

trasparency

and communication

A large, stylized graphic of the number '107' in a light green, outlined font. The '1' is a simple vertical line, the '0' is a circle with a vertical line through it, and the '7' is a simple shape with a horizontal top bar. The number is positioned above a light green circular area that contains text.

**Instruments and
methods of communicating
the value of a company
and of its concrete
actions for sustainability**

The value of communication

Communication is an essential factor in our vision of sustainability, because it guarantees that the added value of our innovation is perceived effectively and immediately by each of our interlocutors.

Communicating sustainability

The document that you are reading is, for us, an important communication tool; indeed, a Sustainability Report is a way of informing a broader public of the policies, measures and concrete results of a company on the road of environmental, social and economic responsibility. We have published a report regularly since 2008, in accordance with the international guidelines issued by the Global Reporting Initiative (GRI), today in the GRI – G4 version.

 *See more at chapter E, Volume II*

The instruments

In 2015, we revised our coordinated image, choosing a new logo that identifies us in a strong and unequivocal way. In Chapter 1, we described in detail the lines followed for the new visual identity, which was presented during the conference “Il potere del limite” (The power of limits), which was held in Milan, on 11 September 2015.



SITO WEB

The **company website www.novamont.com** is one of the main channels for communication about our company and products. It is continually updated with news, press releases and new sections, and is aimed at a varied, international audience.



SOCIAL & NEWSLETTER

On the main **social networks**, we have set up a constant and direct dialogue with our customers and the authorities, following a precise social media strategy, designed

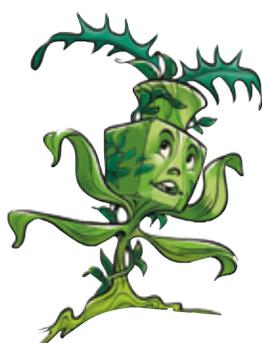
around an international audience. And, with our **periodic newsletter**, we inform internal stakeholders of the company’s activities and of what is new in the sector.



PROGETTO EDUCATIONAL

In 2015, we then launched the first comic strip in the series “**The Adventures of Bia de Compostabilis**”, part of the educational project “Discovering Mater-Bi”, dedicated to children, to develop their environmental awareness. “The mystery of the earth you can obtain from waste” is the first adventure of the character created by the Walt Disney illustrator Paolo Mottura. The comic strip, which was conceived as a teaching and information tool for schools and families, is published in two forms: it can be read in a printed version, or in a digital version, in which the images are brought to life, with movement, sounds and information sheets. www.allascopertadelmaterbi.it

BIA DE COMPOSTABILIS



Events

Participating in trade fairs and public events is, for us, a way of directly communicating and promoting the company’s activities, and of presenting our products and their characteristics and repeating our strategic vision. In this regard, we promote the planning and realization of environmentally low impact events, with the authorities, institutions, non-governmental organizations and companies, providing biodegradable and compostable products in Mater-Bi (cups, cutlery, plates, bags for separate waste collection).

9.200.000

PRODUCTS SUPPLIED TO EVENTS IN 2015

The more significant events during the year included **Expo 2015, SUQ, Fa’ La Cosa Giusta and Milano Recycle City**, for which we supplied 9,200,000 products.



EXPO, *Milano*



SUQ, *Genova*



Fa' la cosa Giusta, *Milano*



Milano Recycle City

STAND
POWERED BY
A MOBILE,
PHOTOVOLTAIC
PANEL.

Our stand

Our stand, which has a central role in events and trade fairs, has been conceived and made in accordance with our mission. Inspired by the three "R's", reduce, reuse and recycle", it is made using materials that have a low environmental impact, that can be reused, that are recycled and recyclable, and it is powered by renewable sources.

LIGHTING

Efficient, general and spotlighting system, that only uses LEDs. This solution saves 80% on the electricity normally used.

COMMUNICATION

On wall-mounted, energy-class A, LED monitors.

FURNISHINGS

Structures in laminated pinewood and fabric; furnishing components in honeycomb cardboard, which is resistant and can be printed on, with which tables, display stands and seats are made.

FLOORING

Panels in MDF (medium-density fibreboard), made with residues from carpenter workshops, in honeycombed cardboard to make them resistant and weight-bearing and to reduce the volume of material; sheets of lightened steel with wave decoration.

WALLS

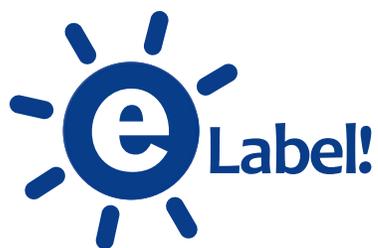
The structure is made of 80% recycled aluminium, and is completely covered with printed fabric.



Product advertising

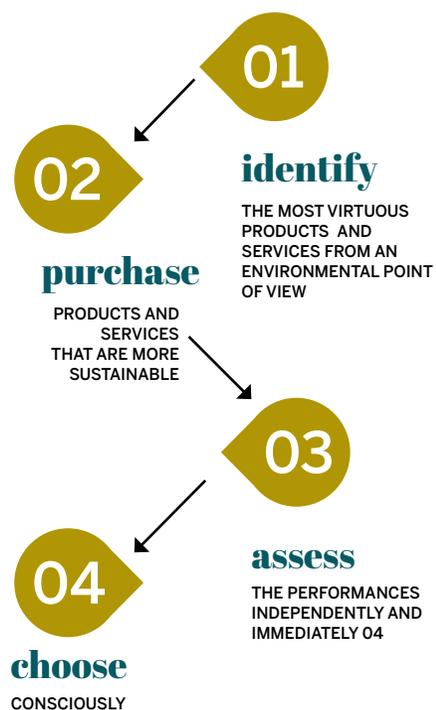
Part of our communication initiative is dedicated specifically to our products. To this end, in 2015, the website **materbi.it** was launched, which explores the characteristics of Mater-Bi and of its by-products.

Thanks to the eLabel!, the consumer can:



During the year, some grades of Mater-Bi, which were being developed, obtained the **eLabel! multi-label**, which is promoted by the Kyoto Club, and which certifies the environmental quality of a product or service, providing information that is transparent in terms of quality and quantity. Indeed, the eLabel! multi-label makes it possible to make an objective assessment of the environmental performances of a product and helps the consumer to make conscious purchases; it combines the assessment function with communication, with a clear and transparent description of the environmental criteria that are characteristic of the specific product and

the associated values. Thanks to the eLabel!, the consumer can:



sustainability

In environmental and economic sciences, this is the condition of development that will ensure that the needs of the present generation are satisfied, without compromising the possibility for future generations to satisfy their needs.

At Novamont, sustainability above all means saving resources in the present to guarantee them in the future, and not leaving residues in the environment that definitively reduce its quality.