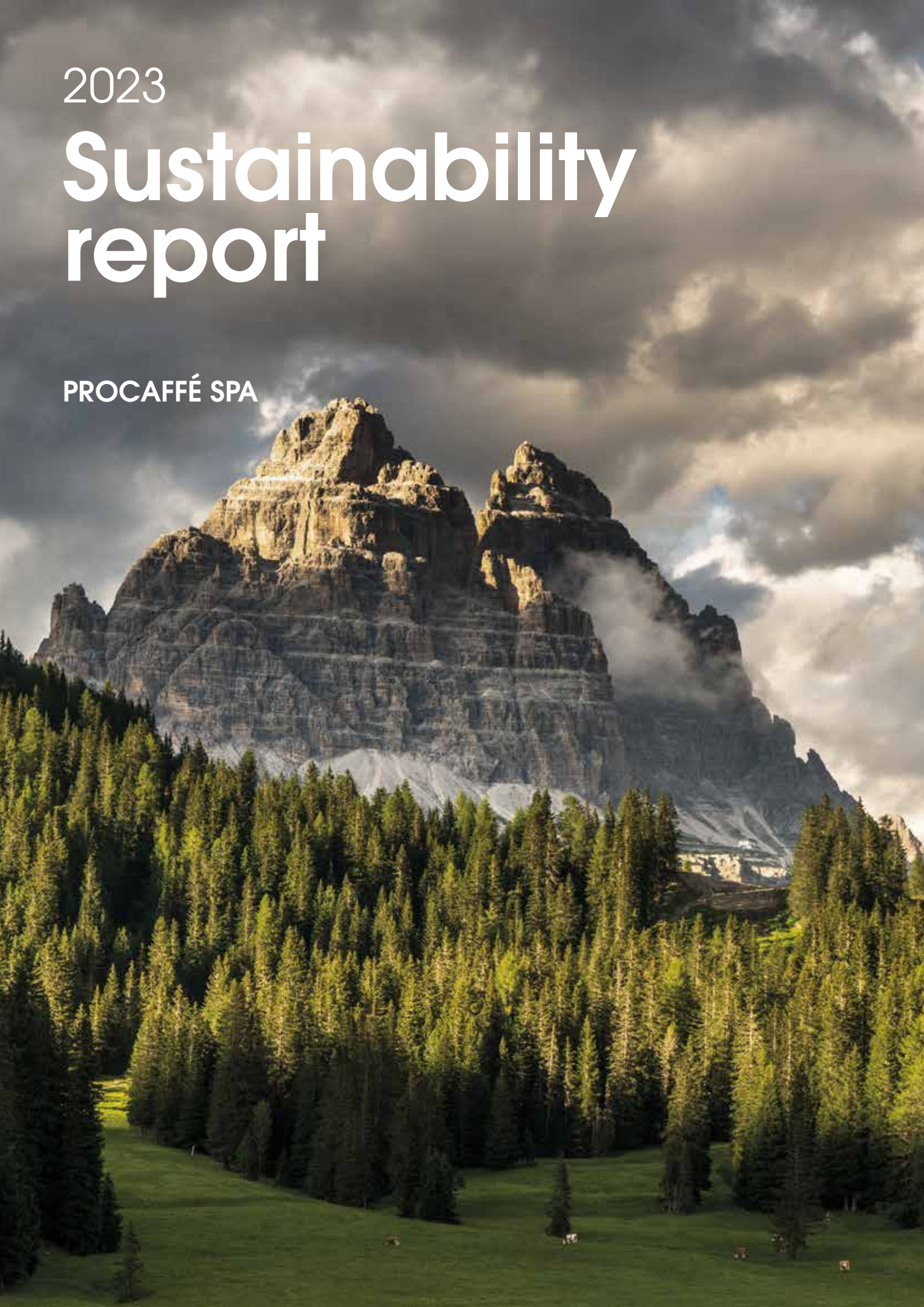


2023

# Sustainability report

PROCAFFÉ SPA



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Here in Belluno, all we need to do each and every day is look up to remind ourselves that we are one with nature. We are reminded by the peaks of our majestic mountains that surround the city, which call upon us to take on the responsibility of honouring the part we play within this precious ecosystem. The information in this report is our response to this call; it is our way of taking responsibility for those mountains and what they represent.

We passionately pursue the same desire for innovation and understanding as Domenico Bristot did over 100 years ago, with the aim of leaving a **positive imprint on the planet**.

In keeping with this idea, we are working on a journey towards sustainability, ensuring that **future generations** can also live in a world where they can have ideas and the resources to make them a reality. This is why we have looked into the importance of sustainability and how we at Procaffé can build on this commitment.

From this came **B-fair**, a programme established upon three core pillars: our **suppliers, carbon neutrality, and materials research**.

Today, it has grown and developed to forge a more challenging and intricate journey, which includes measures for improvement that allow us to follow the path towards a **regenerative future for the company**.

## STEP 1

Our first step towards sustainability is taking an increasingly responsible stance on how we procure our **raw materials**, such as raw coffee. We buy from **responsible and certified suppliers**, meaning that they can prove that they adopt sustainable practices both in how they produce their coffee and in how they respect the rights of their farmers.

## STEP 2

The second step is to adopt an approach that strives to use **zero-emissions processes for processing and packaging**. All of the carbon dioxide emitted during the production cycle – from farming the coffee to the final extraction into the cup – must be measured, so that we can then determine how to offset it each year, as well as establishing the operational areas where we need to take action to significantly reduce it at source.

## STEP 3

The third step involves adopting **responsible and circular economy practices** from our offices to our product portfolio, through company policies aimed at the total removal of mono-use plastic and substituting it with certified compostable products. One of the biggest challenges that we set ourselves was choosing to use **more sustainable packaging**, designed to make it easier for waste to be disposed of correctly and recycling to be done better.

In 2023, Procaffé made this journey more concrete and transparent by drafting its **first sustainability report**. The document was created to tell all of our stakeholders about the path undertaken to identify and implement the best strategies to adopt to make our business model increasingly regenerative. This report allows us to reflect on our past actions, evaluate our current impacts, and outline our future goals, by carrying out an in-depth analysis of our processes to help us to continually improve.

# A letter from the CEO to our stakeholders

Dear stakeholders,

Today, we are more than ever aware of how urgent it is that we as a company take on greater responsibility, by actively contributing to the transition towards sustainable economic, social, and cultural models.

For our industry, taking on this responsibility starts with accepting the fact that the current cost of coffee does not reflect its environmental and human value. Taking this precious commodity for granted, producing it and consuming it without a second thought, could one day put us in a situation where it is no longer easily available to us and we will have to consume less of it. It is already happening: climate change is putting a strain on the availability of coffee, causing fluctuations in its production and therefore in its price too.

We have thought about how much the coffee culture in Italy, which we love so much, could be a determining factor for this. In the balance sheet for 2023, we set ourselves a goal to increase our presence across foreign markets and to explore new territories. This strategy is driven by our search for markets that are more open and more attentive to the true value of coffee. Let's take a look at filter coffee, for example, which is often consumed during longer, more reflective moments of respite, or at how people drink coffee in Greece, Eastern Europe, or English-speaking countries, where the drink is also enjoyed served cold. In these countries, we have seen that people are more willing to accept the price increases that we are facing.

In Italy, this climate change-induced trend is not so easily accepted. Our country is dominated by espresso culture, which is consumed quickly, absentmindedly, while standing at the bar. This is a habit that we hold dear to us, but it does not allow us to really appreciate the quality of the product that we are consuming if we are unaware of how good the product truly is.

Today, we have an incredible opportunity to share this quality with a wider audience thanks to digital media. And this is an audience that is already eager

to embrace these messages: the younger generations, in particular, are showing a greater awareness towards environmental topics. They make more responsible and circular consumer choices, which gives us hope for positive change when it comes to acquiring more responsible and sustainable consumer habits.

This is why we have decided to make an even more profound and transformative change, by adopting high social and environmental standards, which allow us to align with regenerative economic models that will make up the world of tomorrow. 2024 will be the year when we will show how serious we are about our intentions, bringing us increasingly in line with the benefits model, whereas in 2023, we started measuring our actions and impacts throughout the whole of our value chain, using the internationally recognised evaluation tool B Impact Assessment (BIA).

We wonder whether this will be enough to do our bit to limit the damage and disruption of our planet: most likely not. But here at Procaffé, we see sustainability as an ongoing, dynamic, and cross-cutting process that, from now on, will drive and determine how the company will develop throughout its entire lifetime, venturing towards a future that is uncertain and ever-changing, but is worth being explored and protected.



Gerhard Laner  
CEO Procaffé



Boris Battistella  
CFO Procaffé

# Company overview

## The company's history

Procaffé's history goes back **over a century**. Everything started with **Domenico Bristot**. After experiencing the atmosphere of Viennese coffee houses, he created the Bristot Roastery in his city, **Belluno**, at the foot of the Dolomites in **1919**.

During the decades that followed, after overcoming the ordeals of the two world wars, the company began to expand; first in the Triveneto area, and then across Italy and abroad thanks to the help of the founder's sons, Ugo, Mario, and Aldo.

In 1989, the company was sold to **IRICAF**, a roastery in Rome owned by the Palombini family. It then bought other iconic brands, such as Coffee Breda, Coffee Deorsola, Coffee Vescovi, and Testa Rossa Caffè.

In 1999, Procaffé became part of the **Wedl & Hofmann GmbH** group, and in 2001, it merged with Testa Rossa Caffè.

Over the last twenty years, Procaffé has mainly grown through its connections abroad while preserving its roots in Belluno, where it bought a building near to its headquarters to accommodate the growth of the business. The headquarters is also home to the **Academy**, where we deepen our relationships with baristas and spread the culture of Excellent Espresso.

In 2023, Procaffé set out on a **journey to improve its ESG** (Environmental, Social, and Governance) efforts, working together with an independent body to evaluate and implement strategies aimed at improving its practices in these areas.

Today, Procaffé continues to write its history with **passion and commitment**. It remains faithful to the fundamental values that have guided it since the very beginning while focusing on the future, especially when it comes to the younger generations and sustainability. The company is still a point of reference within the coffee industry; it is a symbol of Italian excellence and a source of pride for the community of Belluno and for the whole of the surrounding area.



DOMENICO BRISTOT

# Timeline

**1919**

Domenico Bristot creates the Caffè Bristot roastery



**1945-80**

Expansion in Italy and abroad, entry of Domenico's sons into the company

**1989**

Company sold to Iricaf (Palombini family) and business name changed in Procaffé

procaffé

**2001**

Procaffé SPA is acquired by Wedl & Hofmann GmbH

**2007**

Creation of the Academy with high quality training courses on coffee for customers.



**2012**

Caffè Vescovi is acquired



**1990-98**

Acquisition of Caffè Breda and Caffè Deorsola

**2021**

New brand and concept for Caffè Bristot.



## Our purpose

We want to promote a culture that delivers the true value of our coffee to the consumer, which is the result of tradition, a hundred years of experience, high-quality craftsmanship, and respect for the people and the territory we work in. We therefore want to share these values through a product that conveys unique, ethical, and affordable excellence.



## Our ESG commitment, for which we created the company program B-Fair

In a world that is increasingly aware of the importance of sustainability and the pursuit of a common language to share our results with our stakeholders, Procaffé is committed to achieving its **ESG** (Environmental, Social, and Governance) **goals**. Thanks to the path that we took in 2023, we came up with a series of concrete actions\* that we are committed to implementing by the end of this year, in order to further strengthen our positive impact throughout the entire **coffee supply chain**.

Our ESG goals have allowed us to establish a clear and concrete framework for **measuring** our overall impact on the environment, on society, and in terms of corporate governance. These goals can be used as guiding principles that lead us in the right direction as we try to integrate sustainability into every aspect of our operations.

*\*In this report, you will find a series of actions at the start of each section that Procaffé has decided to pursue.*



SUBJECT AREA	BIA INDEX	ACTION
Governance	Business transparency	Procaffé publicly shares its financial data and information related to its social and environmental performance through the annual publication of its Smart Report, which will come out in May 2024
Governance	Financial transparency with employees	Procaffé is committed to sharing its financial information with its employees through the business convention in May
Social	Access to the processes of the distribution and supply chain	We gather information on the social and environmental standards of our suppliers and we publish their sustainability programmes through our means of communication

## Highlights – Procaffé in numbers





## Board members

<b>Leopold Wedl</b>	Chairman of the Board of Directors
<b>Wilhelm Hofmann</b>	Vice Chairman of the Board of Directors
<b>Gerhard Laner</b>	Chief Executive Officer
<b>Boris Battistella</b>	Chief Financial Officer
<b>Thomas Koler</b>	Advisor
<b>Lorenz Wedl</b>	Advisor
<b>Leopold JR Wedl</b>	Advisor

## Participating companies



## Social and environmental performance

In order to be able to **scientifically** measure the impact of our activities, Procaffé used **B Impact Assessment (BIA)**, a tool developed by the non-profit company B Lab. It provides useful insights into the company's economic, social, and environmental performance, taking into consideration, alongside its business model, the company's positive contribution across five macro areas: **governance, community, people, the environment, and customers.**

The BIA analysis is carried out via an online platform, where the company has to answer over 200 questions on various subjects and provide a mix of qualitative and quantitative information. The BIA can be done as a self-assessment, however, you then have to go through a **strict verification process** by B Lab in order to receive B Corp certification.

**Scoring over 80 points** is just one of the performance requirements for obtaining B Corp certification.

In order to plan and complete the questionnaire, which we carried out with support from NATIVA, we gathered together a broad team of people made up of managers from across the main functions of the company, and we carried out the analysis within the scope of Procaffé S.p.A.

This tool gave us the opportunity to use a **standardised and measurable way** to evaluate and improve our sustainability and social responsibility practices, allowing us to transparently demonstrate our commitment to managing our company in an ethical and sustainable way.

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B Corp is a certification issued by the U.S. nonprofit organization B Lab<sup>1234</sup>. The "B" stands for benefit and certifies companies that voluntarily meet the highest standards of transparency, accountability and sustainability..

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BIA AREA	SCORE
Score achieved using the measuring tool (BIA score)	<b>76</b>
Governance score	<b>14,6</b>
Employees score	<b>25</b>
Community score	<b>15,1</b>
Environment score	<b>17,1</b>
Customers score	<b>3,9</b>

# The rise of the coffee bean

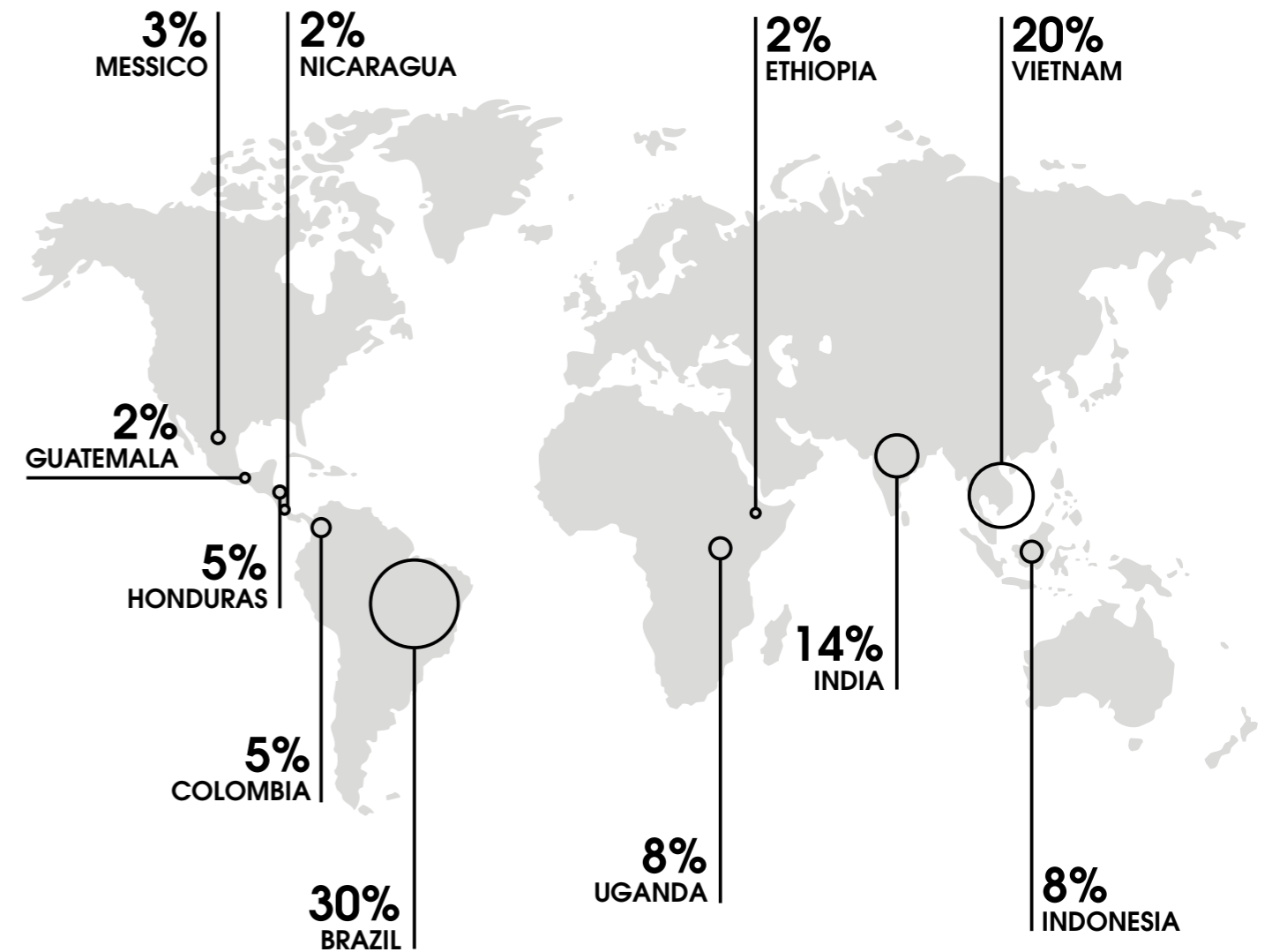


## Sourcing coffee responsibly

At Procaffé, we are committed to ensuring that our coffee is **sourced sustainably and responsibly**. The key raw material for our products, the coffee bean, plays an essential role in our commitment towards environmental and social sustainability.

In this section, we will examine how it is sourced by our main suppliers and we will explain our commitment towards promoting ethical and sustainable practices throughout the **value chain**.

### Where our coffee comes from:



## Certified suppliers and relationships with the farmers

Procaffé works together with various collectives of suppliers who operate locally. This allows us to have **direct contact across the territory** where the farmers work, which enables us to ensure the **quality and sustainability of the coffee** that we use in our products. Some of our main suppliers include Guaxupé, Neumann Kaffee Gruppe, Tata Coffee, and GMT Green.

Each supplier is carefully chosen according to their commitments towards the best sustainability and social responsibility practices. Thanks to these close relationships with the farmers, we can guarantee a **transparent and ethical value chain**, which allows us better visibility of the **working conditions** in the areas where the coffee is farmed, as well as the needs of each of the **local communities** involved.



## Sustainability of farming practices

One of our main objects is to encourage coffee farming practices that **respect the environment, are socially responsible**, as well as being **resilient** against the huge risks associated with climate change.

Coffee is an agricultural commodity with one of the **most complex processing** chains from a geographical perspective. It can only grow at specific **altitudes**, it needs temperatures to fluctuate between 18°C and 25°C, and it requires a large amount of **rain** that falls evenly throughout the whole year, with **dry** periods when the plants are flowering so that the fruit can ripen in such a way that guarantees high-quality beans.

**Direct sunlight** is essential for coffee plants to grow. The **land** must also have specific characteristics: it must be able to drain, to prevent water stagnation, and it must be rich in nutrients, with a **pH** between 6 and 6.5. Although it is difficult to keep these delicate balances in check to be able to grow coffee, our suppliers are committed to following sustainable farming practices. They do not use harmful chemical substances, which protects surrounding crops and

prevents soil acidification, thereby promoting farming methods that protect biodiversity and conserve natural resources instead.

Through working in close contact with our suppliers, we have supported training programmes and provided support for the farmers, in order to improve their farming practices, increase their resilience to climate change, and support the wellbeing of their communities; such as with the Grupo Montesanto Tavares (GMT), whose desire to promote the development of good practices across the coffee production market in Brazil has led to the development of the GMT GREEN project.

The programme was developed based upon a process of **continuously improving** the practices used at coffee farms. It was designed to be carried out in six different stages, each with a specific objective, to ensure that its participants are verified, qualified, and are able to develop on various levels, by:



Strengthening the shared value throughout our production chain;



Improving the reputation of Brazilian coffee on the international market;



Promoting sustainability in the coffee industry;



Raising awareness on human rights, ensuring that we have an ethical production chain that respects the integrity of all employees;



Promoting farming methods that respect the environment;



Improving coffee producers' pay, thereby improving quality of life in rural areas;



Sharing knowledge to strengthen our partner producers;



Ensuring the implementation of good practices that adhere to international standards;



Improving practices in the coffee production chain to make it more sustainable;



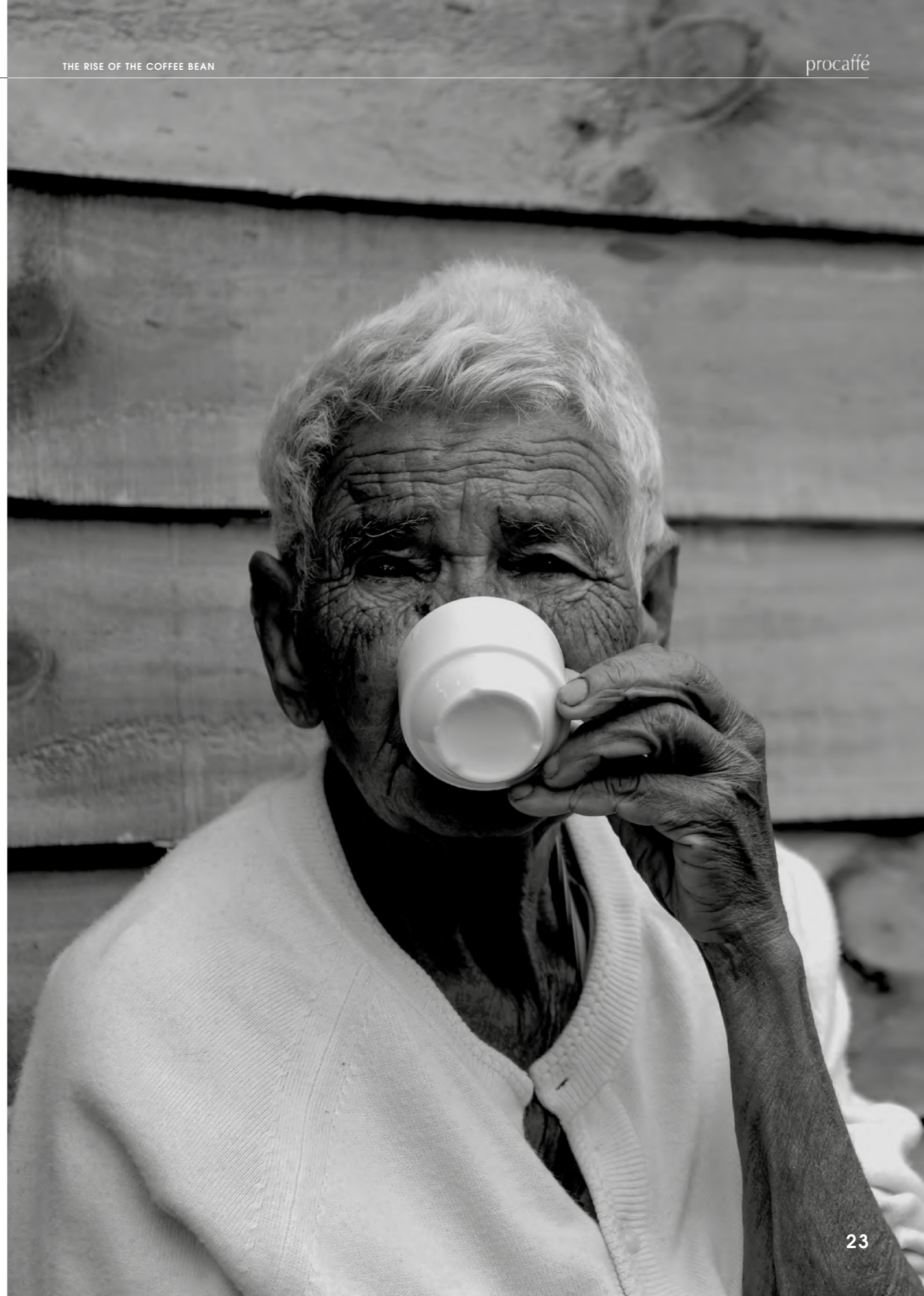
Making sure that our coffees are traceable from source to cup.

## Impact on local communities

We recognise the importance of the **local communities** involved in coffee production and are committed to ensuring that our role provides **added value** for them.

We work together with our suppliers to ensure that **human rights are respected**, **work conditions** are improved, and their **socioeconomic development** is supported.

In conclusion, our commitment to sourcing coffee responsibly is based on close **collaboration** with our suppliers to ensure the sustainability of the farming practices, the wellbeing of the farmers, and the positive impact on the local communities involved. We will continue to work to improve and strengthen these relationships, with a view to promote a coffee **value chain that is fairer, more sustainable, and more ethical.**



# From the plantation to the mountains

## The impacts of the value chain

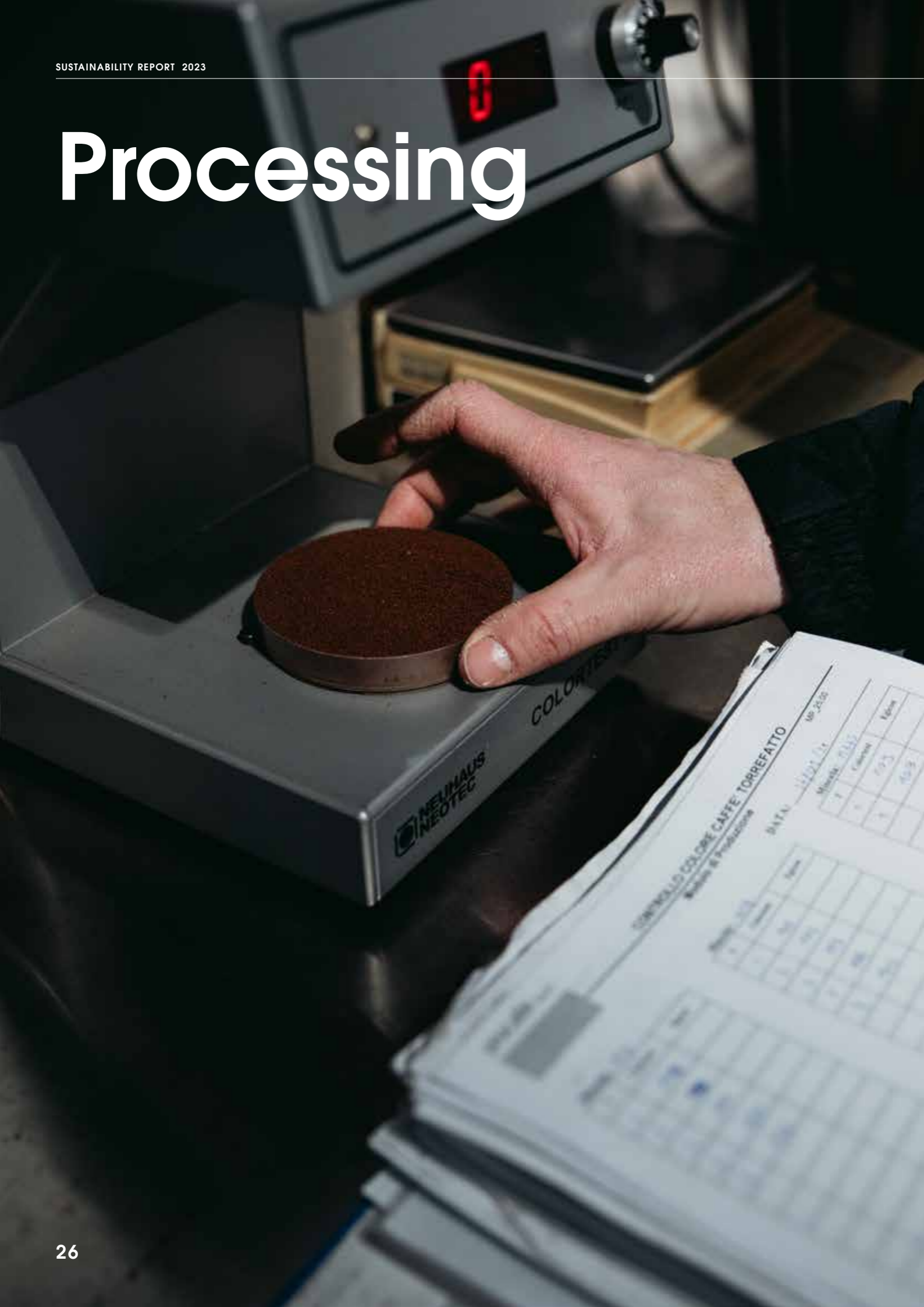
The coffee bean's long journey is an adventure that starts with its first stage of processing, which washes it and prepares it for being transported on large containers that cross oceans to bring it to **roasteries throughout the world.**

It is here where the bean will finally be roasted: at this point, it is ready to be ground and transformed into the drink that we love to enjoy every day.

In 2024, we set ourselves an important goal: to **map out the impact of the journeys that take place upstream of the value chain.** This is so that we can review smart strategies for reducing transport-related emissions directly at their source, rather than just trying to offset them.

SUBJECT AREA	BIA INDEX	ACTION
Environment	Reducing transport-related carbon emissions	When transporting goods and raw materials to our premises, we need these to be delivered using the most environmentally-friendly means and systems possible. We also provide training to our drivers and managers on efficiency techniques and practices to reduce how much fuel is used during transportation and to optimise the routes
Environment	Programmes for reducing end-of-life waste	We have a formal programme for reducing waste and for reintroducing it into the economic system, with the aim of contributing to a circular economy

# Processing



## Studies and research

Our passion for the art of coffee drives us in our search for **new technologies** and in our **experimentation**, to achieve the best performance and enhance the quality profile and sustainability of our coffees.

Going from the attentive hands that take care of the coffee plants, through to the barista's skilful twist of the wrist, every stage of coffee production is bound by a warm embrace that unites thousands of people, day after day, in their love for good coffee. It is the vision of one man brought to life by many hands. The **strong connection that people living surrounded by mountains have with their land** is reflected in the ever-expanding community of people who love our coffee throughout the world.

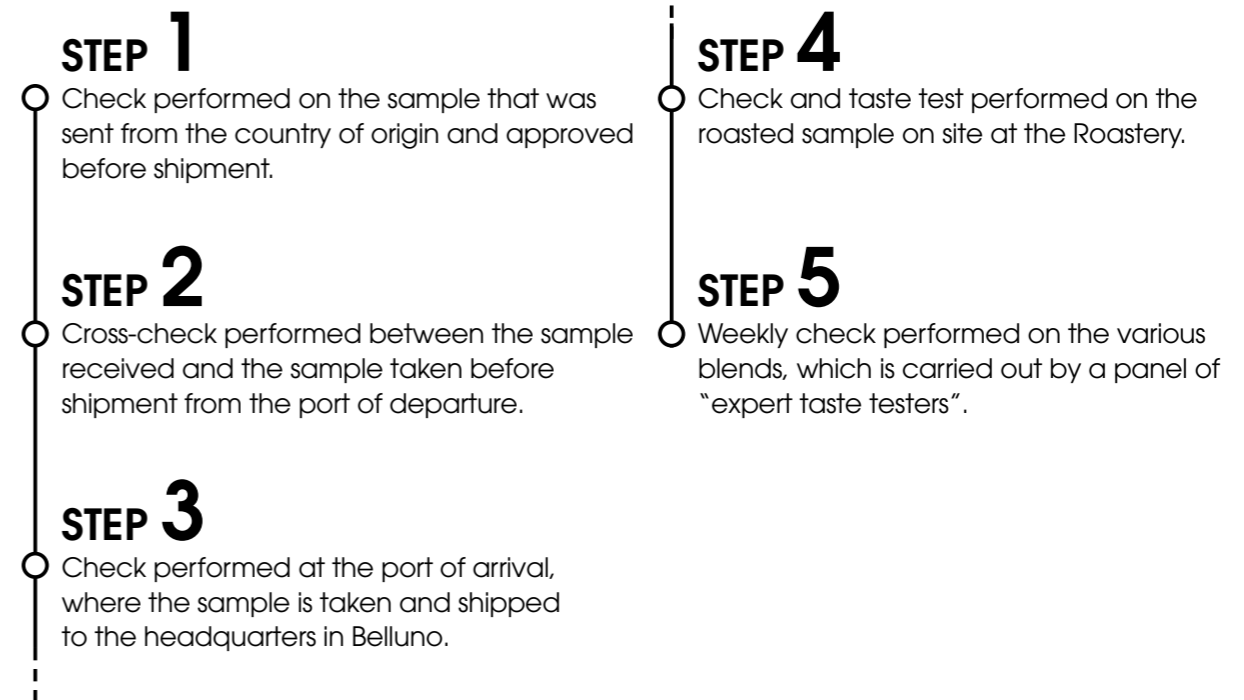
SUBJECT AREA	BIA INDEX	ACTION
Social	Additional health benefits	We provide our employees with additional benefits, such as life insurance, supplementary health insurance, and insurance provided through the FASA fund. Our welfare policy also includes support for breastfeeding mothers, fuel vouchers, and a 24-hour healthcare help desk with various medical specialties available.
Social	Remuneration practices and policies	We are committed to bringing our employees' salaries in line with the cost of living and inflation, and to ensuring that pay is above that recommended by the CCNL, Italy's collective labour agreement, for the food industry. We are members of the trade association Unione Italiana Food, and we take part in leadership initiatives to increase the salaries or benefits of our employees according to the territory or industry they work in.
Social	Policies and practices related to professional development	We support the professional development of our employees and encourage internal promotion for leadership positions before publishing job announcements externally.
Social	Intern recruitment practices	We employ interns, setting clear goals and implementing performance reviews. We work together with several institutions to offer work experience placements and internships.



SUBJECT AREA	BIA INDEX	ACTION
Social	Monitoring and evaluating employees' satisfaction and involvement	Every two years, we monitor employee involvement and satisfaction through anonymous surveys. They include sensitive data such as age and gender, which allows us to carry out an in-depth analysis of the various groups of people, in order to identify any potential trends or specific needs of our employee groups.
Social	Participating in skills-based training courses	We provide training courses to 75% of our staff, covering both industry-specific technical skills and broader subjects, to ensure that our employees have the skills they need to excel in their tasks.
Environment	Waste reduction programmes	We have a formal programme for evaluating how to reduce the production of both dangerous and non-dangerous waste.
Environment	Checking the community's exposure to the emissions generated by the company	We have carried out an evaluation of the Belluno community's exposure to any emissions produced from the production sites, and we have implemented measures to mitigate the impact. This has led us to conclude that there is no exposure to dangerous emissions.
Environment	% of recyclable/ biodegradable materials	We have conducted Life Cycle Assessment studies on the Nespresso*-compatible aluminium capsules, and we aim to expand the study to look at those made out of plastic (Lavazza Blue*) as well as pods throughout 2024.
Social	Inclusive recruitment practices	We promote social and gender equality, which we also reaffirm in our mission statement. In our job offers, we highlight our commitment to equal opportunities and non-discrimination.
Social	Inclusive work environments	Our work environments are as inclusive as possible, providing gender-neutral bathroom facilities. We also offer specific training on subjects like diversity, equity, and inclusion.
Social	Managing diversity, equity, and inclusion	Through carrying out anonymous surveys, we evaluate the diversity of the company's staff and conduct analyses on pay equality and work satisfaction, taking into account factors like gender, ethnicity, or other demographic factors. This data provides us with valuable insights so that we can promote a more inclusive and fairer work environment.

## Checking the raw material

To ensure the high quality of our coffee, we carry out various **checks on the origin** of the product, through the following steps:



We **only** buy **refined coffee origins** from all over the world, adhering to **international standards** that take into consideration the following classification parameters: the origin, potential defects, the type, the

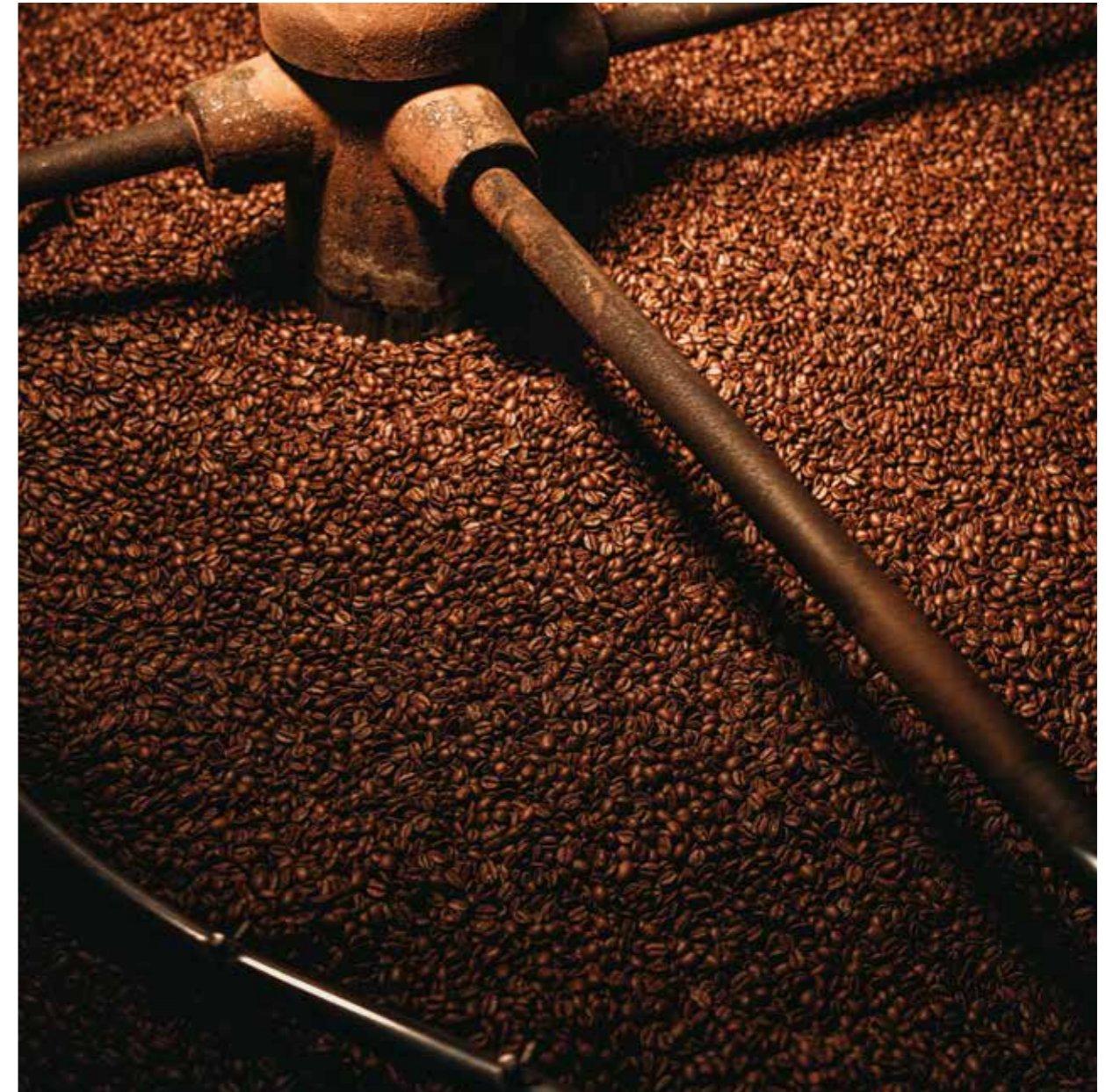
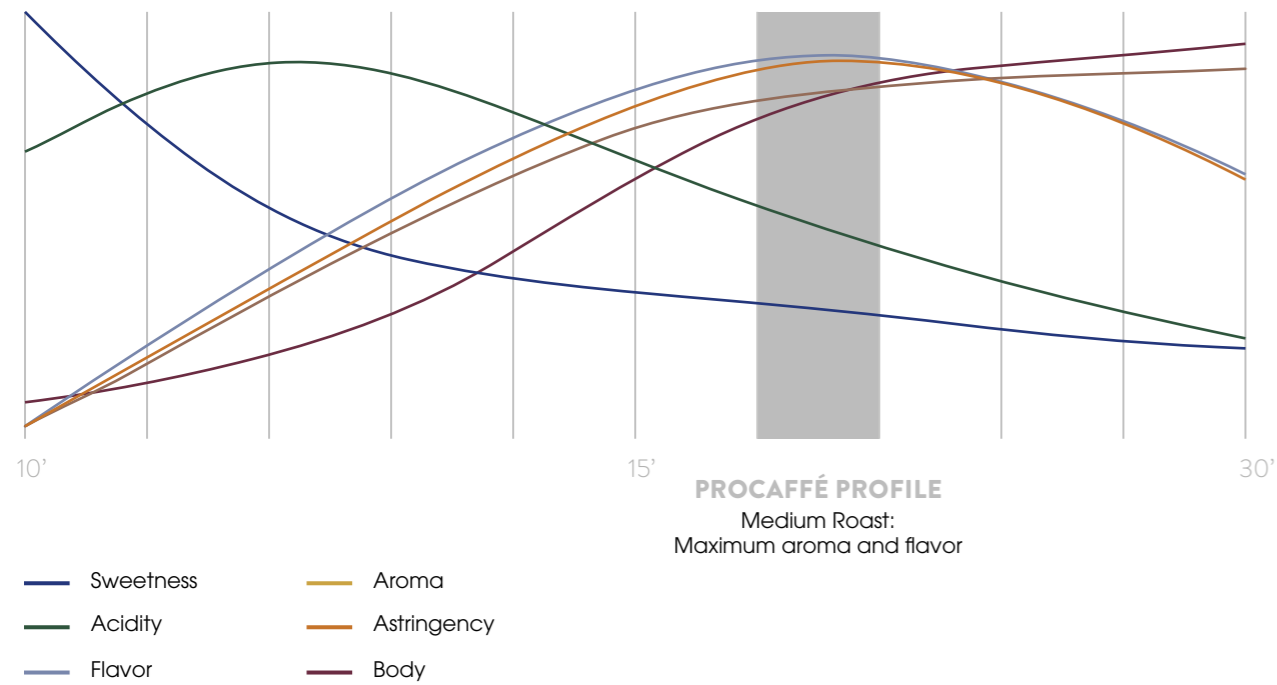
processing method, the year of harvest, the shape and density, the colour, and the quality of the cup of coffee once it has been extracted.

This is why our products are **CERTIFIED**:



## The roasting process

Since the very beginning, our company's search for an **unmistakeable flavour** has given rise to a **unique and original roasting method**. It has been improved and refined over the decades, through a combination of innovative **technology** and continuous **research**, which is why every blend goes through a specific roasting process.



During the roasting process, the beans go from green to the colour that we are used to seeing them as on a daily basis.

The coffee is heated to a temperature between 190°C (if you want to achieve a light roast) up to a maximum of 230°C (to achieve a darker roast). Once you have reached the desired level of roasting, the coffee beans are immediately cooled down to stop the roasting process from continuing. This process is essential be-

cause it produces the **best aromas** and **protects** the coffee from all traces of humidity.

The challenge for the next few years is to create a production site that is almost fully energy-independent, by improving the efficiency of the highly energy-intensive roasting process, and investing in renewable energy sources (both geothermal and solar) to significantly reduce our consumption.

## Quality control and packaging

Before packaging, there is a further **quality control** and **taste test**, however, only once the roasted beans have been left to rest for an adequate amount of time. On a weekly basis, the blends are checked by a **panel of “expert taste testers”**.

Prima del confezionamento viene effettuato un ulteriore **controllo della qualità** e di **assaggio**, non prima però di aver lasciato riposare adeguatamente i chicchi tostati. Settimanalmente, le miscele vengono controllate dal **panel degli “esperti assaggiatori”**.



## Packaging

Our continuous pursuit to improve the sustainability of our packaging has led us to use materials that can easily be **disposed** of, **disassembled**, or are **biodegradable**, while maintaining high quality standards to ensure that the **product is well-preserved** and to protect its magical aroma. Using cardboard instead of plastic for our packaging is a concrete example of this effort.

However, the **long shelf life** of coffee is a challenge for environmental sustainability, as the packaging that preserves the coffee for longer, the triple layering, contains aluminium and plastic, which are non-recyclable

as they cannot be separated. To get around this problem, it is necessary to use biodegradable packaging. However, to truly lower coffee's impact, it would also be great if we could reconsider the need for such a long shelf life for this kind of product, developing an integrated approach that involves production, distribution, and consumption.

We advocate for **cultural change**, while at the same time continuing our research and testing of innovative packaging, as well as meeting the needs of the distribution chain.



## Our staff

It is all thanks to the **dedication** and **professionalism** of our very own employees that Procaffé has been able to achieve its **ambitious results** over the years. The **passion** that we put into our work and our commitment towards excellence are essential for the company's **success**.

We constantly strive to create a positive work environment so that everyone can live up to their full **potential**.

We carefully choose **tools and initiatives** to ensure that our staff receive full support during every stage of their career.

To ensure the wellbeing and satisfaction of our employees, we use various initiatives, which include **additional benefits**, salaries that are above the industry average, professional development through **training courses**, and the guarantee of inclusive and generative work environments.

PROCAFFÉ HUMAN RESOURCES	2022	2023
No. of full-time employees	74	84
No. of part-time employees	8	13
Increase in job posts	-2%	+18%
Employees that have received a bonus	69%	24%
Diversity in the age of the workforce	28%	38%
Programmes focused on Professional Development	30%	124%
Programmes focused on Personal Development	18%	23%

## Resources and circularity

Procaffé is committed to reducing the environmental impact of its activities through a process of **gathering and analysing its environmental data**.

This process includes **measuring** various parameters, such as greenhouse gas emissions, water and energy consumption, waste management, and the use of sustainable materials.

The information gathered provides a solid foundation for implementing **eco-friendly practices** and adopting **innovative technologies** that can minimise the company's ecological footprint.

RESOURCE MANAGEMENT GOALS	PERFORMANCE COMPARISON 2023 VS 2022 ON MONITORED KPIS
Energy consumption (kWh)	-6%
Water consumption (l)	-10%
Plastic reduction (t)	-3%
Waste produced (t)	+9%

\*the data is calculated on the basis of regular triple checks that are carried out annually when the facilities are working at full capacity.

## Consumer awareness and the flavour of responsibility

Throughout this journey, consumers also have an essential role to play.

Choosing a responsible coffee means supporting an entire system that prioritises the **wellbeing of the planet** and its **people**. And this choice does not end at the point of purchase; it extends to how it is prepared, consumed, and how its waste is disposed of; bear in mind that you can use used coffee grounds as fertiliser instead of leaving them to waste away in the organic waste bin. **Every form of action counts** so much in the grand scheme of sustainability.

In a cup of sustainable coffee, we can therefore say that we have found the true **“flavour of responsibility”**.

Enjoying a responsible coffee means **connecting** with every individual that has contributed to its journey. It means **being a part of a global community** that chooses to make a difference, because with every sip, we celebrate not only the complexity of its aroma, but also the beauty of such a shared commitment for a greener future.

And this is what makes up the true core of sustainable coffee: it is an invite to take part, to educate yourself and others, and to make choices that reflect our **love for the world** that we live in. With every bean, with every type of aroma, we are writing the story of a **future that we want to see flourish**. A future where sustainability is not an option, but the only way to be.

Through each and every cup of sustainable coffee that we sip, we savour the ever-morphing flavour of an irreversible change that has already begun.



# From the mountains to your cup



Coffee distribution has a huge environmental impact. To make it more sustainable, a holistic approach is necessary, which involves all stakeholders along the supply chain.

By **optimising** the transport routes, using more environmentally-friendly vehicles, adopting innovative technologies, encouraging collaboration among the participants across the logistics chain, and promoting local consumption, it is possible to **reduce the environmental impact** of coffee distribution without compromising the efficiency and reliability of the process.

Procaffé is beginning a journey where it will analyse the logistical landscape throughout Italy, so that it will be able to **minimise the impact of its logistics** over time.

This will involve fuelling its freight transport systems using **alternative energy sources**, and offsetting the remaining impact by financing specific projects related to planting trees and restoring at-risk natural areas that are near to its premises.

We intend to become promoters of a new approach that raises awareness – throughout the distribution chain and among consumers themselves – on making **ethical and sustainable choices**. We also want to encourage all stakeholders involved to act **more responsibly** in terms of their actions and their consumption behaviour.

SUBJECT AREA	BIA INDEX	ACTION
Social	Monitoring customer satisfaction and loyalty	We regularly monitor the satisfaction and loyalty of our customers, paying particular attention to the impact of our products on our customers' wellbeing. The results are shared with all company employees.
Social	Managing the impact of our products	We created the Academy, which is SCA certified, to turn Excellent Espresso into a fully-fledged field of study and knowledge. The Academy is structured into various levels of courses, just like a school, to engage customers and partners throughout the world of coffee. We also have a formal programme so that we can continuously improve the indirect results of our customers.

## The Procaffé Academy

Located in the heart of the Italian Alps, the Procaffé Academy is immersed in a unique atmosphere, surrounded by natural beauty, which inspires creativity and dedication. There are also about **20 other facilities** located across the main markets where the brand has a strong commercial presence.

The Academy, one of only a few in Italy to be **SCA certified**, is a multi-functional educational centre that was created to turn Excellent Espresso into a fully-fledged field of study and knowledge. It also offers a wide range of courses and workshops, which have been designed to satisfy the needs of baristas, coffee enthusiasts, and industry professionals.

Guided by **skilled and qualified coffee experts**, students are immersed into a full educational experience. It covers the history of coffee, the science of how it is extracted, coffee tasting, and how to create specialty drinks. Learning about the **history** and the **origins of the various blends**, experimenting with new techniques and technologies, and learning coffee decoration techniques are just a few examples of the activities that take place.

However, the Academy is not just a **training centre**; it is also a place for **innovation and research**, where new techniques and approaches are continuously explored to improve the quality and sustainability of coffee.



The Procaffé Academy is certified as a SCA Premier Training Campus, awarded to academies that meet the highest training quality standards for coffee worldwide

# Beyond the coffee cup



## Procaffé's history is bound tightly to that of the Belluno community.

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As well as the creation of jobs, Procaffé's presence has helped to promote the image of Belluno as a centre of **excellence within the coffee industry**. It organises events and training courses, and holds coffee tasting sessions that are open to the public, which allows the local inhabitants to delve into the history, the science, and the art of preparing and enjoying coffee.

We are committed when it comes to environmental sustainability, adopting **eco-friendly practices**. This commitment has contributed to the conservation of the natural environment around Belluno, promoting its image as a green and sustainable city. We have also supported several initiatives and projects aimed at improving **quality of life within the local community**.

In the near future, we intend to promote projects related to **ethical responsibility** across the Belluno area. We want to get students from schools throughout the area involved in sessions dedicated to discussions on environmentally critical subjects, and plan concrete protection measures together with them; measures aimed at looking after and regularly cleaning the local area, visiting and supporting the mountain communities, and raising awareness about reducing our environmental impact by adopting **responsible behaviours**.

We still have a long way to go, but we hope that the rest of the industrial and urban infrastructure across the Belluno region will also be moving in the same direction, so that we can become a virtuous and concrete example that inspires other areas across Italy and abroad.



# Looking towards the future

Ever since the founding of the company, we have pursued excellence, innovation, and ethical behaviour in business. We firmly believe that we can use these as guiding principles to stay true to our nature and to lead us to become a renowned and successful company.

Our 100 plus years of history have demonstrated this, ushering us towards a time in history where we feel the need and the responsibility to turn these values into **concrete strategies and measures for sustainability**.

We deliberately structured this report to replicate the **journey of the coffee bean**, because the idea of the journey, the movement, and the **continuous discovery**, perfectly represents what we feel when we imagine our own journey towards a way of doing business that has a positive impact on the environment and on people: it means keeping our **eyes open, learning, and getting to know people and places**, where we are not just passing visitors who take as much as we can; instead, we become a new part of the system, which we integrate into by initiating a mechanism of reciprocal listening and improvement.

Despite all of the work carried out up to now on subjects such as the environmental and social sustainability of our raw materials and energy consumption, we feel as though we are only on the first leg of this **journey**.

## OUR FUTURE



Procaffè Group brands:



procaffé

Via Tiziano Vecellio 73  
32100 Belluno ITALIA  
info@procaffe.it - www.procaffe.it

