

SUSTAINABILITY MANAGEMENT

COMMUNICATION FOR STAKEHOLDERS
May 2021

Ways
Italy with the locals

Dolomites 

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Transparency

Our team is divided in two different companies, both of them conducting tour operator activities but with different roles in our organization. Veronality Srl is the company that produces and realizes all the experiences, on the other side Ways Srl is the institution which markets the different services.

Ways Srl

Vicolo Carmelitani Scalzi 14/B
37122 Verona
Codice fiscale e P.Iva: IT-04676500236
Registro Imprese VR-440021

Shares:

60% Matteo Pasqualotto
40% Andrea Rigo

Board:

President: Matteo Pasqualotto
Vice president: Andrea Rigo

Tour operator license:

denomination *'Ways Experience'*
license number 132604/20
released by Regione Veneto

Veronality Srl

Vicolo Carmelitani Scalzi 14/B
37122 Verona
Codice fiscale e P.Iva: IT-04378470233
Registro Imprese VR-415271

Shares:

60% Matteo Pasqualotto
40% Andrea Rigo

Board:

President: Matteo Pasqualotto
Vice president: Andrea Rigo

Tour operator license:

denomination *'Unconventional Travels'*
license number 0004850/16
released by Regione Veneto

Business Model

A Story of experiences

We always like to introduce ourselves as a close and harmonious team that fully appreciates and studies its territory and what makes it unique and fascinating. Given this introduction, it is easy to understand the reason why our first aim is to share with our clients exclusive, unmissable and unforgettable experiences.

Our Vision

We want everyone to be able to share and discover the perks of living in Italy with the help of a local. Its places, food and different lifestyles are the main characters of unforgettable experiences.

Our Mission

Our mission is to make living and discover the true essence of Italy through authentic experiences studied in every minimal detail. We are constantly searching for a local culture made of small companies with passionate locals who help transform the tour in an unforgettable memory. Our commitment aims to reach the growth of the common responsibility for a tourism constituted by small experiences that give value to local communities, artistic and historical resources of the territory and a sustainable growth during the time that will preserve visited territories for the future generations.

Values

Ways is a business reality based on solid values shared by all the team that forms it and whose aim is to respect them as pillars of our present goal and as fundamental elements of our future growth.



Passion

Interest, commitment and love for our territory make us constantly working in order to improve our service and share unforgettable experiences with people



Curiosity

Curiosity is our main partner! This is what helps us search for originality and authenticity



Morality

Both interest and respect guide us through a path made of attention to do everything at our best for everyone and the community in which we operate



Sustainability

We feel the responsibility of being part of a community that has a very important role in telling our present but also oriented to sustain and preserve our future



People

We strongly believe in the power of the team, the soul of our project. For this reason, we care about people's well-being and their inclusion, without any form of discrimination

Ethical Code

The Company respects the laws and the current norms during the activities and intends to observe high ethical standards in the everyday conduct of its proper work. For this reason, its own **Ethical Code** was created.

The Code is a supplementary tool of legal or regulatory norms. In fact, our company strongly believes that business decisions and staff behaviours are based on ethical rules even when these should not be codified by specific norms.

The Code is the result of the commitment and ethical responsibility of those who collaborate in the creation of the aims of the Company, that is: capital holders, employees, collaborators, external stakeholders, suppliers, clients and other subjects related to the activities of the company.

Particular attention is paid to the ruling class, meaning people in charge and the members or the member of the Finance Organization, who all have the duty to control the running of the Code itself and take care of its backup. These subjects must guarantee the constant application of the adopted morals and maintain a behaviour that has to be an example for workers and collaborators.

The Code can be viewed by clients, suppliers and other third parties, inviting them to respect morals and conduct criteria no matter the relationship they have with the Company.

The following principles are an extract of the Ethical Code, the ones we consider as the most important, and for those our commitment is to respect them regarding everyone. On the other side, we want these principles to be followed and respected by everyone, internal or external subjects that have any kind of relationship with the company.

Respect of rules and norms

The Company operates with the maximum respect of the law and controls that all the staff work in accordance with it; people must follow the rules, no matter their activity or the location. This commitment must be followed also by consultants, suppliers, clients and for every person having any kind of relationship with the company.

Integrity of behaviour

The Company is committed to provide quality services and compete on the market following the principles of equity, free competition and clearness, having fair relationship with governative and administrative public institutions, with citizens and third parties.

Rejection of every form of discrimination

The Company avoids every form of discrimination based on age, sex, sexuality, health, ethnicity, nationality, politic opinions and faith of its interlocutors. The same criterion is adopted in the choice of the staff and relationship with it.

Human resources promotion

Human resources is founded on everyone's respect and professionalism, guaranteeing physical and moral integrity: the staff must maintain a respectful conduct for every person who deals with, for the company, treating everyone with equity and respect. The company refuses every form of forced work or child labor and does not tolerate violations of human rights.

Equity of authority

In the management of contractual relationships that involve the establishment of hierarchical relationships, the Company is committed to ensure that the authority is exercised with equity and correctness and that every form of abuse is avoided. These values must be protected also in the choices of work organisation.

Health, safety and environment protection

The Company intends to conduct the activity in a responsible and sustainable manner on the side of the environment, using a system that controls the waste production, energy consumption, use of water and CO2 emissions.

Unethical behaviours

Is considered unethical, and promotes the assumption of hostile behaviours regarding the Company, everyone's behaviour, individual or organization, trying to take the advantages of others collaboration by exploiting positions of strength.

Fairness in the contractual context

Contracts and job assignments must be done following what has been decided by the parties: the Society is committed to not exploit ignorance or incapacity conditions of its proper parties.

Protection of the competition

The Company intends to protect the value of loyal competition, rejecting collusive behaviours, predators and position abuse. Related to this, every subject operating within the Company, must not take part in accordances against the rules of loyal competition among other companies, without prejudice to what is related to agreements, conventions and similar based on objective criteria.

Enhancement of the company investment

The Company aims at business development and growth, balanced with respect related to the socio-economic context in which it operates, with the purpose of supporting and valuing local resources with respect and preservation for the future generations.

Enhancement of local communities

The Company is committed to value the local communities in which it operates, with the commitment of taking almost 50% of the purchase from local suppliers and guaranteeing almost 75% of services to local consumers. Moreover, it sustains the same communities giving priority to people's assumptions.

Please read the complete file regarding the Ethical Code for more information

Brands



Ways
Italy with the locals

Ways is the incoming tour operator for the international target, providing authentic experiences to discover the beauties of Italy



Veronality

Veronality is the tour operator of experiences in Verona and Veneto region, focused on the local and Italian customers



La Soffritta is the place for food lovers in Verona, that aims to bring together good food with the local culture to help people socializing



WINE TICKET
EXPERIENCE

Wine Ticket is the wine tourism platform to discover the best wineries in the area

Sustainability Commitment

Ways Srl started a business model for the control of sustainability which helps take care of some important KPI of impact, with the purpose of paying attention to the improvement points and strengthening the relationship and the collaboration with all the stakeholders.

The **2020 Sustainability commitment** is composed by two following parts: the first one considers the information and the performances of the environmental impact in the management of our business company; the second one is related to the theme of the challenge of the climate change and aims at a 2030 agenda sustainable development defined by the United Nations **Global Compact**, on the basis that Ways wants to fix its proper purposes of medium and short term trying to control annually. According to these, in the next future it will start relationships with all the stakeholders, to whom it will be asked for active contribution in order to reach these purposes.

Numbers of commitment

Year 2020



Electricity

1.587 Kw



Natural gas

597 Mc



Gasoline

3.510 Lt



10.634 Kg

CO2 emissions



Dolomites 



488 Kg CO2 saved

thanks to the use of renewable energy of the Dolomites
100% green

[↓ download the certification](#)



8.920 Kg CO2 compensated

thanks to the plantation of 15 trees
in Guatemala and Perù

[↓ download the certification](#)

Global Compact United Nations

"Corporate sustainability is imperative for business today – essential to long-term corporate success and for ensuring that markets deliver value across society. To be sustainable, companies must do five things: Foremost, they must operate responsibly in alignment with universal principles and take actions that support the society around them. Then, to push sustainability deep into the corporate DNA, companies must commit at the highest level, report annually on their efforts, and engage locally where they have a presence"

(United Nations, Global Compact, Guide to Corporate Sustainability)



The United Nations **Global Compact** is the strategic initiative of the biggest business citizenship.

It all began with the will in promoting a global sustainable economy: respectful of human rights and work, environmental safety, and fighting corruption. It was promoted, for the first time during the year 1999, at the World Economic Forum by Davos, ex-secretary of the United Nations Kofi Annan, who, in that occasion, invited leaders of the global economy to sign with the United Nations a "Global Compact", in order to face a logic of collaboration of the most critical aspects of the globalization.

Starting from July 2000, it was launched operatively from the New York United Nations Palace the United Nations Global Compact. From that moment, 18.000 companies from 160 countries in the world joined it, creating a new global collaborative reality.

The United Nations Global Compact is a voluntary initiative of adherence to a group of principles promoting sustainable values in the long term, through political actions, business practices, social and civil behaviours responsible for the future generations. From an operational point of view, this is a network that combines governments, companies, United Nations agencies, unions and civil society, with the aim to promote on a global scale the culture of business citizenship.

Purposes of Sustainable Development

During the 25 September 2015, the United Nations General Assembly, in which more than 150 leaders coming from all over the world took part, the **2030 Agenda for sustainable development** was adopted. It is divided into **17 purposes** - Sustainable Development Goals (SDGs) - and 169 sub-objectives (target).

SDGs and related targets indicate the global priorities for the year 2030 and define an action plan for people, planet, prosperity and peace.

In support of the achievement to the new global purposes, the 2030 Agenda provides more than 200 indicators to evaluate the sustainability of the performances of all the actors in the process of the global change.

We chose to take these purposes as a landmark for the definition of our medium and short term sustainable strategy of development.



Stakeholders Involvement

The importance of creating a transparent and collaborative relationship with all the stakeholders, in a context of big transformation as the one we are living in, has become more important. Ways Srl began a constant improvement path and intends to reach complicity with the stakeholders in a listening and inclusive manner, but mostly awareness raising for the achievement of the aims of sustainable development.

Supply Chain Policy

For Ways Srl, the management of the supply chain has a strategic importance to guarantee high standards of its proper services. Ethics, job, security and environment are objects of study along the supply chain, starting from the selection of the suppliers, monitoring, to involvement and awareness-raising initiatives.

The company is drawing up a *Supply Chain Policy* in order to regulate the phases of the selection and monitoring of the suppliers, to prevent the risk of serious defaults related to important topics, such as child or forced labor, corruption, pollution, that can give a solution of the commercial relationship.

Control over the Sustainable Development

At the end of the process for defining the aims of the Sustainable Development and redaction of the *Supply Chain Policy*, the company has the necessity that all the stakeholders actively contribute in the obtainment of their proper objectives, starting from the respect of our values to the commitment for attention to management practices in line with the main sustainable principles.

Certifications and Impact Information

Ways Srl has the purpose of giving more attention to the sustainable practices, internal and external, for this reason it has started a monitoring process of the suppliers related to different taken commitments, for an economic Sustainable Development. In this view, it is asked to suppliers to give significant proofs regarding its proper policies, certifications and procedures that support business commitment.



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