PURPOSE MAPPING
report

TEXOL
TECHNOLOGIES & SOLUTIONS

orma
spunlace

in partnership with

PROSPERAH

CONTENT

INTRODUCTION

What's the **PURPOSE MAPPING?**

The word *purpose* refers to "the reason for which something exists or is done". A corporate purpose indicates a company's *why;* what the company believes in and what its people value. The **Purpose Mapping** is therefore a process of mapping the corporate purpose to an international sustainability framework: the Sustainable Development Goals (SDGs).

With this project, carried out in partnership with Prosperah, Texol-Orma achieved an ambitious goal: committing to sustainability and corporate social responsibility to generate shared value for our stakeholders and the company itself. This report represents the company's strategic and tangible commitment to sustainable development.

What's Sustainable Development? **PEOPLE, PLANET, PROSPERITY**

◆ Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs ◆

(Brundtland Report, 1987)

There are 3 main categories of Sustainable Development:

PEOPLE → Social Sustainability

PLANET → Environmental Sustainability

PROSPERITY → Economic Sustainability

What are the **Sustainable Development Goals (SDGs)**?

The Sustainable Development Goals (SDGs) – also known as Global Goals – are the product of an incredibly large consultation exercise. They are a set of universal goals organised in a very powerful framework to meet the most urgent social, economic and environmental challenges the world is facing today. Each goal depends on other goals. They are interconnected and indivisible, universal and transformative.

The Sustainable Development Goals are a framework used around the world by companies, governments, civil society and non-profit organizations to communicate and measure their tangible commitment to sustainable development.

The Global Goals represent who we, as humanity, want to be and become in the near future.

The **SDGs** for **business**

In the business world, the SDGs help us focus our sustainability and corporate responsibility priorities on specific issues, aligned with our core business and values. They include 17 macro-themes and 169 targets. Thanks to the Purpose Mapping, Texol-Orma identified sustainable development priorities with reference to the SDGs to measure and communicate its sustainability efforts.

In this report, we therefore present our sustainability priorities as Texol-Orma and the Sustainable Development Goals that most reflect our purpose and that will guide the company to become a leader in sustainability.

Cosa sono gli **OBIETTIVI DI SVILUPPO SOSTENIBILE (SDGs)?**

Gli Obiettivi di Sviluppo Sostenibile, chiamati anche Global Goals o SDGs, sono il prodotto di un esercizio di consultazione incredibilmente grande. Sono un set di obiettivi universali, uno strumento potentissimo che soddisfa le sfide sociali, economiche e ambientali urgenti che il mondo deve affrontare. Ogni obiettivo dipende dagli altri obiettivi. Sono interconnessi e indivisibili, universali e trasformativi.

I Sustainable Development Goals (SDGs) sono una framework utilizzata in tutto il mondo da aziende, governi, società civile e organizzazioni no profit per comunicare e misurare il proprio impegno tangibile verso lo sviluppo sostenibile.

I Global Goals rappresentano chi noi, come umanità, vogliamo essere.

Gli **SDGs** per il **mondo business**

In azienda, gli SDGs ci aiutano a focalizzare le nostre priorità di sostenibilità e responsabilità d'impresa su tematiche specifiche, allineate al nostro core business e ai nostri valori fondamentali. Comprendono 17 macro-tematiche e 169 target di sviluppo. Grazie al Purpose Mapping l'azienda identifica le priorità di sviluppo sostenibile e gli SDGs di riferimento per misurare e comunicare il proprio progetto di sostenibilità.

In questo report presentiamo dunque le nostre priorità di sostenibilità come Texol-Orma e gli Obiettivi di Sviluppo Sostenibile che più rispecchiano il nostro *purpose* e che guideranno l'azienda a diventare leader nella sostenibilità.

METHODOLOGY

The **PURPOSE MAPPING** has 3 steps

STEP 1

Stakeholders' consultation

First, we launched a **survey** with the company's **stakeholders** (customers, suppliers, partners, employees, etc.). We invited them to share their opinion by answering the following question:

> Thinking about TEXOL-ORMA's work and your own values, what issues do you think the company could address?

Stakeholders selected **3 priorities** that are most relevant to them among the following:

- Agriculture & Food
- Arts, Culture & Natural Heritage
- Biodiversity & Animal Welfare
- Children & Youth
- Diversity, Inclusion & Equal Opportunities
- Economic Prosperity
- Education & Training
- Energy
- Environment & Resource Management
- Ethics, Justice & Human Rights
- Health, Safety & Wellbeing
- Innovation
- Emergencies & Disasters
- Poverty Relief
- Urban & Community Development
- Water Resources & Sanitation Services

STEP 2

Business priorities survey

Second, we launched another (more extensive) survey with company's representatives to define corporate priorities around sustainability.

Company's representatives were asked to:

- **Assign a value** between 0 and 5 to all sectors of interest based on the importance each sector has for the company.

- For the 3 most important sectors of interest, **select** priorities and **specific interventions** within each macro-theme.
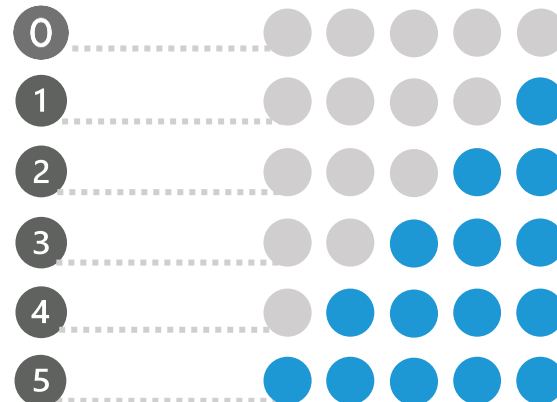

STEP 3

Data analysis

Once we collected all the necessary data from both stakeholders and the company, we moved onto the final phase of data analysis and report creation. As follows:

1. We **cross-referenced the data** of internal stakeholders (employees) with external ones (customers, partners, suppliers) and created a **TOP 5** of the most selected sectors of interest.

2. We **linked** each sector of interest in the stakeholders' TOP 5 with **specific SDGs**.

3. We then did the same with the company's TOP 3 sectors of interest.

4. Finally, we created a **priority MATRIX** by cross-checking company data with stakeholder data to define sustainability priorities that resulted as key to both stakeholders and the company.
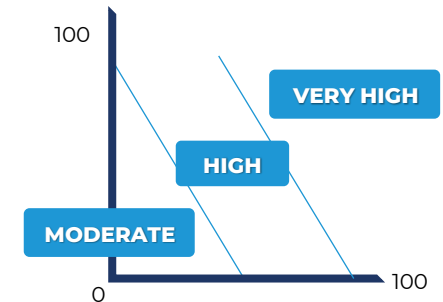
Who was involved

We have engaged a total of **90 key stakeholders** for Texol-Orma.

We recorded a very high participation rate, with **4 different groups** taking part in the survey and sharing their opinion with us.

STAKEHOLDERS

COMPANY

EMPLOYEES → **55**

CLIENTS → **17**

SUPPLIERS → **17**

BANK → **1**

DECISION-MAKERS

Renzo Odoardi –
Co-founder

Fabio Di Berardino –
Co-founder

PARTICIPANTS

Carmine Cimini –
Chief Technology Officer

PURPOSE MAPPING RESULTS
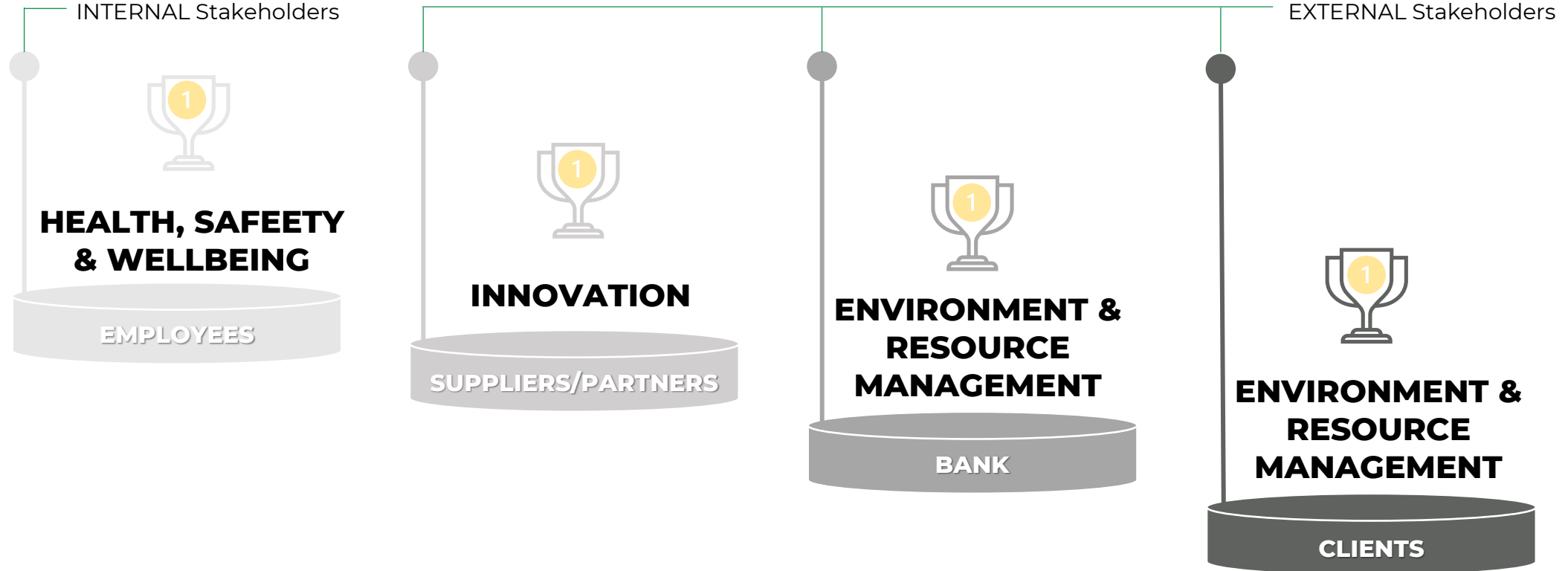
BUSINESS PRIORITIES – sectors of interest

Sector	Rating
Agriculture & Food	○●●●●
Arts, Culture & Natural Heritage	○○●●●
Biodiversity & Animal Welfare	○○●●●
Children & Youth	○●●●●
Diversity, Inclusion & Equal Opportunities	○●●●●
Economic Prosperity	○●●●●
Education & Training	●●●●●
Energy	○●●●●

Sector	Rating
Environment & Resource Management	●●●●●
Ethics, Justice & Human Rights	○●●●●
Health, Safety & Wellbeing	○●●●●
Innovation	●●●●●
Emergencies & Disasters	○○●●●
Poverty Relief	○○●●●
Urban & Community Development	○○●●●
Water Resources & Sanitation Services	○●●●●

TOP 3 BUSINESS – settori e Obiettivi di Sviluppo Sostenibile

1st Place — Environment & Resource Management

- ✓ Waste reduction, recycling and reuse
- ✓ Sustainable management of natural resources in consumption and production
- ✓ Reduction of marine pollution
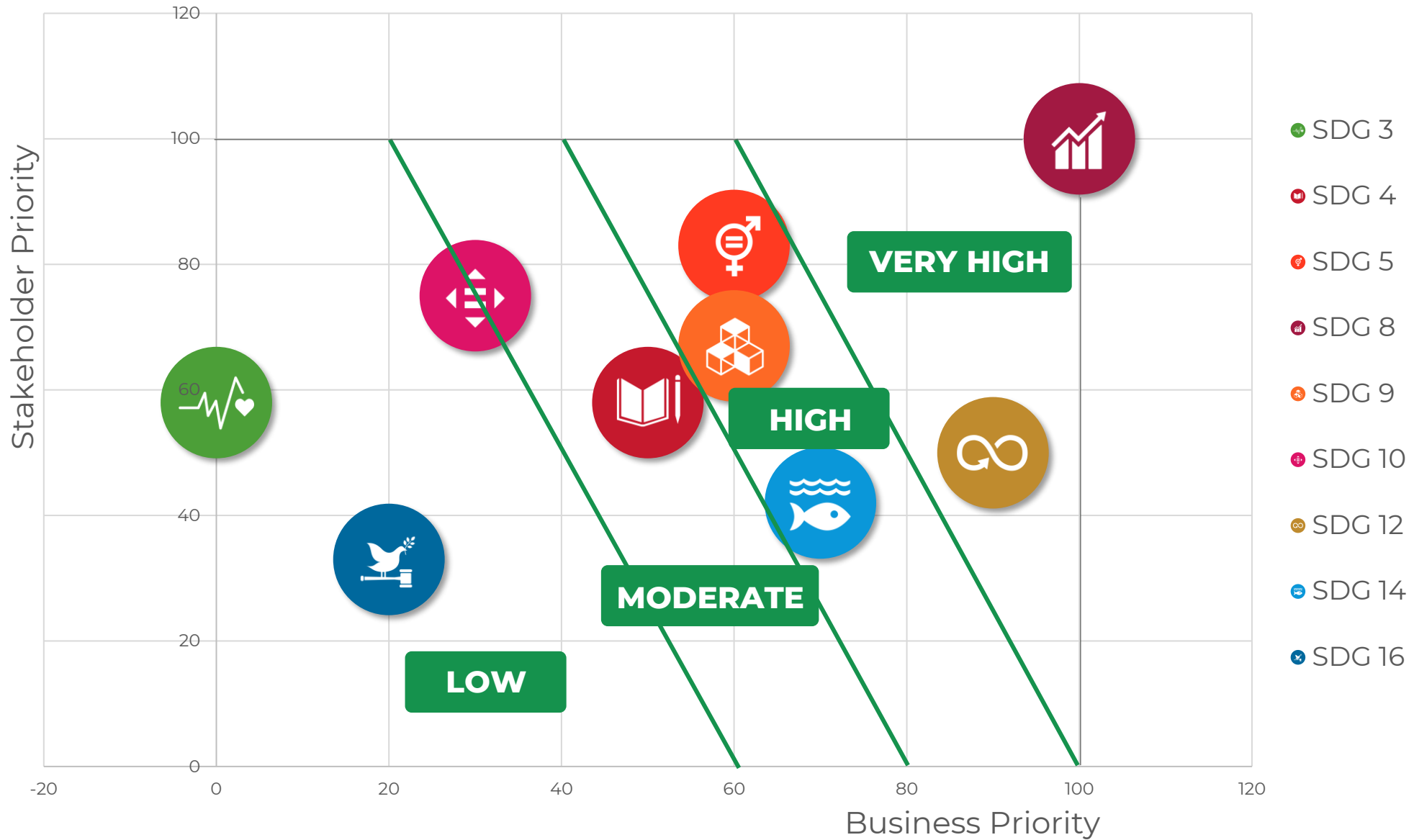
2nd Place — Innovation

- ✓ Women's leadership and decision-making
- ✓ R&D and technological innovation to increase productivity
- ✓ Adopt environmentally sound technologies and industrial processes
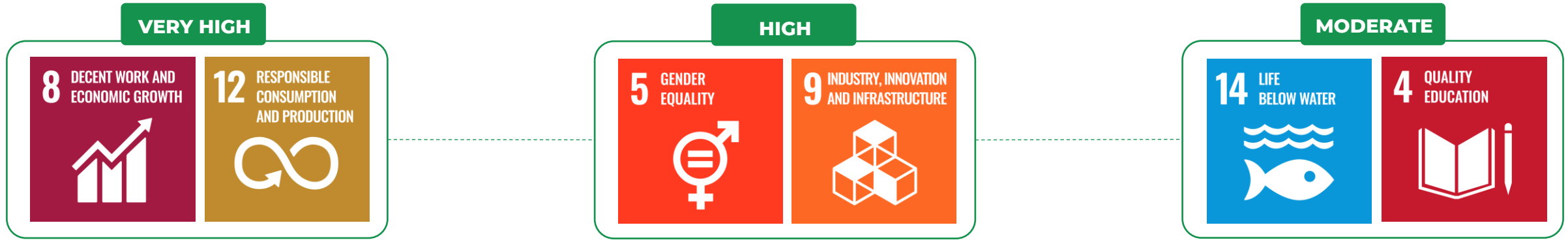
3rd Place — Education & Training

- ✓ Promote equality and non-discrimination of women and girls
- ✓ Increase number of people with skills for employment and entrepreneurship
- ✓ Social, economic and political inclusion of young people and adults

TEXOL-ORMA PRIORITY MATRIX: business and stakeholder priority SDGs

Sustainable Development Goals & Targets for TEXOL-ORMA

VERY HIGH

8 DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

HIGH

5 GENDER EQUALITY

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

MODERATE

14 LIFE BELOW WATER

4 QUALITY EDUCATION

VERY HIGH

8 DECENT WORK AND ECONOMIC GROWTH

8.2 Achieve higher levels of **economic productivity** through diversification, technological upgrading and **innovation**, including through a focus on high-value added and labour-intensive sectors.

8.4 Improve progressively global **resource efficiency in** consumption and **production** and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead.

8.6 Substantially reduce the proportion of **youth** not in **employment, education** or **training.**

VERY HIGH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

12.2 Achieve the **sustainable management** and efficient use **of natural resources.**

12.5 Substantially reduce **waste** generation through **prevention, reduction, recycling** and **reuse.**

Sustainable Development Goals & Targets for TEXOL-ORMA

HIGH

5 GENDER EQUALITY

5.1 End all forms of **discrimination** against all **women** and **girls** everywhere.

5.5 Ensure **women's** full and effective participation and equal opportunities for **leadership** at all levels of **decision-making** in political, economic and public life.

HIGH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

9.4 Upgrade infrastructure and retrofit industries to make them sustainable, with increased **resource-use efficiency** and greater adoption of **clean and environmentally sound technologies** and **industrial processes**, with all countries taking action in accordance with their respective capabilities.

9.5 Enhance **scientific research**, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including encouraging **innovation** and substantially increasing the number of **research and development** workers per 1 million people and public and private research and development spending.

MODERATE

14 LIFE BELOW WATER

14.1 Prevent and significantly reduce **marine pollution** of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.

14.2 Sustainably **manage** and **protect marine and coastal ecosystems** to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans.

MODERATE

4 QUALITY EDUCATION

4.4 Substantially increase the number of **youth** and **adults** who have relevant **skills**, including technical and vocational skills, for **employment**, decent jobs and **entrepreneurship**.

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CONCLUSION

SUGGESTIONS

As discussed in the introduction, Sustainable Development encompasses 3 fundamental areas: PEOPLE, PLANET, PROSPERITY. By working within each area with tangible sustainability actions, Texol-Orma will be able to generate shared impact for communities, the environment and the company too, thus becoming a leader in Sustainability and Corporate Responsibility.

Here's how our priorities fall into the macro-areas of sustainable development.

PEOPLE

These goals as a priority show that – within *People* – Texol-Orma's strategic direction around sustainability should focus on **education and training** and **gender equality**. More specifically, our strategy and action plan should define objectives, actions and KPIs around these SDGs.

Creation of new recruitment policies and recruitment of women for different business offices..

PLANET

These goals as a priority show that – within *Planet* – Texol-Orma's strategic direction around sustainability should focus on **sustainable production**. More specifically, our strategy and action plan should define objectives, actions and KPIs around these SDGs.

Efficiency in production processes to reduce, recycle and reuse waste (Life Cycle Assessment of the product).

PROSPERITY

This goal as a priority shows that – within *Prosperity* – Texol-Orma's strategic direction around sustainability should focus on **economic growth** and **innovation**. More specifically, our strategy and action plan should define objectives, actions and KPIs around these SDGs.

Strengthen the Strategic Marketing team to promote the adoption of clean and environmentally sound technologies within production processes.

CONCLUSION

After listening to our key stakeholders and analysing their priorities, we are now able to define TEXOL-ORMA's sustainability priorities in relation to the Sustainable Development Goals. We can in fact start from these macro-objectives and targets to outline a strategy and action plan that is *clear*, *shared* and *measurable* and which allows us to make a tangible commitment to achieving these ambitious goals.