

Certified



Corporation[®]

Benefit Report 2017

DIGITAL CREATIVITY
FOR RESPONSIBLE GROWTH





ETT: creativity
and digital
for responsible
growth



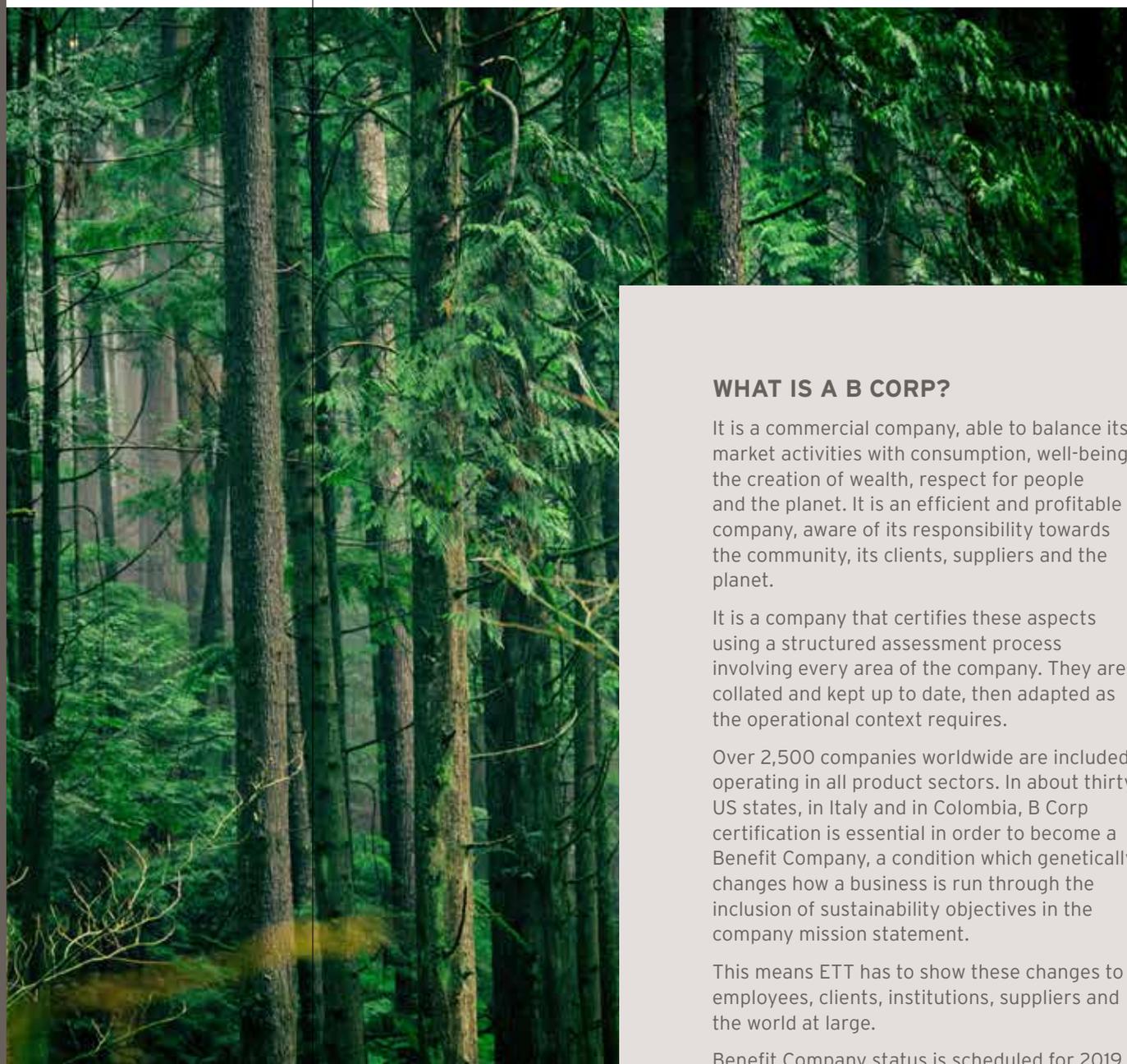
Why we chose to become B Corp

We are the first Italian company to be B Corp certified in the fields of Smart Government and digital applications for the Enhancement of Cultural and Museum Heritage. Both are intrinsically linked to the common good and implicate a continuous relationship between the creation of value for communities and the territory as a whole. The growth of company value is fundamentally connected with the development of society as a whole.

By being part of the digital creative industry we have always felt responsible for the progress of those institutions, businesses and people who use our services.

This is why, by obtaining B Corp certification, we have chosen to be part of a community of over 2000 innovative companies throughout the world. For all of us, corporate responsibility is not an appealing marketing accessory but a core business choice guaranteeing economic solidity, sustainability and the effectiveness of our business model.

B Corp certification, worked for and attained in 2017, attests our commitment to innovation and our attention to the environment in which we operate, ensuring healthy company growth, fostering relations with stakeholders and generating benefits for the community.



WHAT IS A B CORP?

It is a commercial company, able to balance its market activities with consumption, well-being, the creation of wealth, respect for people and the planet. It is an efficient and profitable company, aware of its responsibility towards the community, its clients, suppliers and the planet.

It is a company that certifies these aspects using a structured assessment process involving every area of the company. They are collated and kept up to date, then adapted as the operational context requires.

Over 2,500 companies worldwide are included, operating in all product sectors. In about thirty US states, in Italy and in Colombia, B Corp certification is essential in order to become a Benefit Company, a condition which genetically changes how a business is run through the inclusion of sustainability objectives in the company mission statement.

This means ETT has to show these changes to employees, clients, institutions, suppliers and the world at large.

Benefit Company status is scheduled for 2019.

Our score:

When we were certified, in 2017, we had a score of 80 points.

This is satisfying and shows how much we are B Corp, especially when compared to the average score of 55 given to companies in our sector. We are also well aware that this score presents ample room for improvement. The value we produce for the community is only slightly higher than the value of what we consume to produce it.

It is a starting point, therefore, and certainly not the arrival.

What makes us a better company?

B Impact Report

Certified since: May 2017

Summary:	ETT Score	Median Score*
Environment	8	7
Workers	30	18
Customers	15	N/A
Community	18	17
Governance	10	6
Overall B Score	80	55

80 out of 200 is eligible for certification

* Of all business that have completed the B Impact Assessment

* Median scores will not add up to overall

It is clear that our strength lies in the effect on our clients' private and professional lives and in the quality of our work.

Our strategy must improve our relationship with the environment and natural resources, as well as establishing continuous positive interactions with the communities where we operate. This is the focus of our 2018 improvement plan.

The mainstays of our being B Corp:

1.

Motivation and respect for people: Our services are all people-centred. With work and training services we meet people when they going through a difficult phase. With culture, edutainment, and leisure services, we relate to people who are open to surprise, doubt, freedom, and dreams. Satisfying people is our first social responsibility.

2.

Our love for the land: We mediate between people and the encircling environment. We help them in the knowledge process, to understand reality and to develop future opportunities. We are the partners of people, companies and institutions.

3.

Technology at the service of knowledge: We do not sell special effects to get a "Wow!". What we do is contribute to give meaning to the lives of users through learning processes that make use of games and wonder.

4.

Made in Italy 4.0: We feel part of the great cultural and economic movement that creates "Made in Italy". This makes us aware that we can make a difference in both the production processes and the services we provide. Our ability to integrate technology, understand needs and apply knowledge makes our solutions effective. Our client-care makes those solutions unique.

Business units

1.

SMART GOVERNMENT

Our Smart Governance solutions simplify administration by improving the clarity of processes, roles and responsibilities in public administration decision-making and management flows.

We are the leading Italian company creating and supplying information systems for job market management in the public sector. Our proprietary Link and Jump platforms are in use with about 60% of Public Employment Services in Italy: from the Ministry of Labour and Social Policies to local regions and administrations. We are also working towards the development of smart cities and smart communities, and the creation of complex systems in which technology is a functional part of the identification and implementation of solutions.

All this is designed to place people and companies at the centre of numerous services and processes. Users are increasingly becoming co-designers and ambassadors.

2.

NEW MEDIA

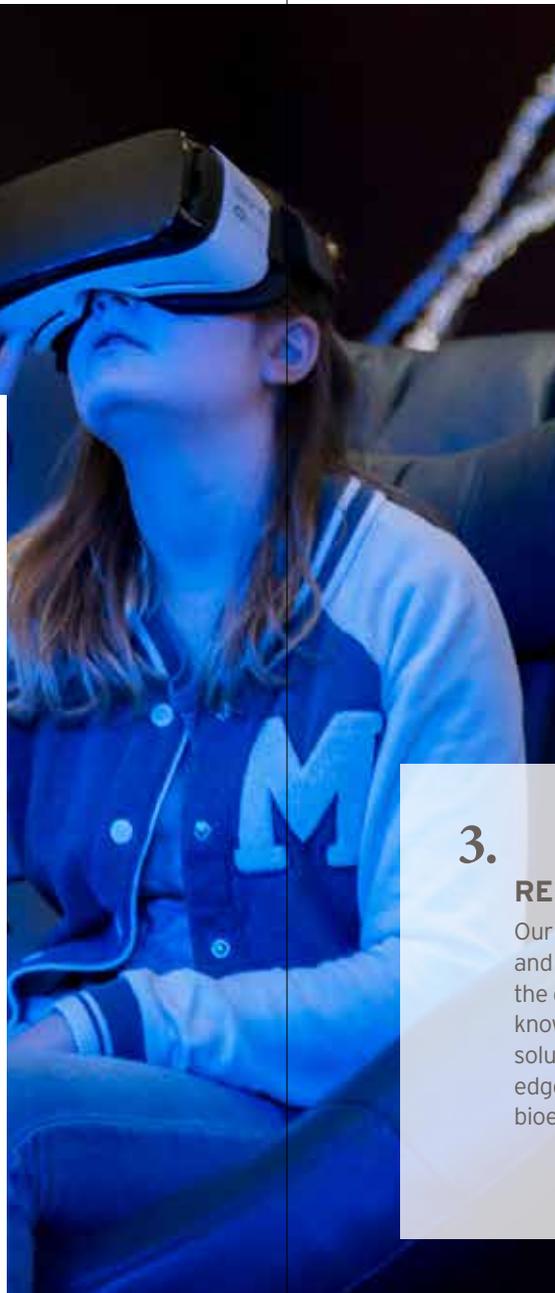
We work in the new media field, creating high technological content multimedia solutions, and consider ourselves a market leader, able to revolutionise traditional communication tools. We design and deliver innovative applications (multi-touch and touchless solutions, mobile, gestural interfaces, augmented reality and virtual reality) capable of exploiting the potential of new technologies. We transform museums and cultural heritage sites into places where history and heritage may be rediscovered using new forms of language, new tools and new interpretations that engage and excite visitors.

We transform a museum visit into an authentic multi-sensory experience that will be remembered forever. The impact of these interventions on tourism, economic and area recovery schemes is huge.

3.

RESEARCH & INNOVATION

Our collaboration with Research Centres and University Laboratories has facilitated the development of new high added-value knowledge and skills with which to devise solutions and patents supporting cutting-edge scientific research, particularly in the bioengineering and biotechnology sectors.



The company

ETT was founded in **2000** with an important mission: to create a company capable of mixing technology and creativity to connect people, places and content. Over the last **18 years**, we have become the Italian market leader in the **Digital Heritage** sector, as well as in Smart Government where we create and supply **information systems for labour market management**.

Our team, **over a hundred strong**, made all this possible from the **headquarters in Genoa** and the Italian branches in Rome, Milan, Ancona, Pescara, Palermo and Naples. The foreign branches are in London and Lugano.

We are a young and dynamic team with highly **multidisciplinary** talents taken from differing specialist areas. Our technological soul for each project is a holistic vision of themes, comprising data, processes and rules, together with the humanistic centrality of people and the search for meaning. This knowledge integration is essential when creating solutions that meet the expectations of our clients and the needs of our users.

In 18 years, we have created over **750 projects**, both in Italy and in various parts of the world.

So far, **more than 250 clients** have chosen us and, today, they continue to grow and evolve with us. We create solutions for museums, institutions, public and private companies - both domestic and international. We offer solid support for technological innovation and the development of new business models.

One of our most important clients is the **Liguria Region**, with whom we have

worked on the development of the **"FormAzioneLavoro"** (job training activities) portal. This project responds to a need for an innovative tool offering people, institutions and companies a job supply-and-demand matching tool. This is a simpler and more effective way to meet training and work needs.

Developed in collaboration with Liguria Digitale, the new portal is a virtual place offering people and businesses a 360° service that facilitates the meeting of supply and demand for both training and work.

The **New Media** unit, created in 2008, has worked with over **100 museums**, fitting out over **1,000 fixed and mobile installations** seen by over **3.5 million visitors a year**.

The "Ara Com'era" (The Ara As It Was) project was particularly successful. This challenge was assigned to us by the Ara Pacis Museum in Rome, which received **eleven thousand visitors** in just three months. As well as the enhancement of cultural heritage, our commitment continues and extends to other areas. We have supported brands such as Prada and Lamborghini in projecting their image, resulting in increased sales and client loyalty.

The **Smart Government** unit operates in **seventeen Italian regions**, dealing with the online platforms of **fifty local administrations** and **five Italian ministries**. Over fifty professionals offer coverage in all areas from the project concept through to design, development and testing. Also included are client management, help desk activities and end-user satisfaction analysis.



The institutional values of the company:

1.

TEAMWORK

In ETT, teamwork means sharing every aspect of the job. First of all, everyone needs to be aware of the objective and have the right information in order to achieve it. Moreover, right from the start, quick action is necessary. It is in these situations that mutual trust takes on a real meaning and colleagues recognise and delegate competence and autonomy. Success on the market comes through working in a cohesive manner, sharing objectives, delegating responsibilities and checking results properly. Giovanni Verreschi, CEO of ETT, put it like this, *"I like to underline that it's the person who defines his own role over time, not the other way around"*.

2.

COMMUNICATION

In ETT, communication does not just mean a simple exchange of emails. For us, communicating entails the participation and active involvement of the whole team. Only when both these elements are applied can communication be deemed effective. The company has a saying, *"It's wrong not to speak up, but it's also wrong not to ask questions."* This is combined with, *"Don't suppose or presume, ask questions."*

3.

SPEED

Speed, for ETT, is the measure of responsiveness to situations that arise within the company or from the market. We talk about clients but also about reactivity to technologies; the needs and cultural stimuli that are in the air and that third-millennium engineers and creators must know how to interpret. ETT competes with large companies on the market. They have thousands of employees managing portfolios numbering hundreds of clients, and are perhaps impressive at first. But they must work their way through hierarchical rules and internal bureaucracies that often worsen critical issues and annoy clients. Considering speed to be a pillar of company philosophy presumes effective planning and a strong organisational impact. The cost of being a 'fast organisation' is, however, repaid when clients recognise that "ETT is always there".

4.

EXPERTISE

Giorgio Genta, CIO of ETT, reiterates, *“Technical expertise is not everything. You should never fall in love with one particular technology but you need to know how to choose the one that is the most useful, fastest and that most effectively meets the needs of the project and the client.”*

ETT has always applied this philosophy, backing it up with the inclusion in the team of talent with humanistic, creative, artistic and economic backgrounds. It is also important to link organisational effectiveness more to the person than to their role.

Giovanni Verreschi spells it out like this, *“Assigning or claiming a role is in direct contrast with the likelihood that that person can be really convincing on the assignment and therefore respected by colleagues. An authoritarian person will never be considered a reliable point of reference by clients but a convincing and respected professional will be.”*

5.

FACTS

“You must speak with the facts in your hand,” in ETT. This statement goes with, “One should not unnecessarily theorise, think, believe or imagine.”

Moving towards the future requires a definitive base. This doesn't mean keeping to what you know but, on the contrary, starting from the facts, new information can be found in order to imagine solutions, create alternatives that are convincing and anchored to reality, and to innovate while satisfying the need.



Our commitment to the community

Companies are not islands and their significance is limited to their relationships with the world around them. This is why our community commitment is unceasing. In 2017, we invested resources in many projects:

HOSPITALS

Our applications are useful for teaching and entertaining, and some of the places most in need of these uplifting resources are children's hospitals. We have fitted our applications at the Gaslini Hospital in Genoa and at the Bambin Gesù Hospital in Rome, both world leaders and attentive to the psychological aspects of their young patients. In the "iGaslini" application, we designed an entire "ad hoc" children's section, letting them give free rein to their imagination by drawing, reading fables or playing a little interactive game featuring sounds and animals. At the Bambin Gesù Hospital in Rome, we experimented with Virtual Reality as a tool to give hospitalised children the opportunity of having fun while learning - thanks to technology. In this way, spatial boundaries are overcome, and a stay in hospital can be a little more enjoyable; just by taking them somewhere else in their imagination.

SCHOOL AND WORK

Over the years we have consolidated relationships with schools in our area. These take the form of alternating school and work projects, training internships, vocational training courses and scholarships. In 2017, we obtained Confindustria (General Confederation of Italian Industry) recognition for Quality Alternating (BAQ) and for Impresa in ITS (BITS) (Companies at Higher Technical Institutes). BAQ rewards companies distinguished in attaining high-quality school and work alternating courses, activating good collaboration with secondary schools and professional training centres. BITS promotes the knowledge of Higher Technical Institutes (ITS) and promotes the participation of companies in ITS, enhancing the experience of partnerships put into effect locally. These awards highlight the commitment and responsibility that we put into these actions, guaranteeing the activities of local schoolchildren (teaching support and hospitality in internships), and actively participating as a member of the Technical Committee of the ITS ICT Foundation of the Liguria Region.



UNIVERSITY

Relations with Universities are also solid and long-lasting. We have agreements with the main Italian universities (such as the Roma Tre University and La Sapienza University in Rome, the IULM and the Bocconi University in Milan, the Polytechnics in Milan and Turin, the Ca' Foscari in Venice and the University of Genoa) to host students and young graduates during curricular and extracurricular training periods. In this context, we became a case study, in the role of a neo-certified B Corp, by the Bocconi University in Milan and the University of Naples Federico II.



ASSOCIATION ACTIVITIES

We are an active part of **Confindustria Genoa**, a reference hub for Genoese private enterprise. Joining Confindustria also means consolidating the "network" of synergies among members, with the common goal of spreading corporate cultures like BCorp and by partaking in local economic and social life.

We are also technological suppliers to the **Compagnia delle Opere Liguria**, a voluntary association giving job and placement guidance to people in social distress.

In 2016, we joined **FEDERCULTURE**, the Federation of Companies and Cultural, Tourism, Sports and Leisure Organisations. This association reflects our nature, supporting the role of companies in the promotion and management of cultural assets and activities in the sector.

In November 2016, we were admitted to the **Borsa Italiana** (Italian Stock Exchange) **ELITE Programme**, which targets potential high growth companies and aims to accelerate their progress through a process of managerial and organisational development aimed at making them more competitive. This is an important step on the recently began road to internationalisation and growth.

We are also members of the **Polo Ligure Scienze della Vita** (Ligurian Life Sciences Hub), a regional hub for scientific-technological innovation dealing with research in the creation of prosthetic products, and tactile and architectural supports. It is also active in developing rehabilitative strategies, re-training and innovative teaching methodologies that facilitate social integration and the maintenance or recovery of skills and autonomy in the elderly and sensory disabled (visually impaired and deaf), in motor, cognitive and mental fields.

International activities 2017

Being certified as B Corp also expresses our desire to become part of a worldwide network that shares the same objectives and values. In particular, in 2017 we have been active in the following places:

BOSTON

ETT was at the **MIT Media Lab**, at the international conference **"AR in Action"** at the prestigious University of Boston, USA, which aims to spread augmented reality as an opportunity for improvement for people and companies.

There we illustrated some of our best practices. Among these was the "Ara Com'era" (Ara As It Was) project case study, where history and technology meet and merge in an immersive and multisensory visit of the Ara Pacis monument in Rome.

WASHINGTON DC

ETT took part in the **"Open House EU Embassies"** event held at the **Italian Embassy in Washington DC**, USA. On this occasion, we presented **DIGITALY TOUR**, a mixed reality application created for the virtual enjoyment of some of the most important Italian tourist attractions.

Using a Cardboard device, the app explores a map of Italy in Augmented Reality mode, identifying places of touristic and cultural importance, which may then be visited - in Virtual Reality mode - with the aid of 360° panoramic view photos.

ABU DHABI

ETT received the assignment from the Abu Dhabi Tourism and Culture Authority to design an immersive experience for the **ITB**, the international tourism and travel exhibition held in Berlin. The presentation was hosted in an area dedicated to the Culture of the **Abu Dhabi** Emirate, with particular emphasis on the **Al Ain Oasis**, part of the first UNESCO world heritage site in the United Arab Emirates. Visitors were immersed in the natural sounds and atmosphere of the Oasis, thanks to nine specially made videos simultaneously shown on seven wall screens, the floor and the ceiling.

SHANGHAI

In China, ETT took part in the **“Shanghai International Popular Science Products Expo”**, an international event that aims to spread the use of innovative technologies in everyday life and promote the activity of creative industries all over the world. We took the chance of promoting the **DIGITALY TOUR** app and to demonstrate one of our latest important exhibition fit-outs, the **Paleoaquarium** at the Genoa Aquarium, the first exhibition in Europe showing marine animals at the time of the dinosaurs.

OTTAWA

ETT participated in Ottawa, Canada, at the **CIPA 2017 - Digital Workflows for Heritage Conservation** event, focusing on the use of new technologies for the conservation and enhancement of cultural heritage. As a silver sponsor, we had reserved exhibition space for the presentation of some of our most recent and important technological and creative achievements. We decided to re-propose **“L'ara Com'era” in Rome** and the digital innovation project fitted out at the **Teatro alla Scala Museum in Milan**, organised on three levels: the 360° virtual tour of the Theatre, the new multimedia units in the rooms and the creation of the new app.



Prizes and awards in 2017

10TH UK-ITALY BUSINESS AWARD

We are one of the Italian companies awarded the **UK-Italy Business Award**, an important recognition with which the British Government, the UK Trade & Investment Government Agency and the British Consulate General in Milan present a yearly award to Italian companies that have chosen the United Kingdom as a key market for the development of its international business. The award testifies to our commitment to the internationalisation process and the growth shown over the years.

COOL VENDORS IN ENTERPRISE WEARABLE AND IMMERSIVE TECHNOLOGIES

We are one of only five companies worldwide to have been included by Gartner analysts in the report: **"Cool Vendors in Enterprise Wearable and Immersive Technologies 2017"**, published in June 2017. The report examines interest amongst global players in the adoption of new, immersive, technologies, and provides guidance and recommendations for those seeking to embrace these in their infrastructure and operations.

10X10 = 100 PROJECTS TO CHANGE PUBLIC ADMINISTRATION

Our **NIA VR** project won the **"10x10 = 100 progetti per cambiare la P.A"** award. The application, developed for the National Fire Brigade, exploits the potential of virtual reality to analyse, with simulations based on planimetric surveys, 3D data and photographic surveys, the problems related to the search for the causes of fire and explosions. NIA-VR was envisaged and designed to be a high-quality support for the training and operability of personnel working in critical intervention scenarios.

THE "CHRISTOPHER COLUMBUS" INTERNATIONAL COMMUNICATIONS AWARD

We won the **"Cristoforo Colombo"** International Communications Award, presented by the City of Genoa. The award goes "to those who have contributed most to the discovery, research, work or initiative, both from a technical-scientific point of view and from a social and human point of view, to the progress of communications, understood as a means of economic and civil development and of contact and collaboration among peoples". It was motivated by the creation of a platform offering services for the enhancement of cultural heritage and multimedia installations in major museums worldwide.

Not only but also:

**HERITAGE IN MOTION AWARD
2017** for the "Ara As It Was" project
at the Ara Pacis Museum, Rome - finalist

**PREMIO EUROPA NOSTRA AWARD
2017** for the project "ilCartastorie Music
Rooms" Bank of Naples

PARKSMANIA AWARDS 2017
For the Paleoaquarium - special event.

Targets for 2018, starting from the B Corp improvement plan adopted in August 2017

We want to grow and be profitable, and we want to do so by producing more positive environmental responsibility and social impact on the areas where we are based. We can create these values and we know that we shall draw benefit via the talent we attract, our reputation on the market, new orders and the resulting innovative ideas.

B Corp certification has led us to ask more of ourselves on the subject of environmental sustainability. We couldn't have imagined in the past that this was so tied to our core business it has been included among the items in this year's Improvement Plan.



Another theme on which we will be working is the organisation of our actions in favour of the areas and communities in which we operate. From spontaneous activities governed by chance, we aim to evolve towards better planning so that we may consider medium and long-term projects.

Furthermore, being B Corp is a fundamental step towards future evolution into a Benefit Company, presumably in 2019.



PEOPLE AND TECHNOLOGY

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