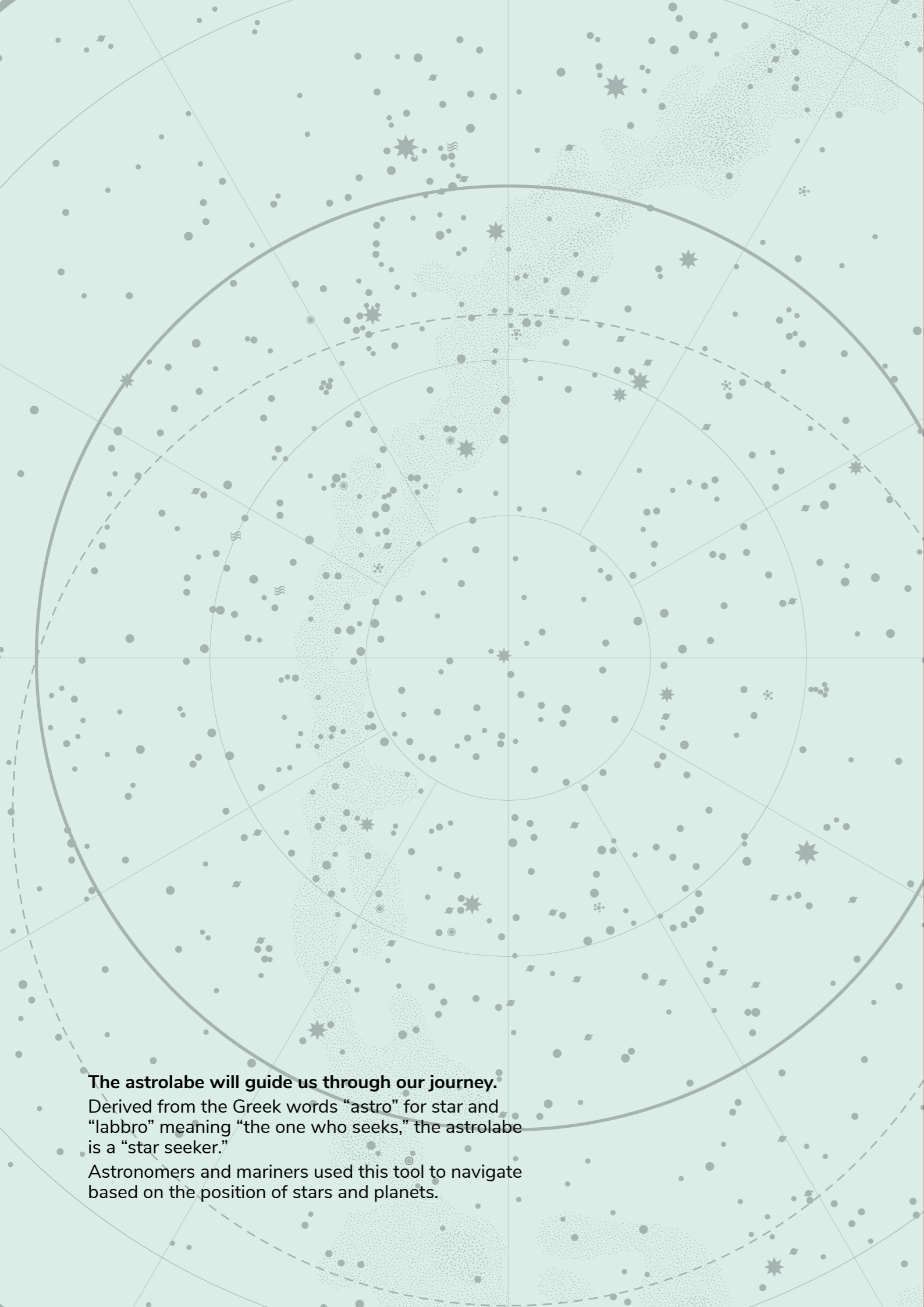


# DAVINES GROUP

SUSTAINABILITY REPORT 2020/2021



**The astrolabe will guide us through our journey.**

Derived from the Greek words “astro” for star and “labbro” meaning “the one who seeks,” the astrolabe is a “star seeker.”

Astronomers and mariners used this tool to navigate based on the position of stars and planets.

“

*We travel together, passengers on a little spaceship, dependent on its vulnerable reserves of air and soil; all committed for our safety to its security and peace; preserved from annihilation only by the care, the work, and, I will say, the love we give our fragile craft.*

”

**Adlai Stevenson**



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# Welcome

## From our President



In 2020, which has been one of the most complex and challenging years in recent history, we have moved on and have continued to look forward. Indeed, we have done so with increasing conviction, because the profound reflections that the pandemic and the consequent global crisis have caused have clearly shown us that the values on which the Davines Group is founded, and to which it is faithful every day, are the basis, the guidance and inspiration we need to get through tough times.

These values of solidarity, honesty, commitment, determination and courage, transmitted to us daily by the founder of the company, my father Gianni, are the spiritual heritage that has allowed us to face unexpected challenges and to react to such an

unprecedented situation. I have often wondered how our founder would have behaved in the different situations we faced. I feel I can say that our group today has more solid value references than ever, particularly necessary in moments of great change that we are experiencing in this historical moment.

Having behaved like a big family, supporting each other without losing sight of the corporate objectives of results and impact, has allowed us to continue growing as a company and community. We have not neglected our sustainability path, which began some time ago and was renewed last year with excellent results in the B Corp recertification process; on the contrary, we have accelerated and strengthened it. We have taken up our "Carta Etica", on which our daily work is based, to adapt it to the times and to our evolution, to ensure that all experience it as a living and current tool. We continue to measure, with increasingly innovative and sophisticated methods and metrics, ever deeper, our impact at all levels and in all areas.

**Having behaved like a big family, supporting each other without losing sight of the corporate objectives of results and impact, has allowed us to continue growing as a company and community.**

Our desire to be "the best for the world" continues and evolves, alongside the desire to lead others on the same path, with an advocacy activity that engages me personally and that involves all the stakeholders and partners with whom we come into contact. Speaking of partnerships, it is increasingly evident that the only way to initiate and accelerate the necessary transformation from the current extractive socio-economic model to a new regenerative paradigm - a transformation that can no longer be postponed - is to create multilateral alliances and coalitions, which work jointly on the goal. For this reason, in October 2020, we created the Regenerative Society Foundation, of which I have the honor of being vice-president. In addition to promoting a

multi-stakeholder dialogue on the issues of regenerative economy, the fight against climate change and individual well-being and collective as the central engine of the economy itself, the foundation spreads knowledge on these issues and supports regeneration projects in various sectors and geographies.

The Davines Group will shortly announce an essential partnership in the field of regenerative organic agriculture, focused on research and training, with transformative innovation content for our beauty sector. In the meantime, we continue to spread the values of sustainability also in our community at the local and national level, where we are active above all on aspects related to the climate and environment.

We participate in projects such as the Green km, the Alliance for Carbon Neutrality of the Parma Province, the Italian chapter of Race to Zero.

In our projects and choices, we are guided by an idea of "human ecology", aimed at rediscovering the fundamental balance between living beings and nature in a harmony that is beneficial for both. In the interdependence that binds all this, there is no social sustainability without environmental sustainability, there is no progress without respect for ecosystems and human rights. Without human ecology, there is simply no future.

President  
Davide Bollati

“ TO BE THE BEST FOR THE WORLD, CREATORS OF GOOD LIFE FOR ALL, THROUGH BEAUTY, ETHICS AND SUSTAINABILITY. ”

## From our CEO



As most of the world is finally coming out of the pandemic, it is with great pleasure and even greater optimism that I am writing these thoughts. Many of us have gone through tough times during the last sixteen months, but I remain extremely confident that the second half of 2021 will bring many positive things to all of us. Our industry has always been extremely resilient and based on the past six months of our activity, I can say that it will continue to be the case.

After working closely with our previous CEO Paolo Braguzzi since 2008, he recently passed me the baton to continue the Davines Group journey that was started by the Bollati family

in 1983. What a great honor! While we have always been pioneers in sustainability and have already achieved so much over the years, in my new position I realize that the road ahead of us is still long. Sustainability is ever evolving: whether we are referring to CO2 emissions, packaging or ingredients, we are always striving towards new goals and objectives.

We certainly already have accomplished a lot to contain our climate impact, but now we are raising the bar again with our commitment to reach the goal of Net Zero emissions by 2030.

Climate change represents the top emergency today. It affects everyone. This is why we commit to reduce our emissions in line with the 1.5 C° reduction pathway, even throughout the expected future growth of the company.

**We certainly already have accomplished a lot to contain our climate impact, but now we are raising the bar again with our commitment to reach the goal of Net Zero emissions by 2030.**

In addition, we will continue to neutralize the remainder of our emissions by investing in carbon sequestration projects with carefully selected partners.

Besides reducing emissions, we also need to regenerate and revitalize the land. This is why we have made the decision to invest time, energy, and resources in promoting regenerative agriculture and its practices, to build up carbon sinks, sustain biodiversity, and improve ingredient quality.

In terms of packaging, there is no perfect answer. While aluminum containers are infinitely recyclable, their production pumps about twice as much carbon into the atmosphere as a similar plastic packaging. Glass

is not perfect either. It is heavy, and the transportation of glass packaging requires significantly more energy than its lightweight counterparts made of plastic or aluminum. This is the dilemma we are facing every day. And this is why, just like we have done for years with our carbon emissions, this year we will start a plastic collection project. Perhaps the solution comes from our recently launched shampoo bars, packaged in FSC-certified paper.

Finally, when it comes to our ingredients, we aim to increase their level of traceability. This represents a true challenge despite the incredible support from our suppliers. However, as you will see in this sixth sustainability report, we are committed to taking on this

challenge in order to increase our level of transparency, in alignment with our values of honesty and integrity.

Davines has and will continue to rise above the ever-growing trend of greenwashing.

CEO  
Anthony Molet

# Highlights

The Davines Group was founded in Italy in 1983 as a small research lab, which grew then to become a global company and a certified B Corp, meeting the highest sustainability standards. Still 100% family-owned, since 2006 the Group activity focused on the creation and production of professional formulations, giving priority to the use of natural ingredients and minimizing our impact on the planet.

## 117.4 B Corp score

B Corp companies work toward reduced inequality, lower levels of poverty, stronger communities, the creation of more high-quality jobs with dignity and purpose, and to protect and regenerate the environment.

## 83% ingredients of natural origin in our formulas

We continuously work to increase the percentage of ingredients of natural origin in our products, while maintaining high performance. Find out more about our commitment on [page 14](#).

## 27% of products turnover analysed with LCA over the entire life cycle

With the Life Cycle Assessment (LCA), we evaluate the quantitative environmental impacts associated with all stages of the life cycle of our products. Find out more about our commitment on [page 13](#).

## Circularity

### 0% production waste disposed of in landfills

Whenever possible, the waste produced by our production plant is sent for recycling or recovery through waste-to-energy. Find out more on how we manage our waste on [page 15](#).

### 631 tons of plastic saved since 2014

Thanks to the implementation of eco-design principles on primary, secondary and tertiary packaging, we have significantly reduced the amount of material used in our packaging. Find out more on [page 16](#).

### 59% recycled or bio-based plastic packaging

Year after year, we constantly reduce the share of our virgin plastic packaging on the total of our plastic packaging, finding alternatives that are more in line with our eco-design principles. Find out more on [page 16](#).

## Decarbonization

### -43% CO<sub>2</sub>eq emissions

In 2020, compared to the previous year, we reduced our Scope 1 + 2 CO<sub>2</sub>eq emissions by 369.6 tons. We have been a carbon neutral company since 2018 and are working to become Net Zero by 2030. Find out more about our commitment on [page 19](#).

### 99% electricity from renewable sources

In our Parma office we have used 100% electricity from renewable sources since 2006 and renewable thermal energy since 2018. The transition is underway in the rest of our branches. Find out more about our energy consumption on [page 24](#).

## Biodiversity

### 73% highly biodegradable ingredients in our formulas

A greater biodegradability contributes to a lower bioaccumulation and therefore to the protection of the environment and its inhabitants.

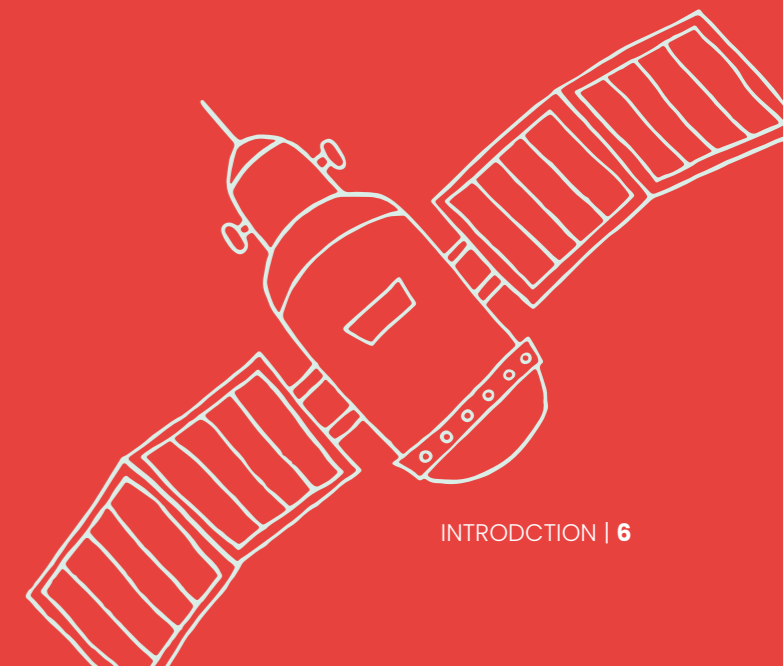
### 11 ingredients from Slow Food Presidia in our formulas

Since 2014, we have been purchasing ingredients from the Slow Food Presidium, supporting families of Italian farmers who preserve traditional crops, and we contribute to the creation of new Presidia to protect biodiversity. Find out more about our projects on [page 27](#).

## B Corp advocacy

### 10 B Corp certified business partners since 2016

Since 2016 we have been encouraging and supporting our international partners (suppliers, distributors and salons) to become B Corp certified. Find out more about our certified partners on [page 32](#).



# Our commitment

## SUSTAINABILITY: A NEVER-ENDING JOURNEY

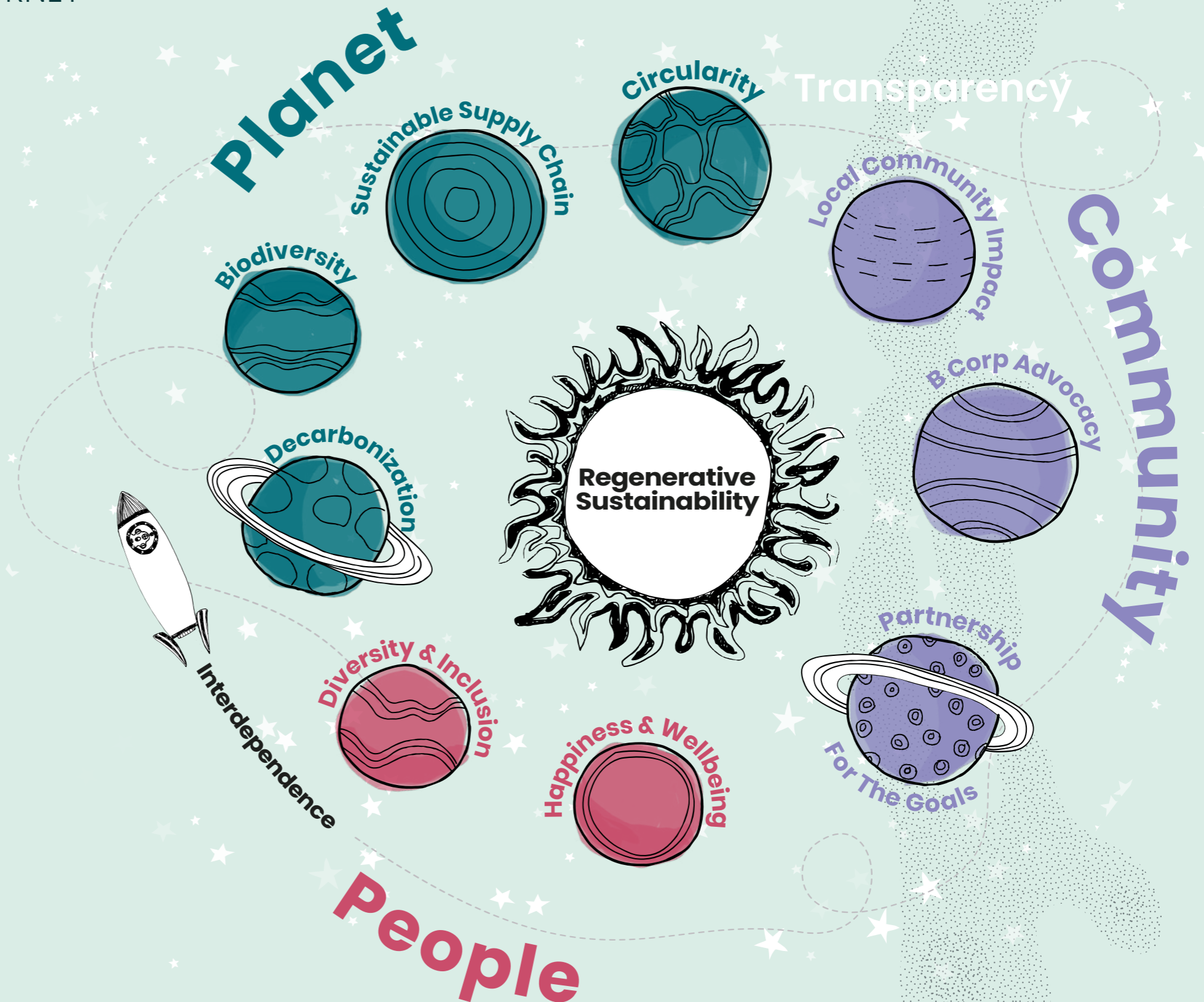
Davines Group has been committed to sustainability for more than 15 years. Over time, our commitment has become increasingly holistic and integrated, requiring a clear definition of its scope and objectives. We now represent our strategic approach to sustainability with a planetary system: the “Davines Group Sustainability EcoSystem.” This shows how our projects, ideas, and commitments work together harmoniously, and their interdependence strengthens the positive impact we can have as an organization.

We find the Sun at the center of our system, which contains the concept of **REGENERATIVE SUSTAINABILITY**. Today, we need to move from an extractive model that has depleted our natural resources, to a regenerative one which will allow a future for the next generations.

Around the sun are nine planets - our strategic areas - divided into the three pillars translated from the B Corp model: **PEOPLE, PLANET and COMMUNITY**.

The spaceship of **INTERDEPENDENCE** travels among and interconnects each of these planets. **INTERDEPENDENCE** is a central value and operational foundation for the companies involved in the B Corp movement, aware that an integrated and joint approach allows for more significant impacts.

Across the whole system is the principle of **TRANSPARENCY**, which holds us accountable in all areas of our sustainability journey and to all our stakeholders. It is our pledge to share all our progress openly, both successes and failures, as a B Corporation. We hope that the “Davines Group Sustainability EcoSystem” will inspire you, and we invite you to explore our journey in the 2020-2021 Sustainability Report.



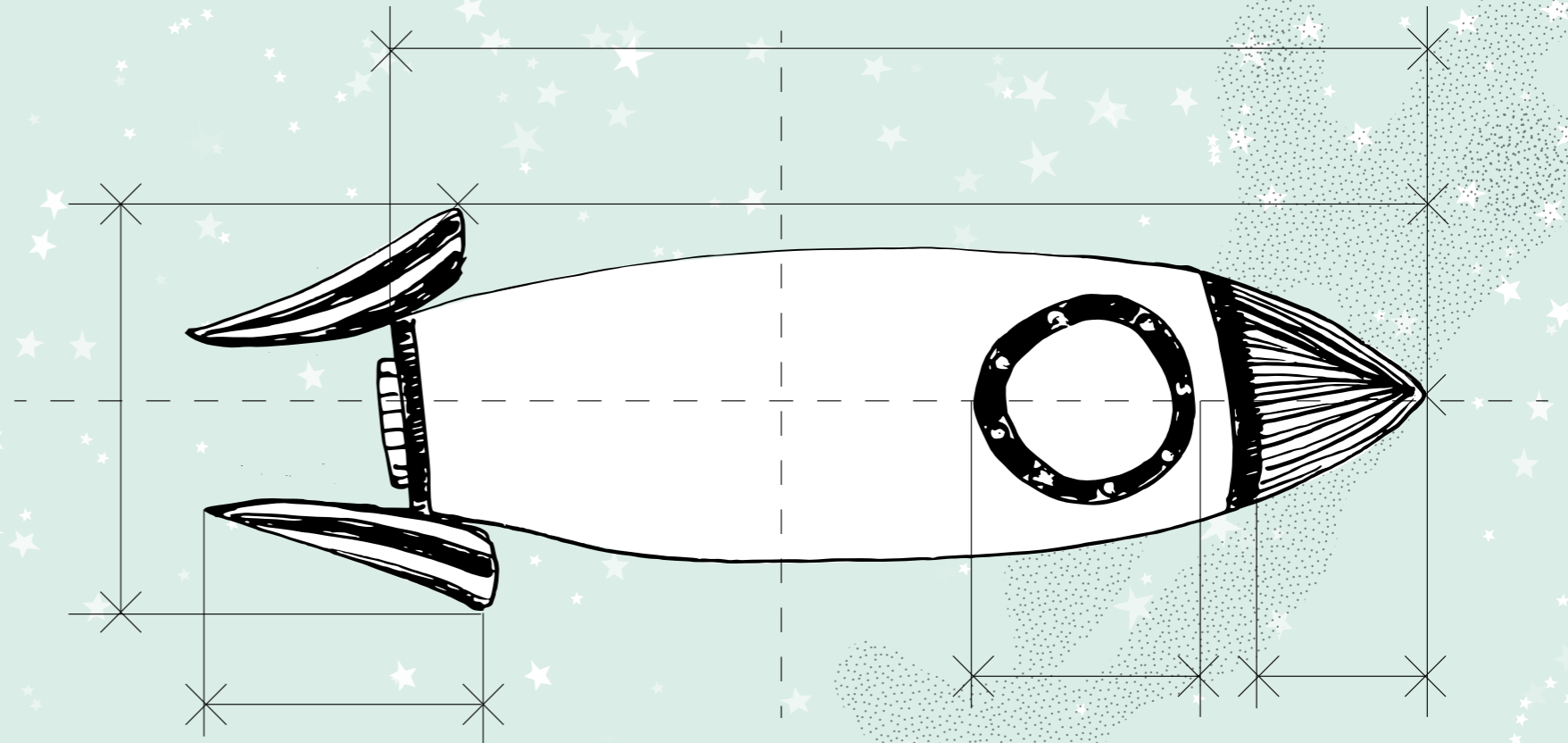
## A SAFE JOURNEY NEEDS A GOOD CRAFT

The core of sustainability in our company is a distinctive feature of our organizational model. Instead of having only one department focused on sustainability, we prioritize active and widespread participation on sustainability topics from all team members. We believe that shared engagement and responsibility only enriches our work in this area. Every team makes a difference by bringing their knowledge, skills, and insight to the table. This unconventional approach expands our ideas, types of projects and increases their success rate.

Implementing this kind of integrated model was made possible because the sustainability department reports directly to our CEO and contributes to defining the company's strategy and other high-level decisions that shape our future. Today, a limited sustainability commitment is no longer enough to make a difference, and all areas of the company have a role to play.

Sustainability runs through every company area thanks to our sustainability champions, the "Sustainable Development Activators." This cross-functional team is committed to going beyond their specific roles and brings to life our sustainability goals at our branches and our home office, the Davines Village in Italy.

Our integrated sustainability team was not built in one day. We consistently invest in activities that increase our teams' engagement and understanding of sustainability topics, and recognize everyone's contributions that exceed traditional expectations to keep sustainability central to our work.





# Our performance

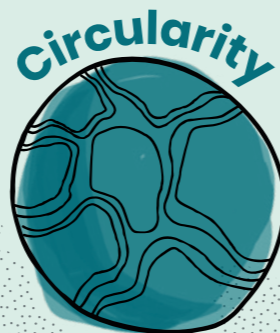
## People

WE COMMIT TO PRACTICES DESIGNED TO PROMOTE A POSITIVE SOCIAL ENVIRONMENT FOR OUR COLLABORATORS WORLDWIDE.



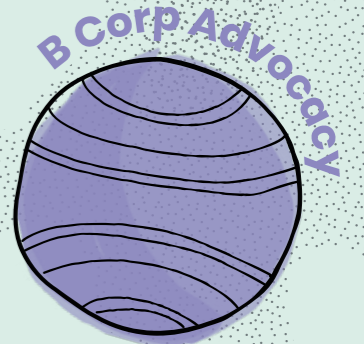
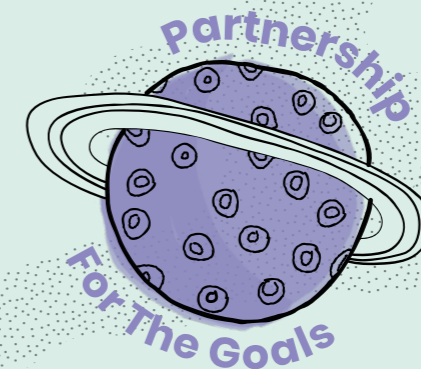
## Planet

WE MEASURE OUR FOOTPRINT THROUGHOUT OUR VALUE CHAIN WITH THE DREAM TO CREATE A POSITIVE IMPACT BUSINESS.



## Community

WE SUPPORT THE VITALITY AND RESILIENCE OF THE LOCAL COMMUNITIES IN WHICH WE LIVE AND WORK, INCREASING OUR POSITIVE IMPACT ON BOTH THE ENVIRONMENT AND PEOPLE.



**Please note:** this year we have chosen to divide our projects and sustainability performance indicators reflecting the structure of the new “Davines Group Sustainability EcoSystem,” which is why many of them will not find themselves in the same section in which they were usually placed in the past.

# People



## 2020 Results

### ⊗ The activation of a “post-COVID” smart working policy has been postponed. /ITALY/

The ongoing state of emergency did not allow for a post-pandemic policy. Therefore, we extended the policy created to support our team through stay-at-home orders during the pandemic, inviting all collaborators to participate in smartworking as much as possible.

### ⊗ 95.2% of managers at all organizational levels at the main office in Parma have sustainability goals as part of their “Performance Review Plan”. /ITALY/

The percentage of full-time managers who had a written performance evaluation that included social or environmental goals was 95.2% compared to the 100% target. This includes 100% of Parma and the branches executives. For 2020, the sustainability goal was focused on social sustainability and was shared among all managers.

### ⊗ 48.6% of managers at all organizational levels at the main office in Parma have references to sustainability in their job “mission”. /ITALY/

The 100% target was not achieved, as last year only 48.6% of managers at the Parma office had a reference to sustainability in their mission. Important organizational changes throughout 2020 have delayed this process. This remains a goal for 2021.

## 2021 Objectives

### GROUP

Enhance our positive impact on Diversity & Inclusion, starting with training the entire corporate population on inclusiveness.

Define and develop a corporate program aimed at increasing people’s well-being and fostering a greater work-life balance.

Increase our training and personal development options and guarantee their accessibility to all Davines Group collaborators through our new Learning Hub program.

### ITALY

100% of managers at all organizational levels (executives, and managerial employees) at the Parma office with references to sustainability in their role’s mission.



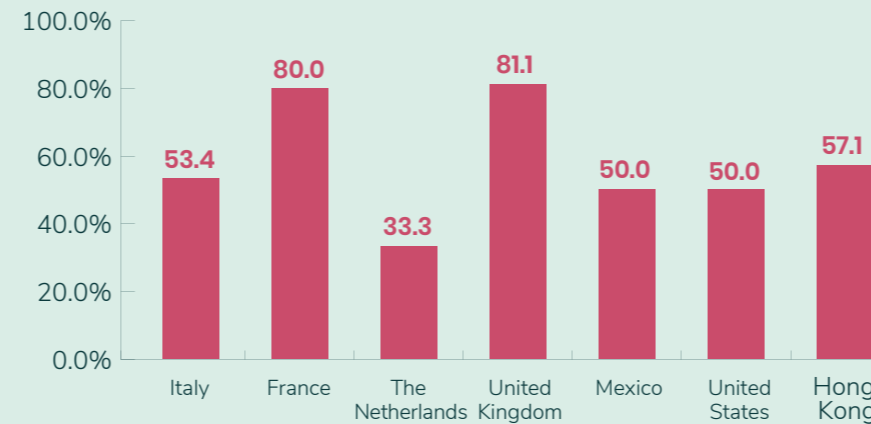
# Diversity and inclusion

All practices that ensure growing inclusiveness in our organization, favouring and appreciating diversity in the company for its added value.

## About our collaborators

- » 63.7% women
- » 36.3% men
- » 40 average age
- » 250 non-Italian colleagues
- » 7.5 average number of years in Davines

## 56.1% managerial\* roles held by women



## 100% colleagues in nonmanagerial\* roles have received performance bonuses (related only to Italy)

\* We consider managers to be executives and managerial employees.

## 120 colleagues received training on diversity and inclusion

### DIVERSITY, EQUITY, AND INCLUSION (DEI) COMMITTEE

#### Project description

Our North American team started a DEI Committee to advocate for diversity, equity, and inclusion and promote equal opportunity for all. The committee encourages all stakeholders to grow in their own understanding of DEI, creating concrete goals and accountability measures.

#### Area of influence

North America.

#### Stakeholders

North American branch and its stakeholders.

#### Most important KPIs

13 members across departments, 4 town halls, 2 hours training for all 60 collaborators.

## 134 managers at all organizational levels received training on the “Carta Etica”

### CARTA ETICA TRAINING

#### Project description

We trained our managers worldwide on the “Carta Etica” values, building awareness on how they are now more relevant than ever and illustrating how to translate them into behavioural skills that support our company in its commitment to its values.

#### Area of influence

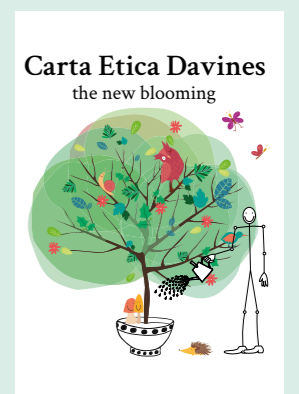
The world.

#### Stakeholders

All our managers worldwide.

#### Most important KPIs

7 training hours on average for each manager.





# Happiness & wellbeing

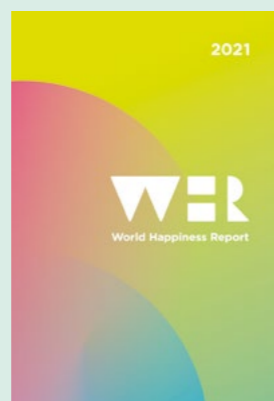
All projects supporting collective and individual happiness and well-being, in the awareness of the correlation that binds this issue to the environmental one, and its importance in building a new, holistic model of sustainable development.

## 64% colleagues are “satisfied” or “engaged” (Davines Index)

### WORLD HAPPINESS REPORT & ETHICS FOR HAPPINESS

**Project description**

For the second year in a row, we participated in the working group Science & Ethics for Happiness and supported the publication of the World Happiness Report. In 2020, the report focused on COVID-19 and its consequences on the well-being of individuals and communities.



**Area of influence**

The world.

**Stakeholders**

Community (states, public and private institutions, private citizens).

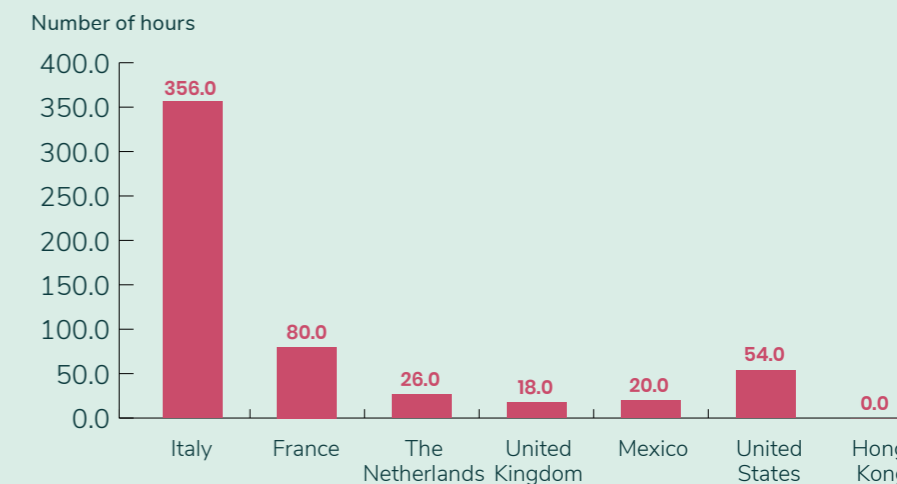
**Most important KPIs**

Over 150 countries ranked based on their citizens happiness.

## 83% colleagues who have access to our well-being platform, Davines Care

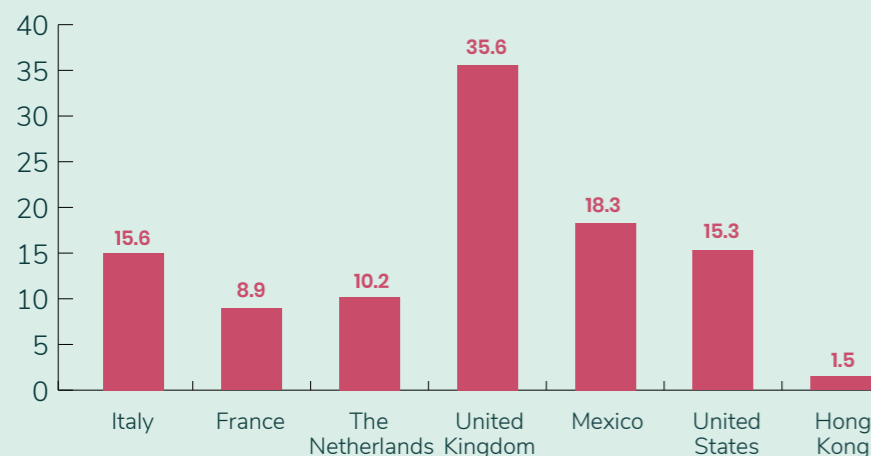
Percentage calculated on the totality of our collaborators. Access to the platform is allowed only to those, excluding executives, who have passed the probationary period and are permanent as of January 1 each year

## 554 paid working hours for company volunteering\*



\*Volunteering activities carried out during paid working hours, such as blood donations or reforestation activities (among the many carried out in 2020).

## 16.8 training hours per year for each colleague on average



### LEARNING HUB

**Project description**

We launched the Davines Learning Hub to offer well-developed and structured training, which contributes to achieving our company long term objectives defined in our purpose. On our University platform, our colleagues can find all the training courses we offer and create paths of excellence.

**Area of influence**

The world.

**Stakeholders**

Our entire company population.

**Most important KPIs**

100% of Davines collaborators have access to it.

### DAVINES MEXICO HEALTH TALK

**Project description**

To support our team during a stressful year, Davines Mexico held five online Health Talks covering topics from stress management to maintaining a healthy diet. Each talk included specialists like cardiologists and nutritionists to share their expertise.

**Area of influence**

Mexico.

**Stakeholders**

Mexican branch.

**Most important KPIs**

5 hours of training, 86% of colleagues attended.

# Planet



## 2020 Results

### 📌 27.5% of products turnover analysed with LCA over the entire life cycle. /GROUP/

After verification, we found that the percentage of products (based on turnover) covered by the Life Cycle Assessment (LCA) in 2019 was 25.9%, and not 34%, as indicated last year. In 2020, we calculated the LCA of 27.5% of products (based on turnover). Therefore, considering the correct data for 2019, we achieved our 2020 goal.

### [📌] Definition of a program divided into four pillars to achieve the Net Zero goal by 2030. /GROUP/

As we gained more knowledge and insight, our strategic approach to our journey towards decarbonization has changed. The target we set in 2019 has evolved into a more complex and complete program divided into four fundamental pillars: “measure and monitor”, “abate”, “neutralize”, and “engage”. We worked hard on the first pillar, accurately calculating a more significant amount of our indirect emissions (Scope 3) and planning the progressive calculation of the remaining part of the company’s carbon footprint.

### 📌 3.6% increase of plastic packaging made with bio-based or recycled plastic, compared to the previous year. /GROUP/

In 2020, 59.4% of the material of our plastic packaging is made of bio-based or recycled plastic. The goal has been achieved, but the company’s commitment to further reduce the use of virgin plastic from fossil sources continues.

## 2021 Objectives

### GROUP

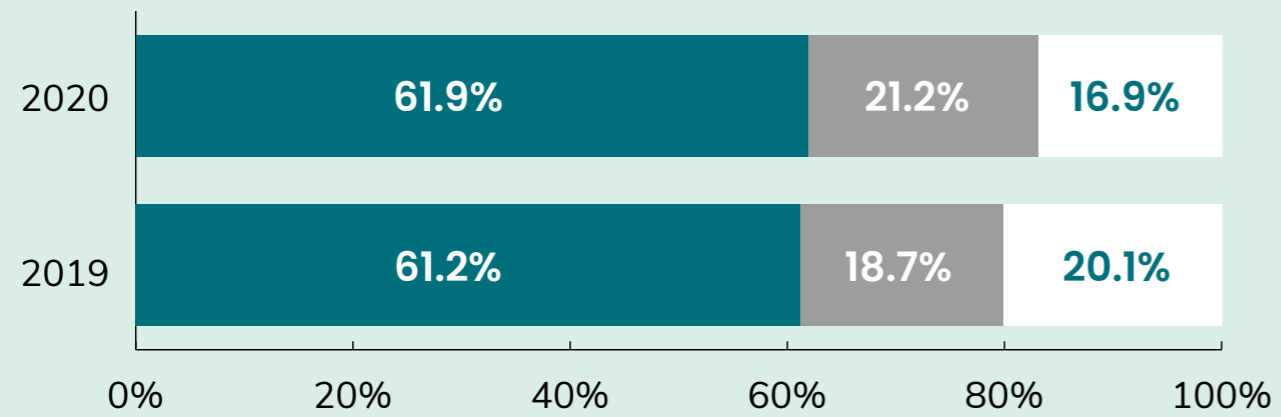
**Achieve 50% of turnover generated by products to which we apply the LCA.**

**Create an alliance for research and training on organic and regenerative farming, for the development of a new sustainable supply chain in the beauty sector.**

**Define an action plan structured with concrete steps for each fundamental pillar to achieve net zero emissions by 2030.**

**Mitigate our plastic footprint by preventing 100 tons of plastic from entering the ocean.**

## Natural ingredients



On the total quantity of ingredients purchased (kg)

- natural ingredients, including certified organic ingredients
- modified natural ingredients
- synthetic ingredients

### DAVINES CRITERIA

In 2018, drawing inspiration from our sustainability and transparency philosophy, Davines created its own criteria to classify natural origin ingredients. The principle we use is more restrictive than the ISO 16128 standard because it does not allow any ingredients containing synthetic parts. At Davines, an ingredient is defined as natural when 100% of its molecular structure is of natural origin, without any synthetic part and exclusively obtained from sustainable transformation processes.

## NATURAL PIGMENT – JAGUA

### Project description:

For our new product line Heart of Glass, we sourced 100% natural indigo pigment from Jagua (Genipa Americana), a fruit native to tropical forests in Colombia. With this natural pigment, our R&D lab created an innovative alternative to synthetic dyes. The indigo pigment is sourced responsibly by a local company that aims to support local communities, ensure the conservation of biodiversity, respect traditional knowledge, and equitably share benefits along the supply chain.

### Area of influence

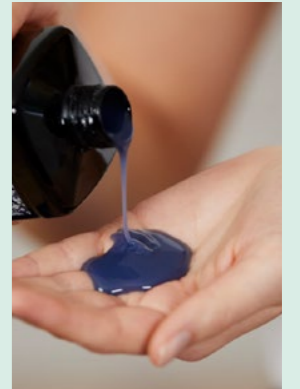
Colombia, Parma.

### Stakeholders

Suppliers, Davines R&D, final customers.

### KPI

Creation of a natural indigo dye.

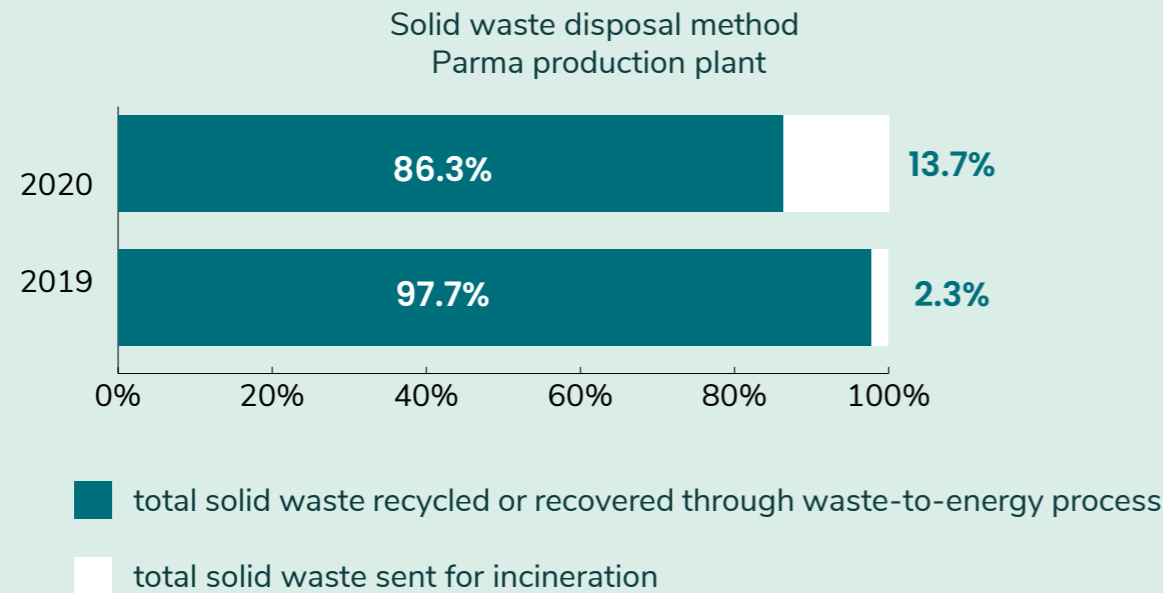




# Circularity

Everything related to the circular economy, based on the concept of reducing the use of materials as much as possible, and when it is not possible, to reuse or, finally, recycle. Circularity challenges us to rethink everything we do to get out of a cycle of “take, use, dispose” and move toward a regenerative one instead.

## 0% production waste disposed of in landfills



## TAKE BACK BOX PILOT

### Project description

In September 2020, we launched a pilot in-salon recycling program with Green Circle Salons. This provides salon clients with an easy way to recycle their Davines retail packaging, and empties returned through these Davines boxes are guaranteed to be recycled through Green Circle Salons’ network.

### Area of influence

North America.

### Stakeholders

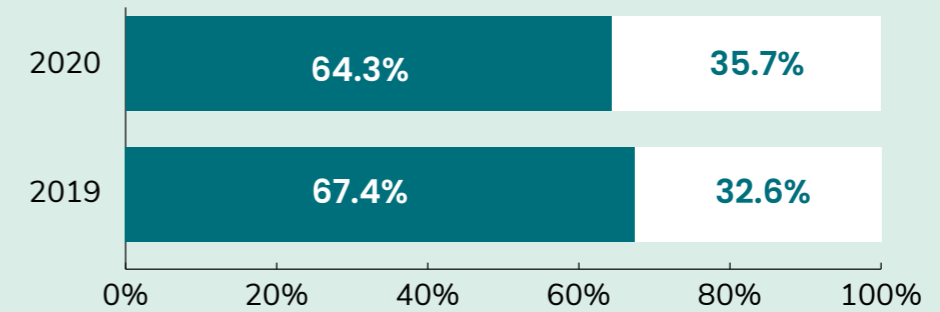
Davines Sustainable Beauty Partner salons and end consumers.

### Most important KPIs

38 salons participated, 5 boxes returned and analyzed, 52 lbs. of plastic collected as of June 2021.



## Packaging from renewable sources



On the total quantity of purchased primary, secondary and tertiary packaging material (kg)

- packaging from renewable sources (paper, cardboard, wood, bio-based plastic)
- packaging from non-renewable sources (virgin and recycled plastic, steel, aluminum, glass)

## ECO DESIGN FOR OUR PACKAGING

### Project description

The Davines Group participated in the eco-design tender launched by CONAI by presenting two projects where 100% virgin PET packaging from fossil sources was replaced by post-consumer recycled PET packaging. The key products of the re-design are The Circle Chronicles professional version and the Sun Soul Milk SPF 30 and SPF10.

### Area of influence

Italy.

### Stakeholders

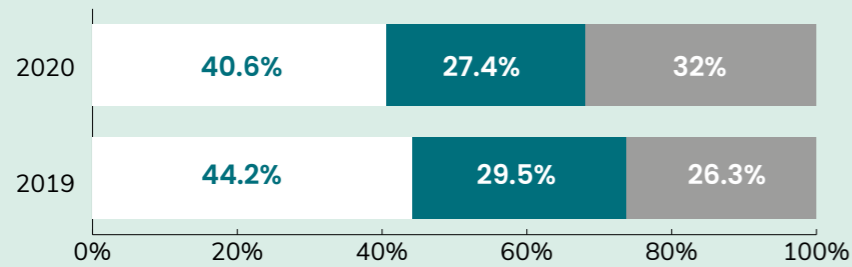
Davines R&D, suppliers.

### Most important KPIs

The professional jar of “The Circle Chronicles” and the bottle of Sun Soul Milk SPF 30 and SPF10 are composed of 90% and 96% post-consumer recycled PET respectively.



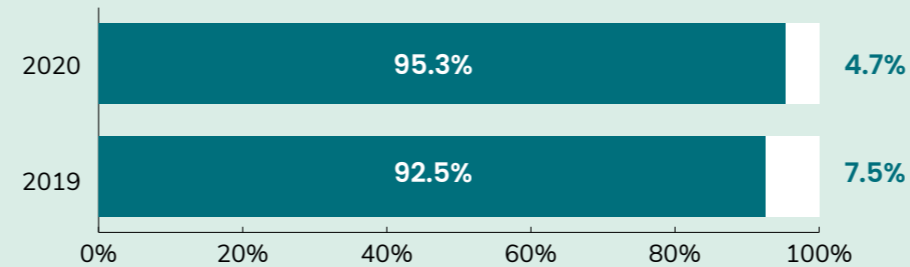
## Plastic packaging



On the total quantity of purchased primary, secondary and tertiary plastic packaging material (kg)

- virgin plastic
- recycled plastic packaging
- bio-based plastic packaging

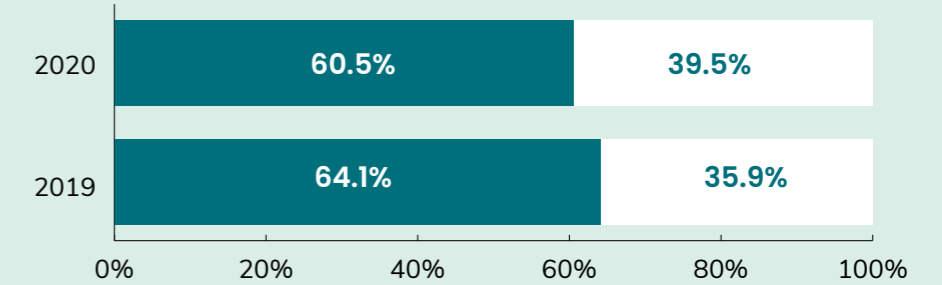
## Paper and cardboard packaging



On the total quantity of purchased secondary and tertiary paper and cardboard packaging material (kg)

- paper and cardboard in recycled material
- paper and cardboard in virgin material

## Packaging from recycled material



On the total quantity of purchased primary, secondary and tertiary packaging material (kg)

- recycled material (paper, cardboard, plastic and glass)
- non-recycled material (paper, cardboard, plastic and glass)

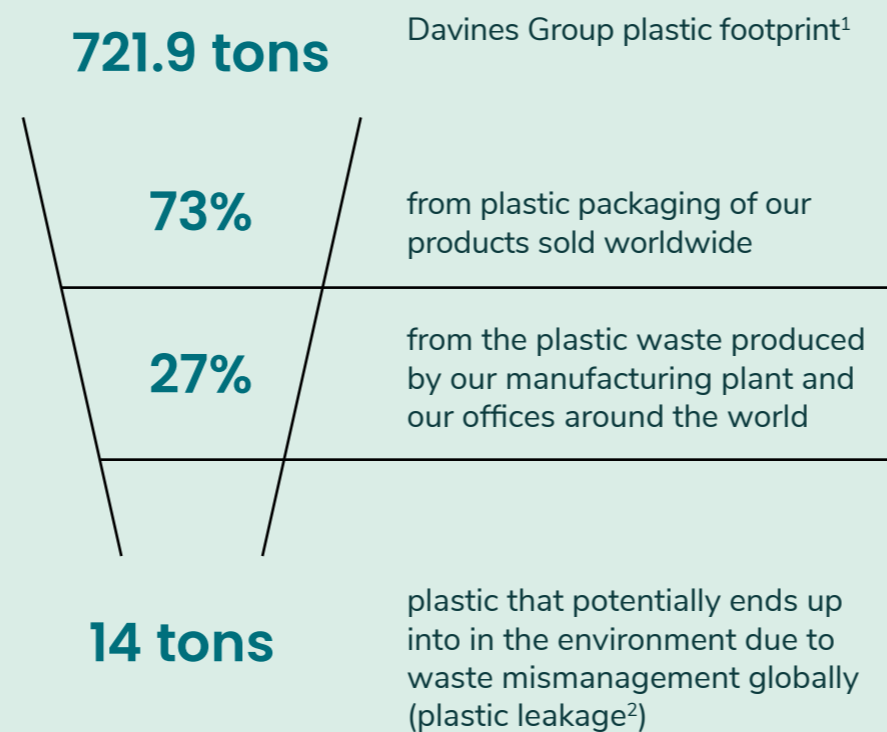
**630.8 tons**  
quantity of plastic saved thanks to the implementation of Eco-design principles since 2014

**15.9%**  
from packaging weight reduction

**84%**  
from the transition from virgin to recycled plastic

**0.1%**  
from the elimination of packaging components

## Our plastic footprint



Considering the increasing relevance of plastic pollution in our society, it was essential for us at the Davines Group to increase our efforts on this issue. Since 2014, we have identified and performed mitigation activities to reduce the quantity of plastic we use in our packaging, always keeping in mind the principles of the circular economy. More recently, we combined the efforts we began years ago and established a transparent accounting of our plastic footprint and from now on will communicate about it in our sustainability report and websites. After a thorough analysis, in 2020 we calculated our plastic footprint of 721.9 tons. Of this quantity, 27% derives from the plastic waste produced by our manufacturing plant and offices worldwide, and 73% from the plastic packaging of the products we sold worldwide.

<sup>1</sup> Calculated following the "Guidelines for Corporate Plastic Stewardship" published in February 2021 by 3R Initiative, EA, South Pole and Quantis. According to the methodology, the calculation considers the following plastic categories: Upstream-operational, operational, operational-downstream.  
<sup>2</sup> Calculated following the methodology proposed by "Plastic Leak Project - Methodological guidelines" published in 2020 by Quantis and EA (and mentioned in the document of point 1 above) and considers only macro-plastics.



## Plastic collection project

In autumn 2021, we will launch a plastic collection project with a specialized partner, internationally recognized as a leader on this type of projects. Our goal is to counter marine pollution by preventing 100 tons of plastic from entering the ocean and, at the same time, contributing to improve the quality of life of local populations.

The plastic, called “ocean-bound plastic”, will be collected in territories located within 50 km from the coasts of some of the countries in which we are present and that are most strongly affected by this form of pollution.

All plastic will be collected manually by local organizations, then divided by color and type, and, finally, sent for recycling. In this way we will contribute to building a more circular economy, giving a second life to these materials. Furthermore, we will be able to generate social benefits improving the quality of life of the local workers involved who will be remunerated and rewarded for these activities.



## OCEAN KEEPER

### Project description

Launched in 2019, this annual campaign was created to raise awareness around ocean pollution and the conservation of the oceans. The 2020 edition gave rise to beach cleaning activities, sharing resources on social media, and activities to recycle plastic bottles and fundraise at the salons.

### Area of influence

Asian continent.

### Stakeholders

Davines salons, Davines collaborators, Davines distributors, WWF, communities.

### Most important KPIs

83 salons involved, 1,090 final customers reached, 106 participants in the beach-cleaning voluntary activity, \$73,484 donated to WWF.



## LAGOON AND BEACH CLEANING BY WIPS

### Project description

Our distributor in Mauritius, in collaboration with the West Coast International Primary School (WIPS), helped organize a clean-up day at local beaches. To extend the initiative's benefits, signs have been installed that encourage the population not to throw waste in nature.

### Area of influence

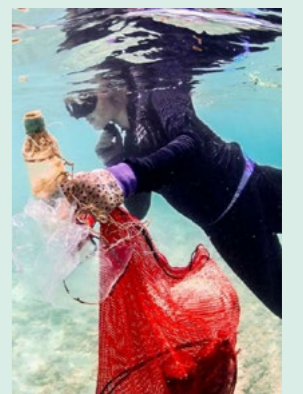
Mauritius Island.

### Stakeholders

[ Comfort Zone ] distributor, WIPS, RSVP Group, Rituals Spa, Vitamin Sea, community.

### Most important KPIs

109 participants, 783 kg of waste collected, 4 hours of voluntary work.



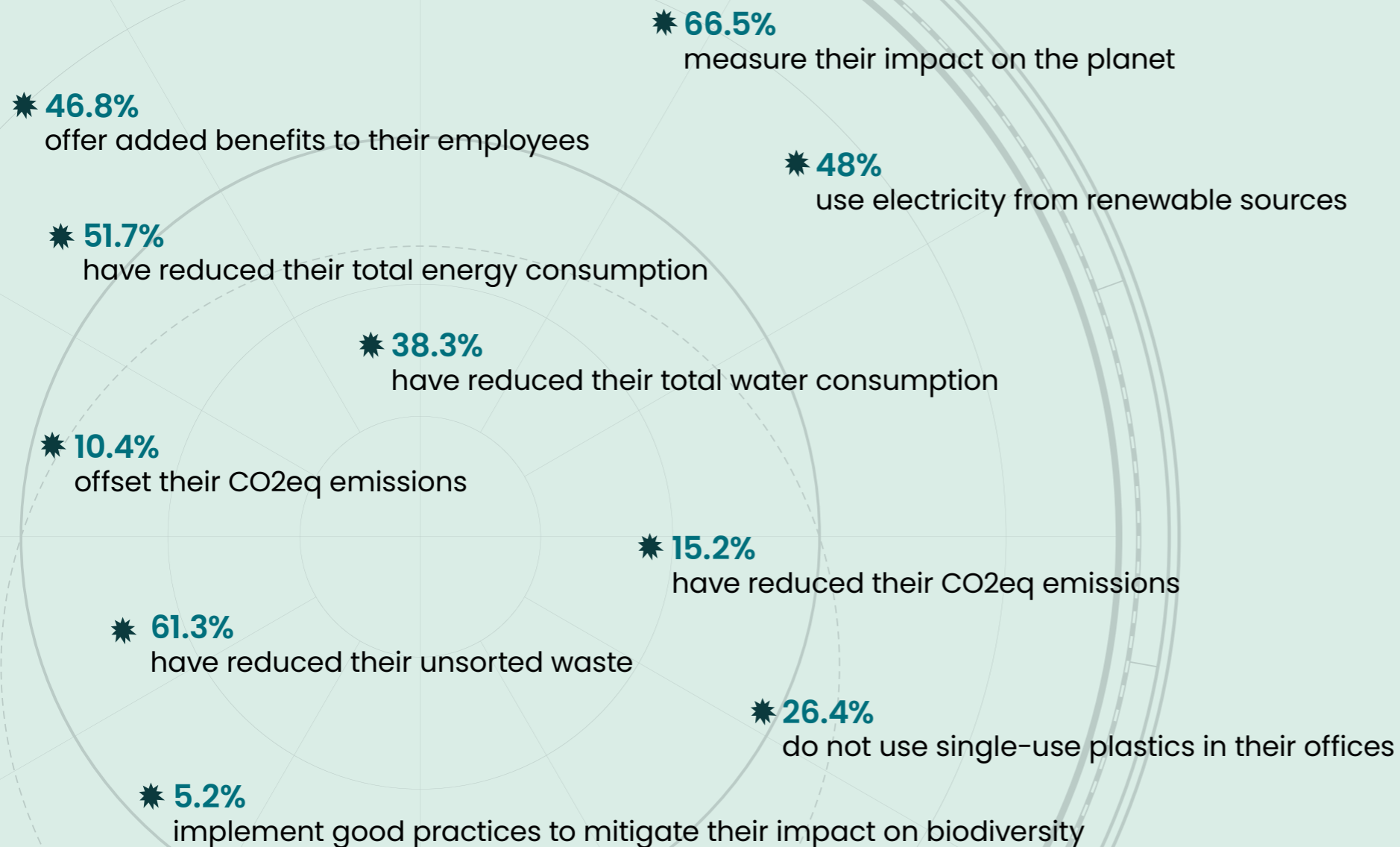


# Sustainable supply chain

When thinking about developing sustainable products, the supply chain is a central element, from choosing suppliers who share our values and interest in using business as a force for good to respecting procurement practices that are less impactful and more transparent.

## About our suppliers

### 356 suppliers and contractors that work according to an ethical code of conduct

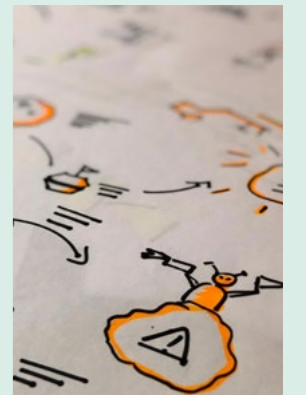


Data calculated based on the information communicated by the suppliers who have completed our annual sustainability questionnaire. In 2020, 57.4% of our suppliers (in value) collaborated in the survey by completing the questionnaire.

## SUPPLIER SUSTAINABILITY WORKSHOP

### Project description

Since 2019, we have organized an annual Sustainability Workshop which is dedicated to suppliers that are interested in adopting sustainable practices that could improve their positive impact. During the last workshop we discussed: the carbon footprint, the B Corp certification, and the importance of interdependence in building a sustainable supply chain.



### Area of influence

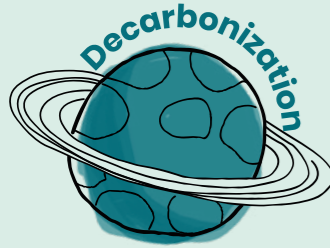
Italy.

### Stakeholders

Davines purchasing and sustainability departments, suppliers.

### Most important KPIs

117 people attended, 98 suppliers engaged.



# Decarbonization

This strategic area includes all the activities and projects that aim to reduce and remove our carbon emissions.

## Net Zero by 2030

**On December 11, 2019, Davines and over 500 other B Corps publicly committed to accelerating the reduction of their greenhouse gas emissions to reach Net Zero by 2030—20 years ahead of the 2050 targets set in the Paris Agreement on climate mitigation.**

In the weeks that followed, hundreds of other companies joined the pledge and in June 2021 1,305 companies committed to Net Zero carbon emissions by 2030.

This commitment to a Net Zero future is part of the most aggressive climate action effort by a constituency of businesses globally and will require incredible leadership in eliminating emissions and drawing down carbon. All these climate leaders are now establishing their Net Zero roadmap to reach this ambitious goal.

## Davines has been a carbon neutral company since 2018 and is now aiming to become a Net Zero emission company. But what's the difference?

### Carbon Neutral company

### Net Zero company

In one sentence...

Reach a state of balance between the direct GHG emissions produced by company activities and those **avoided** and/or **removed** from the atmosphere.

Commit to reduce, in line with the 1.5 ° C trajectories, the direct and indirect GHG emissions produced by the company activities, and to remove the emissions that cannot be eliminated, thus reaching a state of Net Zero impact.

Emissions boundary

All direct emissions from company activities (Scope 1 and 2).  
**Encouraged but not mandatory:** Indirect Emissions from company activities (Scope 3).

All direct and indirect emissions from company activities. (Scope 1, 2 **and** 3).

Reduction ambition

Reduce emissions on a trajectory defined by the company.

Reduce emissions in alignment with the 1.5°C trajectory defined by the Paris Agreement.

Emissions balancing

Compensation of residual emissions through either carbon avoidance or removal.

Neutralization of residual emissions **only through** carbon removal.

### Why follow the 1.5°C trajectory?

To avoid some of the worst climate impacts and irreversible damage to our societies, economies and the natural world, we must limit global warming to 1.5°C above preindustrial levels. This requires halving greenhouse gas emissions by 2030 and hitting Net Zero emissions by at least 2050.

What is the difference between balancing the emissions generated by the company through **Carbon Avoidance** projects and balancing the emissions generated from the company through **Carbon Removal** projects?

**Carbon Avoidance:** activities that avoid the emission of CO<sub>2</sub>eq into the atmosphere (outside of the company's value chain) through, for example, the replacement of fossil fuels in food cooking equipment with cleaner and more efficient alternatives.

**Carbon Removal:** activities that remove CO<sub>2</sub> from the atmosphere such as, for example, reforestation or afforestation. New trees regenerate the soil and store CO<sub>2</sub>, eliminating it from the atmosphere.

## Our decarbonization journey in milestones

### 2006 THE AWAKENING

The production site in Parma starts using **electricity from renewable sources**.

We start monitoring and neutralizing the carbon emissions deriving from the **life cycle** of our most iconic products' packaging, the Essential Haircare line.

### 2016 THE RESEARCH

We measure and **monitor all the emissions** directly related to the Parma production site activities (Scope 1 and 2).

**47%** of our products (based on turnover) have carbon neutral packaging thanks to the neutralization of 100% of the generated carbon emissions.

### 2018 THE GROWTH

We become a **carbon neutral company**: we measure, monitor, reduce, and neutralize all the emissions under our direct control

**100%** of our products have carbon neutral packaging. We neutralize 100% of the emissions generated by our packaging life cycle.

### 2019 THE NEW CHALLENGE

Parma production site is now powered **100% by renewable energy** thanks to the substitution of natural gas with biomethane.

We launch our first carbon offset product: all the emissions generated in the life cycle of the product are neutralized except for the use phase (at home or in the salon).

Davines commits together with other 500 B Corps to achieving **Net Zero emissions** by 2030.

### 2020 TODAY

**27.5%** of our products (based on turnover) have their life cycle emissions neutralized (except for the use phase).

We define our overall strategy to achieve **Net Zero emissions by 2030**.

## Our Net Zero roadmap

To reach a long-term goal such as Net Zero by 2030, creating a structured plan is essential. Davines builds its Net Zero Roadmap around four main pillars detailed below. For each of them, we outline the concrete actions that Davines will take. Starting on page 22, you will find the actual performance of the Davines Group so far, divided by pillars.

### MEASURE & MONITOR

Measure, monitor and transparently report our Group carbon footprint.

#### STATUS

We aim to complete and consolidate the accounting of our Group carbon footprint to have a complete picture of its impact.

### NEUTRALIZE

Remove 100% of the emissions that we cannot yet reduce through carbon removal solutions (afforestation/reforestation).

#### STATUS

We continue to neutralize our emissions by investing in high-quality, Plan Vivo-certified carbon sequestration projects (afforestation and/or reforestation).

### ABATE

Reduce our emissions, in line with clear and defined long-term emission reduction objectives.

#### STATUS

We start feasibility studies to formulate long-term reduction targets aligned with internationally recognized standards and guidelines and in line with the Paris agreement to contribute to limiting the global average temperature increase to 1.5 ° C above preindustrial levels.

### ENGAGE

Engage with a range of internal and external stakeholders to help the transition to a net zero-carbon future and multiply our impact.

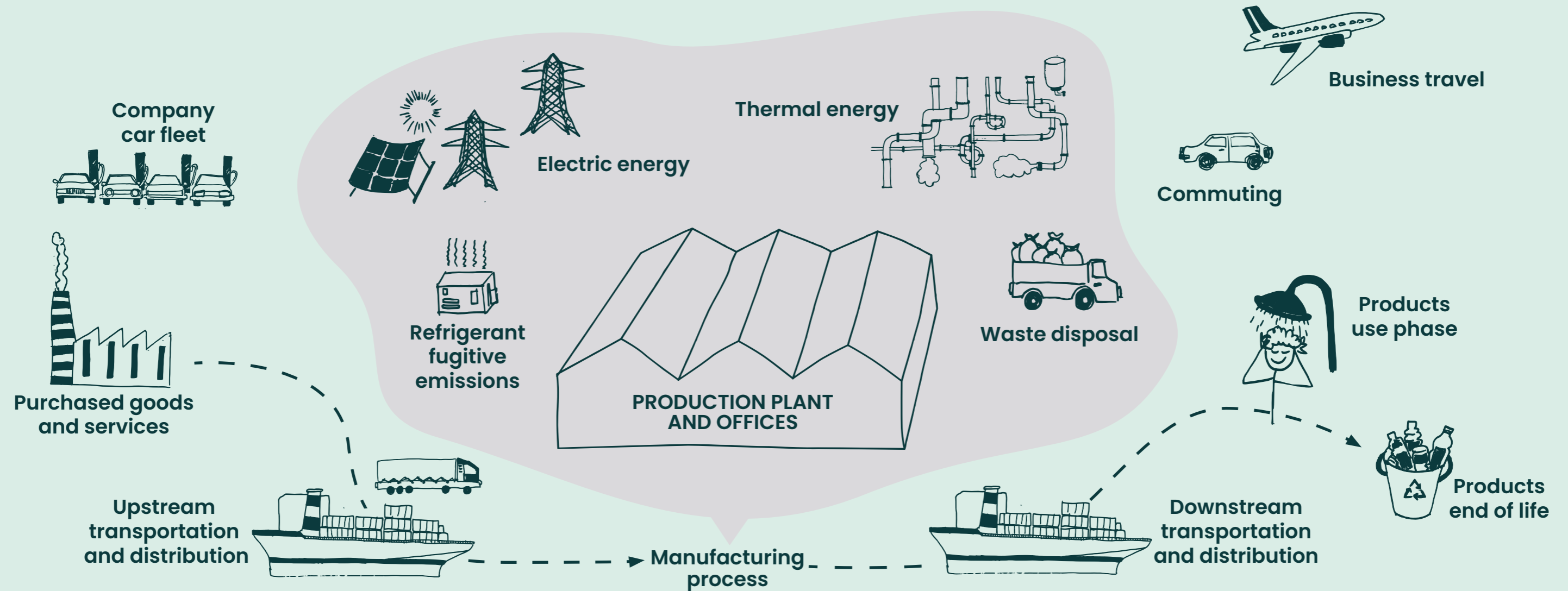
#### STATUS

We continue to engage our internal and external stakeholders and collaborate with them to:

1. increase our know-how to find internal solutions that are effective and innovative.
2. Raise awareness about climate change and fight the climate crisis by maximizing our commitment and our efforts even outside our value chain.

## MEASURE & MONITOR

### Davines Group Carbon footprint



The drawing maps the main direct and indirect greenhouse gas emissions deriving from the Davines Group's activities: it is our organizational carbon footprint. Within its perimeter, at the bottom of the drawing, a dashed line connects the various activities involved in the carbon footprint calculation of our products (an integral part of the carbon footprint of our organization). It is important to underline that the components of the product from which the main impacts derive are the packaging, the ingredients and the energy used in the different production processes. The impact of the use phase, on the other hand, derives solely from the energy required to the use of the product. You can consult the report of all the emissions of our carbon footprint on [page 23](#).

# The CO2eq emissions we monitor and remove:



Complete  
Partial

## ABATE

To reach Net Zero emissions by 2030, a solid strategy to reduce emissions and draw down carbon is crucial. In 2020, we can report reductions from both the circumstances of the pandemic and some positive practices implemented by Davines Group.

### PRODUCTION SITE IN PARMA

#### Scope 1+2:

**- 57.3%**

(-262.7 tons CO<sub>2</sub>eq) compared to 2019, of which:

» **- 37.6%**

due to reduced use of specific production equipment and company fleet as a consequence of the pandemic

» **- 62.4%**

due to emission factors change

### DAVINES GROUP

#### Scope 1+2:

**- 43.4%**

(-369.6 tons CO<sub>2</sub>eq) compared to 2019, of which:

» **- 55.7%**

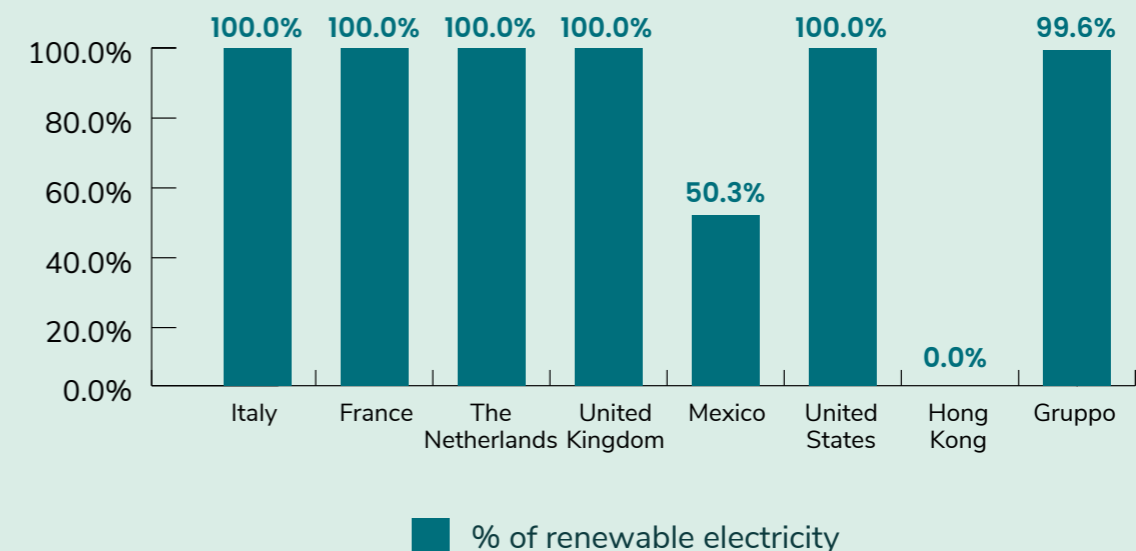
due to the elimination of fossil fuel gas in our offices in United Kingdom and United States and the reduced use of specific production equipment and of the company fleets as a consequence of the pandemic

» **- 44.3%**

due to emission factors change

### Electricity used in our offices and production plant

One good practice that can support an organization in reducing its CO<sub>2</sub>eq emissions is using renewable energy. We have been powered by renewable electricity since 2006 at the Parma main office, but this transition is still in progress for our offices in Mexico and Hong Kong. Access to renewable energy is complicated for small/medium size companies in some countries. Finding solutions requires a lot of creativity, particularly when we talk about thermal energy, for which switching from fossil fuels to renewable sources is still possible in a limited number of countries. Below you can find the details regarding the sources of the energy we use.



### PILOT PROJECT - DELIVERIES BY BICYCLE

#### Project description

In December 2020, we launched a pilot project to offer customers within the Parma ring road deliveries by bicycle to help lower our carbon footprint. The first deliveries generated great enthusiasm from both our customers and our logistics team. We look forward to expanding the model.

#### Area of influence

Parma, Italy.

#### Stakeholders

Davines salons in Parma and our logistics partner.

#### Most important KPIs

40 deliveries made during the pilot project.





## NEUTRALIZE

We neutralize **all the emissions we measure** through our reforestation and afforestation projects presented below.

### ETHIOTREES

Since 2018, we have partnered with the Belgian–Ethiopian NGO, EthioTrees, to neutralize our Group carbon footprint and support soil and forest regeneration in the northern region of Tigray in the Tembien Highlands of Ethiopia. With this Plan Vivo certified neutralization project we concretely fight against desertification and support the local community, through the sponsorship of various trainings and the funding of local facilities.



However, on November 3, 2020, a military conflict erupted between the federal government of Ethiopia and the regional government of Tigray, bringing significant instability to the Ethiotrees project. Since then, part of the amount paid to purchase carbon credits has been allocated to sending food resources and humanitarian aid. This extraordinary event has put on hold part of the expansion plan of the Ethiotrees project, designed in partnership with Davines to neutralize the additional residual emissions that will be measure for the Net Zero roadmap. Therefore, while keeping Ethiotrees as our main reforestation project, we decided to diversify our portfolio and support another project based in Mexico, Scolel'te.

### SCOLEL'TE

Scolel'te, which means “the tree that grows” in the Tzeltal language, is a certified Plan Vivo carbon capture program that involves reforestation and sustainable forest management activities. This project is the longest-standing project of its kind worldwide and has served as an international benchmark for developing the Plan Vivo system.

With this project, Davines Group contributes to mitigating climate change, promotes social welfare through strengthening local capacities, and encourages agroforestry. We will start to neutralize part of our emissions through this project in 2021.



## ENGAGE

See below part of our 2020/21 stakeholder engagement activities to transition toward a low carbon future.

### REFORESTATION IN BARRANCA DE TARANGO

#### Project description

We partnered with Ríos de Tarango, Ectágono, and Reinserta to plant trees in the Barranca de Tarango, CDMX, generating temporary jobs for those who lost jobs due to COVID-19 and who were released from prison and are in the process of social reintegration with the Reinserta Association.

#### Area of influence

Barranca de Tarango, CDMX.

#### Stakeholders

Mexico City community.

#### Most important KPIs

125 trees reforested, 18 tons of CO2 removed per year, 31 temporary jobs created, 5 Davines colleagues attended, \$29,000 MXN (€1,104.52) donated.



### TUTELIAMO IL MARE 2020

#### Project description

“Tuteliamo il mare” supported two reforestation projects: the Trentino Tree Agreement, which plants new trees in Trentino, and the ROC-Pop Life, which strengthens the population of Cystoseira alga in Cinque Terre, strongly threatened by human activities and climate change.

#### Area of influence

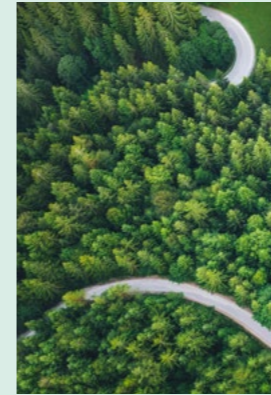
The Trentino and Liguria regions in Italy.

#### Stakeholders

Davines Italian salons, the community.

#### Most important KPIs

1,406 salons participated, € 27,800 donated to Trentino Tree Agreement and ROC-Pop Life for reforesting the land and sea forests.



### CLEAN ENERGY TO CHANGE THE WORLD

#### Project description

As a part of our fight against climate change, we want to accelerate the transition to renewable energy in Italy. In 2021, we partnered with Lifegate to offer our spa customers an exclusive offer to buy energy 100% from renewable sources and for which the residual CO2 emissions are offset.

#### Area of influence

Italy.

#### Stakeholders

[Comfort Zone ] Italian spas, the community.

#### Most important KPIs

465 spas involved, 4 spas subscribed to the offer in March 2021.



### CARBON NEUTRAL PROJECT

#### Project description

Our Costa Rican distributor has offset its carbon footprint since 2018. In 2020, they expanded the initiative to support eight salon customers in becoming carbon neutral through a certified carbon avoidance project that supports sustainable development in Eritrea, Africa.

#### Area of influence

Costa Rica.

#### Stakeholders

Costa Rican distributor, Costa Rican Davines salons.

#### Most important KPIs

8 salons became carbon neutral through the 100% Carbon Neutral Program®.



### CARBON OFFSET PROJECT

#### Project description

Our distributor in Japan used 10% of sales from A single shampoo to contribute to the Yokohama Blue Carbon Offset Project that focuses on supporting marine vegetation that absorbs CO2. The activity allowed to neutralize the CO2eq emissions related to shipping to online and salon customers.

#### Area of influence

Japan.

#### Stakeholders

Japanese distributor and end consumers, Yokohama City Fishery Association and community.

#### Most important KPIs

14.2 tonnes of CO2eq emissions neutralized.



### GO CLIMATE CONSCIOUS

#### Project description

Our distributor has chosen to compensate the emissions from shipments of Davines products to its customers because transportation is one of the main sources of CO2eq pollution. Over 100,000 shipments a year are offset by the purchase of carbon credits certified by the company Atmosfair to support projects that prevent CO2eq emissions into the atmosphere.

#### Area of influence

Denmark and Finland.

#### Stakeholders

Danish distributor [Comfort Zone] and its customers.

#### Most important KPIs

430,000 kg of CO2eq compensated.





# Biodiversity

Protect and regenerate our planet's biodiversity through active leadership in promoting, defining and implementing regenerative sourcing and agricultural practices and lifestyles for all.

**29% raw materials with social and/or environmental certification\***

\*on total number of raw materials purchased

**3 ingredients sourced from regenerative agriculture used in our formulas**

**11 ingredients sourced from Slow Food Presidia used in our formulas**

## REGENERATIVE AGRICULTURE – PILOT

### Project description

We have been continuously working on our supply chain to create products that can actively contribute to mitigating environmental issues. This led our research lab to create three active ingredients, cultivated with circularity model principles for the relaunch of the Sacred Nature line. All the farmers selected for this pilot worked with the following objectives in mind: implement cultivation practices that increase soil fertility and limit erosion, reduce environmental contamination from synthetic chemicals, adopt sustainable agricultural and agronomic treatments and raise people's awareness of these issues.

### Area of influence

Italy.

### Stakeholders

Davines R&D and innovation department, agronomist, suppliers.

### Most important KPIs

Creation of three circular supply chains to source myrtle, elderberry and pomegranate extracts.



## BEE STRONG

### Project description

Bees are essential to life on our planet and yet, humanity's impact on the environment is putting a threat to their existence. In 2020, with the Bee Strong campaign, we are financially supporting the Slow Food Presidio for the protection of the Black Bee of Western Liguria, and installed new hives in collaboration with 3Bee and created homes for solitary bees, the BeeHotels.

### Area of influence

Northern Italy.

### Stakeholders

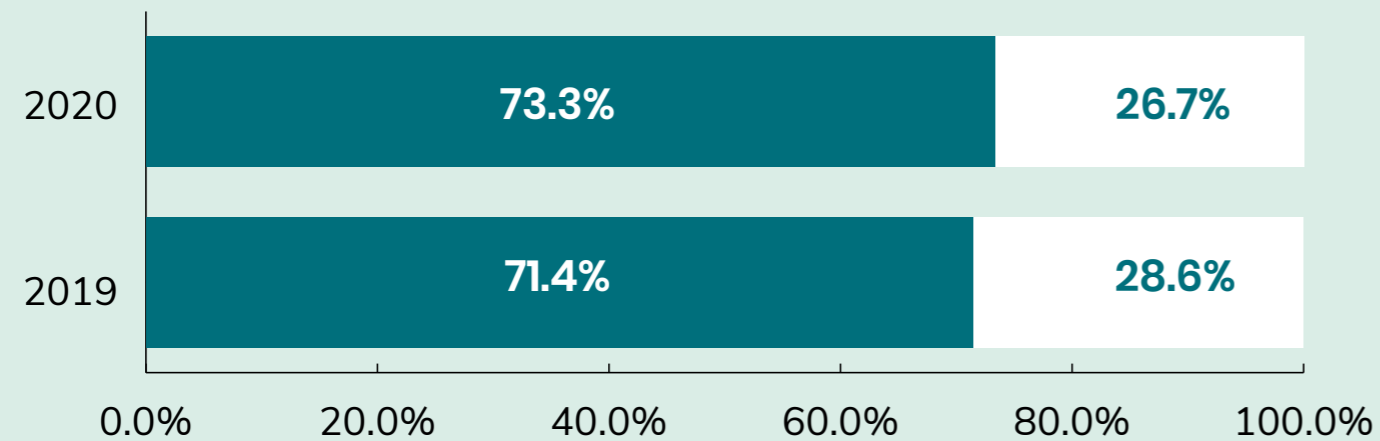
Slow Food, 3Bee, Davines salons, end customers, communities.

### Most important KPIs

1,529 salons involved, € 32,939 raised, of which € 5,000 donated to Slow Food for the Black Bee Presidium and € 27,939 donated to 3Bee for the installation of 15 hives with Hive Tech technology, 18 BeeHotels at Davines Village and 1,800 jars of honey distributed in salons.



## Biodegradability of ingredients\*



On the total quantity of ingredients purchased (kg)

- highly biodegradable ingredients
- non-highly biodegradable ingredients

\*We use the OECD 301 method, Regulation (EC) No 648/2004, to determine our ingredients' biodegradability. This method defines as "rapidly biodegradable" ingredients that have degraded by at least 70% in 28 days.

## BEAUTY, FROM THE GROUND UP

### Project description

In 2019, Davines North America began working with three CSA (community supported agriculture) coalitions who support sustainable agriculture and small-scale farmers by connecting farmers to their communities. This project, "Beauty, From the Ground Up," aims to create awareness, raise funds, and establish long-term partnerships through fundraising and marketing activities.

### Area of influence

North America.

### Stakeholders

Final customers, Salons, Hudson Valley CSA Coalition, FairShare CSA Coalition, Community Alliance with Family Farmers.

### Most important KPIs

\$70,000 donated to fund accessible CSA shares.



## FOOD FOR CHANGE

### Project description

Today's consumer choices are crucial for tomorrow's planet. For this reason, with the Food for Change campaign, we chose to promote good eating habits through "Putting biodiversity on the table", a collection of 40 seasonal recipes created by Michelin-starred chefs and cooks of the Slow Food Alliance distributed at Davines salons. Part of the proceeds were donated to the Slow Food Foundation for Biodiversity Onlus.

### Area of influence

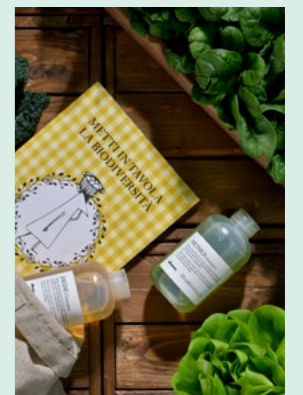
Italy.

### Stakeholders

Slow Food, Davines salons, end customers, communities.

### Most important KPIs

€ 13,000 donated to the Slow Food Foundation for Biodiversity.



# Community



## 2020 Results

- ④ Activated the B Corp Beauty Coalition, an extended alliance of B Corp companies in the cosmetic world. /GROUP/

In September 2020, Davines and other B Corps in the beauty industry created and promoted the B Corp Beauty Coalition, a goal set for 2020. Aware of our interdependence, we want to join forces to work on improving the beauty sustainability standards of our industry.

- ④ 12 additional suppliers and distributors have begun to measure their impact by completing the Business Impact Assessment (BIA). /ITALY/

In 2016, our commitment to raise awareness among corporate suppliers on the issues of sustainability and B Corp certification began. Over the years, the suppliers who measure their impact through the BIA have increased, so this year too we have achieved our goal. The BIA is a tool that allows companies to make a complete and objective assessment of their impact on governance, people, communities, the environment and customers.

- ④ 45 salons around the world have followed our training program, the Sustainable Salon Program. /GROUP/

The Sustainable Salon Program is a sustainability training and certification program for salons that aim for their work to benefit their local communities and the planet. With 3 educational modules, the program addresses the issue of sustainability across four areas: planet, leadership, community and people.

- [④] A global process of incorporation review of our branches has been launched, to align them with the guidelines for Benefit Corporations. /GROUP/

The objective was only partially achieved as the revision process, launched for all branches, was completed by the end of 2020 only by the French branch, which made changes to its corporate purpose, bringing it into line with what has already been defined for Benefit Corporations. The other subsidiaries of the Group are working to complete these changes by 2021.

## 2021 Objectives

### ITALY

Increase the % of purchases (at turnover value) made with local suppliers who have the parent company located within 80 km of the Davines Group main office, in Parma.

### GROUP

Increase the number of suppliers and distributors who obtain the B Corp certification.



# Local community impact

We believe in the importance of investing in and giving back to the local community in which we are present worldwide with our branches, distributors, and customers to generate a local positive impact globally.

## 67 projects launched with the “I Sustain Beauty” campaign

### I SUSTAIN BEAUTY

#### Project description

I Sustain Beauty is a call to action to our international community, which aims to inspire and motivate people to create projects for a better world, activating initiatives with positive environmental, social and cultural impacts. The campaign culminates with a jury vote for a winning project which receives up to € 10,000 in support from Davines.

#### Area of influence

21 countries.

#### Stakeholders

Local community.

#### Most important KPIs

67 projects activated by our branches, distributors, salons and beauty centers, of which 24 in the environmental, 31 social, 2 cultural and 10 social with environmental implications.



### SHOW LOVE, SHOP LOCAL

#### Project description

In 2020, a difficult year for local shopping, especially in salons and spas, we supported and gave voice to our professional customers all over the world with the “Show Love, Shop Local” communication campaign. As this was launched close to the holidays, it invited end customers to shop at their favorite salon for holiday gifts to support their local economy.

#### Area of influence

World.

#### Stakeholders

Davines salons, end customers.

#### Most important KPIs

Increase in sales in the salon during the holiday season.



## 440,697 € donations and sponsorships for social and environmental purposes

### FOOD BANK SUPPORT

#### Project description

After the relaunch of the NaturalTech line, our team in the Netherlands donated the pre-restyled products to De Voedselbank. The organization is a local non-profit that supports those in need in their community through food banks that provide food and other household items free of charge.

#### Area of influence

Deventer, Netherlands.

#### Stakeholders

Local community.

#### Most important KPIs

EUR 8,285 total in-kind donation.



## “WE CARE” PROGRAM

### Project description

Since March 2020 we have implemented concrete actions to care for our stakeholders around the world. Among these is our donation to our community of Gel del Buon Auspicio, hand sanitizer, and Acqua del Mondo Puro, multi-surface sanitizing spray, to respond to the collective need for protection and health.

### Area of influence

World.

### Stakeholders

Davines salons, end customers, collaborators and distributors.

### Most important KPIs

135,716 Gels of Good Auspicio and 540 Acqua del Mondo Puro distributed in Italy, France and Holland.



## PARMA CARBON NEUTRAL

### Project description

Davines Group promoted the creation of a local alliance to achieve carbon neutrality in the province of Parma. The project, which involved public bodies, universities, consortia and private associations among the founders, aims to achieve a balance of CO2 emissions by 2021 and to draw up a strategic roadmap to carbon neutrality by 2030.

### Area of influence

Province of Parma.

### Stakeholders

Local community.

### Most important KPIs

10 institutions, 9 founding members, 15 supporting members, 9 researchers.



## 1% FOR THE PLANET

### Project description

1% For The Planet is the platform that allows companies to donate 1% of their sales to socio-environmental protection associations. In 2020, Davines North America and Davines Italy expanded the number of non-profits benefiting from online shopping donations. [Comfort Zone], through the Italian e-commerce and the global sales of the Sacred Nature line, supported Rodale Institute, a leader in regenerative agriculture.

### Area of influence

North America and Italy.

### Stakeholders

Communities and end customers online.

### Most important KPIs

6 supported non-profit organizations (City Harvest, Earth Matter NY, Slow Food USA, Glynwood Center, Sea Shepherd, Rodale Institute).





# B Corp advocacy

To support our community and interdependence, a central value of the B Corp movement, we advocate for the B Corp model with all our stakeholders, especially our partners, so that they aim for a regenerative and positive impact model on people and the environment.

Since 2016, we have been encouraging and supporting our international partners in becoming certified B Corps. After 5 years, we have:

**8 suppliers certified B Corp**

**1 distributor certified B Corp**

**1 salon certified B Corp**

**2 suppliers in the certification phase at the end of 2020**

## B CORP BEAUTY COALITION

### Project description

At the end of 2020, with other B Corps in the beauty industry, we launched the B Corp Beauty Coalition, an alliance created to promote systemic and lasting change in the beauty industry, improving its standards of sustainability through collective actions.

### Area of influence

World.

### Stakeholders

B Corps of the beauty industry and organizations working in its supply chain.

### Most important KPIs

7 founding members, 4 open working tables on crucial issues for the sustainability of the beauty industry.

## #UNLOCKTHECHANGE

### Project description

In 2020, our Italian B Corp community launched #UnlockTheChange, the first communication campaign aimed at raising awareness of the new sustainable business model, and offered training courses during the Italian B Corp Summit.

### Area of influence

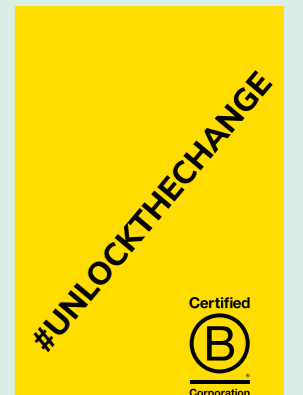
Italy.

### Stakeholders

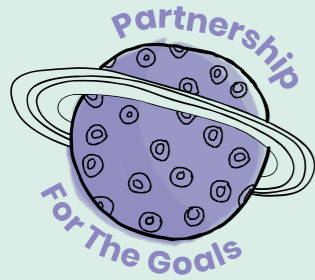
Communities, Italian B Corp.

### Most important KPIs

3 months of campaign, 85 articles in newspapers, 987 outdoor advertising spaces (buses and screens), 92 posts on social media.







# Partnership for the goals

All activities through which we contribute to achieving the 17 Sustainable Development Goals (SDGs) set by United Nations. The SDGs are set out in the 2030 Agenda, the action plan for shared sustainable development to be achieved within 15 years for the future of the planet.

## RESULTS OF THE DAVINES GROUP'S CONTRIBUTION TO THE SDGs ACCORDING TO THE SDG ACTION MANAGER



- 1 No poverty
- 2 Zero hunger
- 3 Good health and well-being
- 4 Quality education
- 5 Gender Equality
- 6 Clean water and sanitation
- 7 Affordable and clean energy
- 8 Decent work and economic growth
- 9 Industry, innovation and infrastructure
- 10 Reduced inequality
- 11 Sustainable cities and communities
- 12 Responsible consumption and production
- 13 Climate action
- 14 Life below water
- 15 Life on land
- 16 Peace, justice and strong institutions

### SDG 17 - Partnership for the Goal

The SDG 17 does not have its own module. Due to its cross-cutting nature, actions relevant to companies are integrated in some of the other 16 modules.

### SDG Action Manager

It is a web-based solution intended for companies engaged in advancing the Sustainable Development Goals, whatever their location, size and production sector. Developed by the UN Global Compact and B Lab, this tool allows internal assessment of corporate performance related to sustainability, mapping the contribution to each individual SDG and setting growth objectives in the most strategic areas where the potential for growth remains high.

Our contribution to achieving the SDGs, supported by the use of this tool, is evidenced by the projects we have activated around the world, some of which are illustrated in the following pages.

## DAVINES FOR FUTURE



### Project description

You are never too small to do big things. With Davines For Future, we want to build a sustainable future by educating and involving the adults of tomorrow. By joining the campaign, customers support sustainability education projects developed in Italian schools with Esperta and InventoLab, B Corp companies specialized in the subject.

### Area of influence

Italy.

### Stakeholders

Davines salons, Italian schools, Esperta, InventoLab.

### Most important KPIs

Number of schools and students participating in the training.



## SUSTAINABLE SALON PROGRAM



### Project description

In 2020, we launched the Sustainable Salon Program, a training and certification program that allows hairdressers worldwide to find out at what level their commitment to the planet lies and to progress with a training course enriching their own knowledge and, if desired, a certification issued by the University of Parma.

### Area of influence

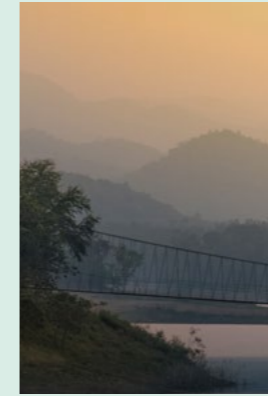
World.

### Stakeholders

Davines salons, University of Parma, Davines trainers.

### Most important KPIs

45 participating salons in the Master Course, a program consisting of three educational modules, which explore the areas of planet, leadership, community and people.



## SUSTAINABLE SPA ASSOCIATION



### Project description

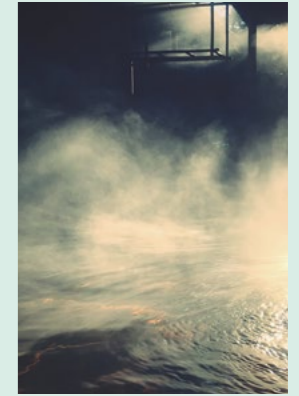
[Comfort Zone] is one of the founding partners of Sustainable Spa Association, a non-profit organization set up to support spa teams in becoming an environmentally friendly force for change that can take care of the natural resources which this sector relies so heavily upon. The Association is dedicated to making positive change through education, support and accreditation.

### Area of influence

World.

### Stakeholders

[Comfort Zone] and other founding members, Spas around the world, trainers.



## GREEN FRIDAY



### Project description

Across several markets we celebrate "Green Friday" instead of Black Friday as a moment to encourage conscious consumerism, purchasing with a purpose. In the US and in Italy, we covered the carbon neutral shipping for all orders on Green Friday and we donated 100% of online sales to our Beauty from the Ground Up CSA coalitions and to the association 3Bee, engaged in the protection of bees. In the Netherlands, we donated 350 trees through Trees For All and our salon partners joined us by collecting donations for planting 105 more.

### Area of influence

North America, Italy, The Netherlands.

### Stakeholders

Online customers, salons, community.

### Most important KPIs

DNA reached 15K subscribers, offset 8,000 lbs of CO<sub>2</sub>; IT reached 5K subscribers; NL 26 salons, 322 final customers, 455 trees planted.



## DISTRIBUTORS CHALLENGE



### Project description

In September 2020 we invited our distributors to join our fight against climate change by becoming carbon neutral themselves, a challenge that requires achieving the balance between direct GHG emissions produced by company activities and those compensated. We have supported the first 10 distributors who completed the calculation of their emissions, offering them the neutralization of their Scope 1 and 2 emissions through the EthioTrees project.

### Area of influence

United States, Malta, New Zealand, Sweden and Mexico, countries of residence of the 10 participating distributors.

### Stakeholders

Davines distributors.

### Most important KPIs

593 tons of CO<sub>2</sub>eq neutralized.



## REGENERATIVE SOCIETY FOUNDATION



### Project description

Launched in 2020, the Regenerative Society Foundation is a global alliance to develop a new economic paradigm that focuses on the themes of regenerative economy, climate action and global happiness and well-being, making specific and measurable commitments. In 2021, the foundation created a digital library on regeneration and appointed a scientific committee in charge of identifying regenerative projects among other activities.

### Area of influence

World.

### Stakeholders

Community (public institutions, private sector, policy makers, spiritual leaders, academia, NGOs, civil society), environment.

### Most important KPIs

10 founding organizations, 12 partners.



# The Davines Group

2020 OVERVIEW

**37**  
YEARS  
IN BUSINESS

**2**  
BRANDS  
IN SKINCARE AND HAIRCARE

**7**  
OFFICES  
WORLDWIDE

PARMA  
LONDON  
NEW YORK  
PARIS  
DEVENTER  
MEXICO CITY  
HONG KONG

PRESENT IN **86**  
COUNTRIES

**727**  
COLLEAGUES

OF **46**  
NATIONALITIES

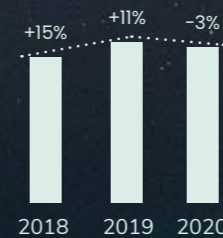


**58**  
FORMULAS  
DESIGNED

**25.9**  
MILLION  
PRODUCTS SOLD

**€153**  
MILLION  
TOTAL TURNOVER

**117.4**  
B CORP  
SCORE



# OUR BRANDS



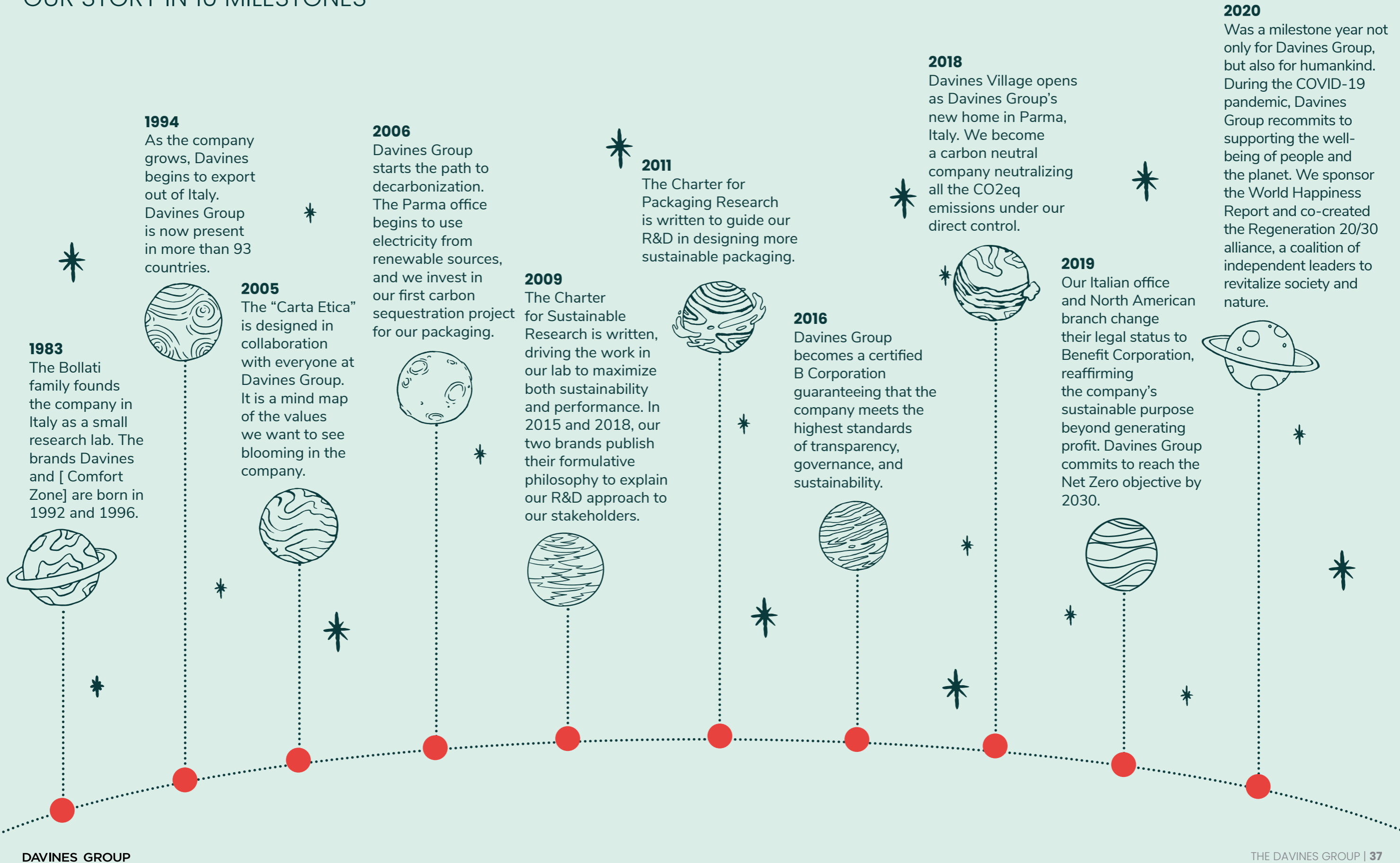
Creates professional hair products, in which quality meets the utmost respect for the planet and its resources, using business as a force for good and promoting a regenerative model of Sustainable Beauty.



## [comfort zone] conscious skin science

Creates professional formulas and treatments for the face and body inspired by the “conscious” principle that encompasses the commitment to ensure efficacy and safety, through ingredients that respect people and the environment developed over 20 years of scientific research.

# MILESTONES OUR STORY IN 10 MILESTONES



## GOVERNANCE

On January 7th 2021, Fontevivo Holding was established, to which Davide and Stefania Bollati gave their shares of Davines SpA, keeping the structure of their shares the same.

The holding company now encompasses all the entrepreneurial projects in which the Bollati family is involved. Since its foundation, the family business has demonstrated great vitality leading to the constant growth of the Group both economically, and in terms of projects and their impact, locally, nationally, and globally.

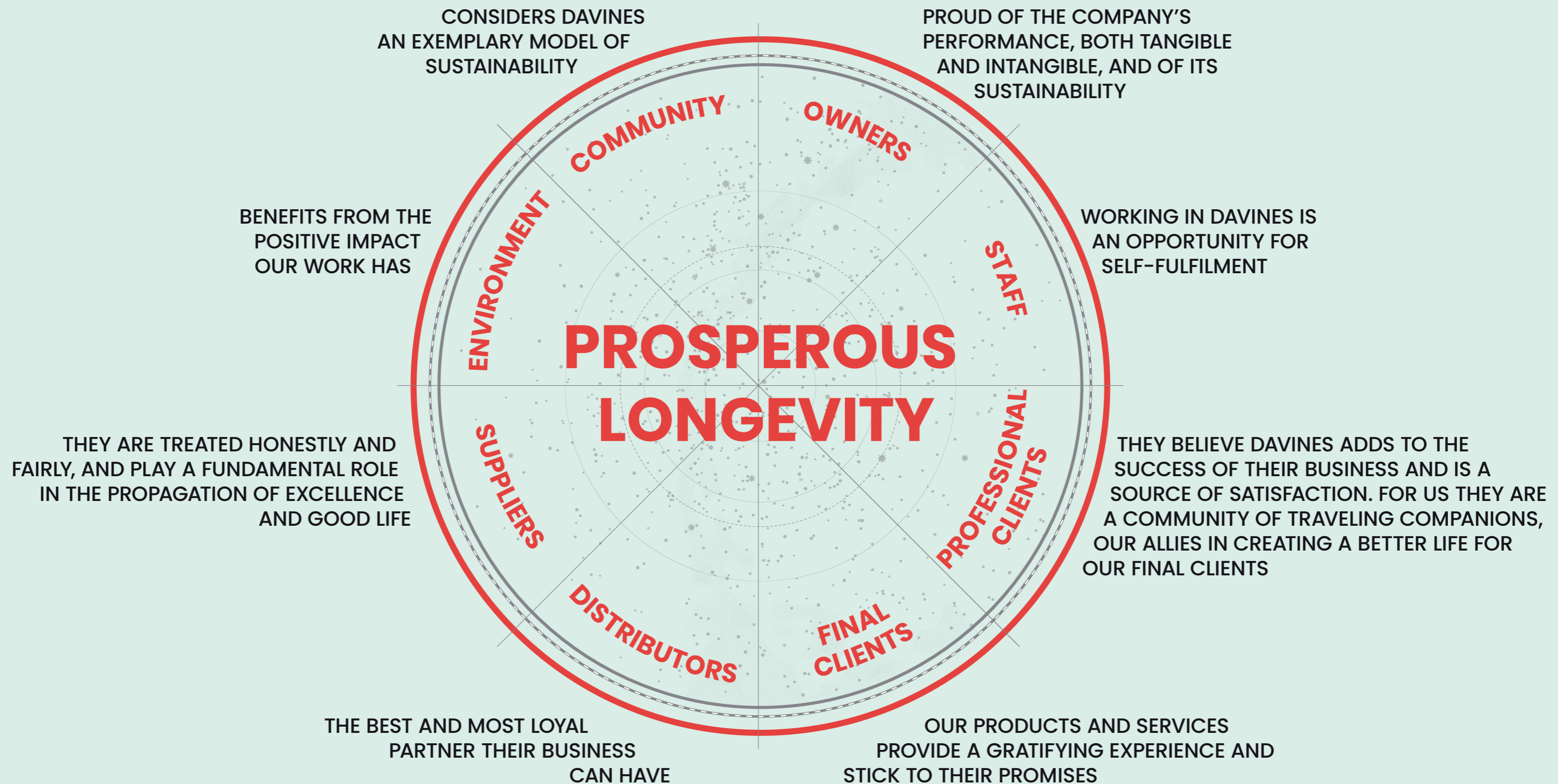
Fontevivo Holding now includes - in addition to the equity in Davines S.p.A. - 50% of the shares of Immobiliare Beneficium S.r.l, established specifically for the “Palazzo dell’Agricoltore” project, developing the first B Corp hotel in Parma, Italy.

The “Palazzo dell’Agricoltore” aims to contribute to the regeneration of the historic city center, restoring its importance at even an international level by making it a destination that symbolizes urban regeneration and a new socio-economic model.

Starting from the name itself - Fontevivo, the birthplace of Gianni Bollati, the founding father of Davines who passed away in December 2019 - the new holding is based on the principles and values taught and passed on by him, keeping its cultural, spiritual and entrepreneurial heritage alive, in a context of solid family leadership, but open to the world and sustainable development.

# “STAKEHOLDER WHEEL”

We believe in the interdependence of all things. At Davines Group, we work every day with the understanding that we are responsible for future generations, and we are mutually dependent on all those involved with our business directly or indirectly. The wheel outlines our commitments to our stakeholders. It helps us stay on course, finding the right balance across all interests, with the goal to drive everyone to prosperous longevity.



# Further information

We hope you enjoyed this sixth edition of the Sustainability Report, and we would love to know what you think. If you would like to share your opinions or suggestions, please do not hesitate to contact us:

**[sustainability@davines.it](mailto:sustainability@davines.it)**

Visit the corporate website to find out more about our commitments and projects, read the most up-to-date news and download past Sustainability Reports.

**[www.davinesgroup.com](http://www.davinesgroup.com)**

Our brand websites:

**[www.comfortzoneskin.com](http://www.comfortzoneskin.com)**

**[www.davines.com](http://www.davines.com)**





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