.	Not achieved.	Draft a formal statement about the social or environmental impact it hopes to generate through philanthropic activities. Formal commitment to charitable donations (e.g. 1% for the Planet). Establish procedures to monitor charitable donations or mechanisms to measure the impact of community investments.

## Environment: 2025 Objectives

Objective 2023	Status quo 31.12.2023	Obiettivo 2024	Status quo 31.12.2024	Obiettivo 2025
Impact monitoring.	Not achieved.  Currently not formally tracked due to lack of time.	Monitoring of greenhouse gas emissions (cars, heating gas, electricity consumption); water consumption; waste production.	Not achieved but questionnaires were prepared. The sending was formalized in January 2025.	Monitor new suppliers.

**Clients: 2025 Objective**

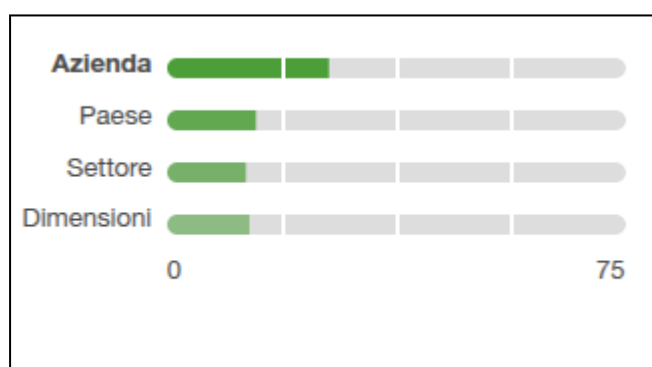
<b>Objective 2023</b>	<b>Status as of 31.12.2023</b>	<b>Objective 2024</b>	<b>Status as of 31.12.2024</b>	<b>Objective 2025</b>
Impact monitoring	Not achieved. Currently not formally tracked due to lack of time and opportunity.	Impact monitoring	Not achieved due to lack of digital tools available. Currently not yet formalized.	We will proceed with analysis after each activity. Structure a data collection system to report the percentage of the audience reached through communications for impact monitoring.

## 4. SUSTAINABLE DEVELOPMENT GOALS (SDG)

In line with our core business — which includes strategic communication, public relations, and press office activities — the Sustainable Development Goals most aligned with our work are as follows:

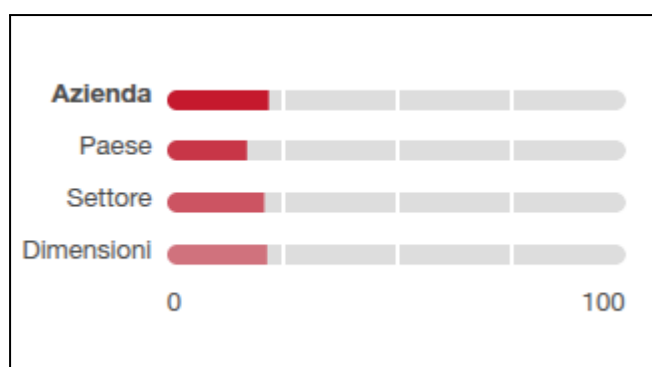
### 4.1. SDG 3 - Ensure Health and Well-Being: 26.4

We promote well-being through clear, respectful, and people-centered communication. We value positive relationships, sustainable work environments, and messages that foster trust, listening, and inclusion. Our contribution translates into practices that improve the quality of dialogue, reduce informational noise, and support a climate of balance and awareness.



### 4.2. SDG 4 - Quality Education: 22.1

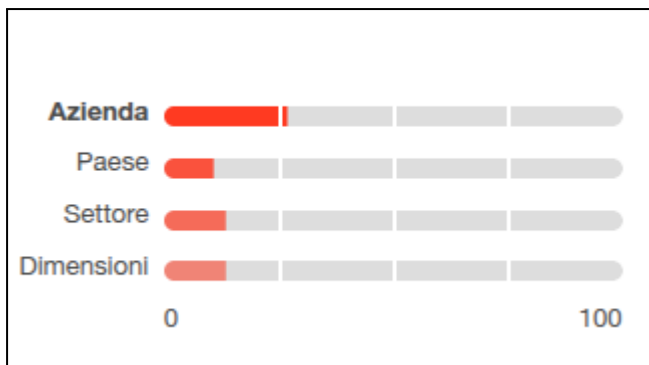
Through the production and dissemination of clear and accessible content, we contribute to forming an informed public opinion, fostering a culture of awareness.



### 4.3. SDG 5 - Gender Equality: 26.8

In our communication approach, we use inclusive language and actively promote fair, non-stereotypical representation of genders. Our campaigns and institutional and corporate communication activities contribute to building positive narratives, valuing female talent, and ensuring equal opportunities in the workplace and society.

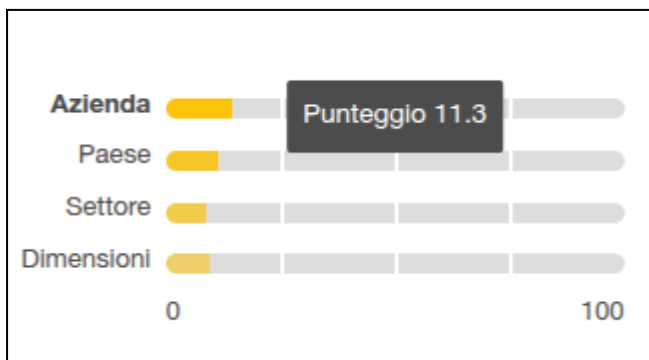




#### 4.4. SDG 7 - Affordable and Clean Energy: 14.3

Although often associated with large industries or infrastructure, the theme of energy also concerns organizations like ours.

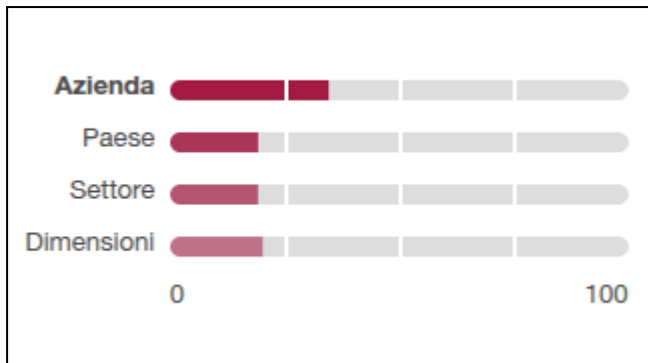
Our commitment to a more sustainable future also involves the daily choices of companies, including those in services, culture, and communication. Adopting renewable energy sources in our offices, selecting green energy suppliers, optimizing consumption, and raising awareness among stakeholders and clients about these issues means actively contributing to a fair and responsible energy transition.



#### 4.5. SDG 8 - Decent Work and Economic Growth: 34.6

Rota&Jorfida Srl Società Benefit firmly believes that work should not only be a means of subsistence but also a space for personal fulfillment, equity, and respect. We guarantee fair working conditions, value skills, promote people's well-being, and encourage work-life balance.

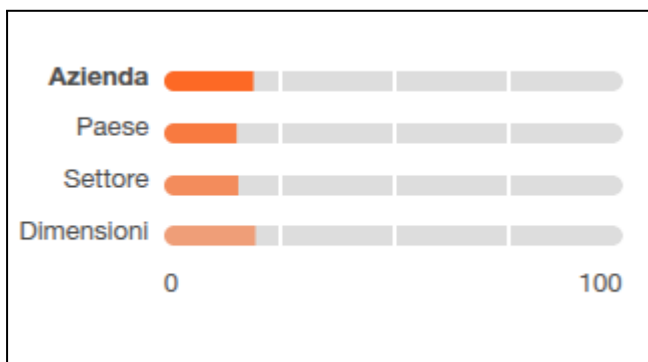
The company's growth is based on a model that prioritizes trust-based relationships, the quality of services offered, and attention to people. We are convinced that true economic growth cannot exist without a concrete commitment to the dignity of work and the enhancement of human capital.



#### 4.6. SDG 9 - Industry, Innovation and Infrastructure: 19.4

Our clients operate in the world of industry and innovation, and this is reflected in our work as their suppliers and partners.

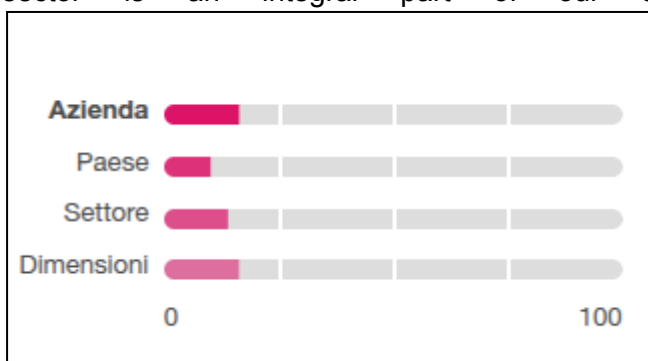
Being part of their ecosystem pushes us to improve, adopting increasingly sustainable and innovative practices. In this way, we help, in our field, to promote more responsible and forward-looking industrial development.



#### 4.7. SDG 10 - Reduce Inequalities: 16.3

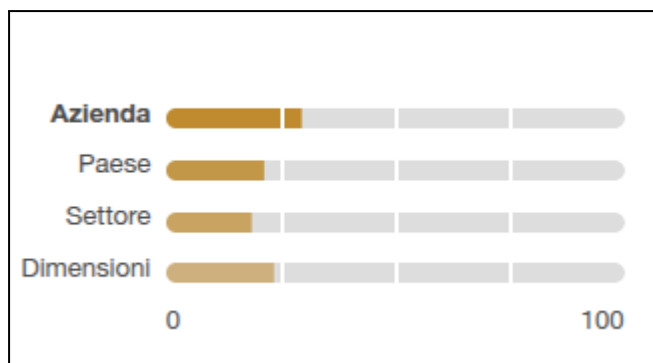
This is an issue we consider highly relevant and aligned with our values, and on which we can act more consciously, both in our internal choices and in selecting partners and projects.

There is room for improvement: promoting equity, representation, and accessibility in our sector is an integral part of our commitment as a Società Benefit.



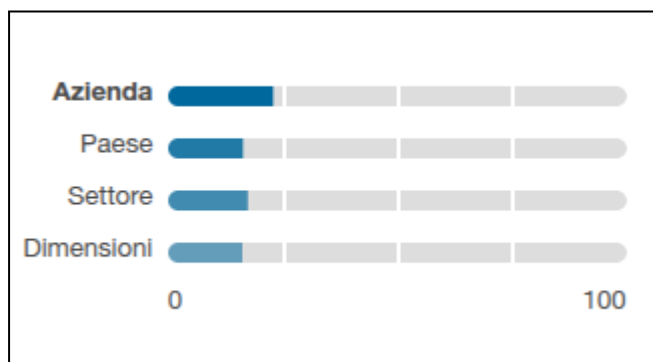
#### 4.8. SDG 12 - Responsible Consumption and Production: 29.5

Even in the services sector, sustainability is expressed through conscious choices in resource management, partner selection, and consistency between declared values and the messages we convey.



#### 4.9. SDG 16 - Peace, Justice and Strong Institutions: 22.9

We believe in the power of communication as a lever to strengthen dialogue between citizens, businesses, and institutions. Our activities promote transparency, trust, and active participation, helping to build solid relationships based on values of responsibility, legality, and social cohesion.



## **5. CONCLUSIONS**

Based on the information provided, it is clear that Rota&Jorfida Srl is determinedly pursuing its mission as a certified B Corp Benefit Corporation. This commitment is evident not only through the actions taken, but also through the adoption of innovative and sustainable practices aimed at generating a positive impact on all stakeholders.

Transparency in communication and detailed reporting of the results achieved are fundamental pillars of Rota&Jorfida Srl SB's operational strategy. These elements are essential for maintaining and strengthening stakeholder trust, clearly demonstrating the effectiveness and efficiency of the initiatives undertaken. The ability to report progress in a clear and verifiable manner underscores the company's integrity and social responsibility.

For a communication agency, embarking on a path as a Benefit Corporation is of fundamental importance. This approach not only strengthens its reputation and reliability in the eyes of clients and the public but also allows its activities to align with values of sustainability and social responsibility. Such alignment is crucial in a sector where transparency and ethics are increasingly demanded.

Moreover, operating as a Benefit Corporation offers a competitive advantage, as many companies and consumers prefer to collaborate with partners that demonstrate a genuine commitment to the common good and sustainable development. In this context, Rota&Jorfida Srl SB not only makes a positive contribution to society but also stands as a virtuous example for other businesses in the communication sector.

Milano, 16th June 2025

**Cristina Rota**

*Co-Founder and Ceo at Rota&Jorfida*

*Impact manager*

*B Leader*