

A GOAL IN EVERY CUP

THE LAVAZZA FAMILY HAS BEEN IN THE BUSINESS OF CARING SINCE 1895.

WE CARE ABOUT THE COMMUNITIES WHERE OUR QUALITY BEANS ARE GROWN,
ABOUT OUR EMPLOYEES AND ABOUT THE PEOPLE WHO ENJOY OUR COFFEE.

AND WE CARE ABOUT THE FUTURE OF OUR PLANET AND SOCIETY. THAT'S WHY WE ARE COMMITTED TO THE

U.N. SUSTAINABLE DEVELOPMENT GOALS

THEY ARE A GLOBAL BUSINESS IMPERATIVE AND GUIDE OUR WORK.

AND THE GLOBAL GOALS ALIGN WITH A LAVAZZA GROUP CORE VALUE:
RESPONSIBILITY.

AT LAVAZZA, WE COMMIT TO OPERATING RESPONSIBLY IN
ALL ASPECTS OF OUR BUSINESS. WE ARE STAYING TRUE TO
OUR VALUES AND FAMILY ROOTS. WE ARE STAYING TRUE...

TO THE FARMERS

WHO TEND COFFEE BEANS UNDER THE SHADE
OF THE FOREST CANOPY AND THE RAYS OF TROPICAL SUN.

TO OUR EMPLOYEES

WHOSE FUNDAMENTAL RIGHTS, WELLBEING
AND PERSONAL DEVELOPMENT IS OUR PRIORITY.

TO THE CUSTOMERS

WHO SHARE OUR CONCERNS AND COMMITMENT TO CREATING
A MORE FAIR AND SUSTAINABLE FUTURE.

THE AUTHENTICITY OF OUR MISSION IS DEMONSTRATED BY OUR DEVOTION TO WORKING ON THE GROUND
AND IN THE COMMUNITIES WHERE OUR BEANS ARE GROWN AND WHERE OUR COFFEE IS PRODUCED AND
ENJOYED AROUND THE WORLD.

WE ENGAGE WITH PEOPLE EVERYWHERE BECAUSE WE BELIEVE EVERY PERSON CAN PLAY A MIGHTY ROLE IN
HELPING OUR CLIMATE, ECONOMY AND SOCIETY.

WE ARE COMMITTED TO ADVANCE THE GLOBAL GOALS.

OUR GLOBAL GOALS JOURNEY

Setting priorities and engaging with our stakeholders

THE BEGINNING

In the late 1990s Lavazza started its commitment toward coffee communities launching the ¡Tierra! program in Colombia, Peru and Honduras. In 2004, the Giuseppe and Pericle Lavazza Foundation was established with the objective of supporting coffee communities around the world in producing a socially, economically and environmentally sustainable coffee.

1998
2004

FONDAZIONE
GIUSEPPE E PERICLE LAVAZZA ONLUS

APPROACHING THE SDGS

Launch of the U.N. SDGs and start of our global goals journey with the publication of Lavazza first Sustainability Report within EXPO Milan 2015.

2015

EXPO
MILANO 2015

2017

IMPACT ANALYSIS

SDGs Targets analysis aligned with Lavazza Materiality Matrix and internal stakeholder engagement process. Analysis of current and future Lavazza Group programs through the SDGs lens.

REPORTING ON THE GOALS

First Sustainability Report focusing on the Global Goals.

2018

TOWARD
2030 WHAT ARE
YOU DOING?
GOAL ZERO

"GOAL ZERO" PROGRAM

Launch of Lavazza "Goal Zero" program to spread awareness and engage our employees, suppliers, communities, institutions and youth to ensure they understand the goals.

2019

A GOAL
IN EVERY
CUP

LAVAZZA
TOWARD 2030
Sustainability Report 2018

2020

SHARING LAVAZZA GLOBAL GOALS

Sharing our Sustainability Platform, Priority Goals and Impacted Goals.

GOAL PRIORITIZATION

Prioritization of the Goals according to impact and alignment with our mission.

LAVAZZA
GROUP

Toward 2030 lights on Mole, Turin, 2019

Lavazza at Expo Milano 2015

"A Goal in Every Cup", first Sustainability Report by Lavazza, 2018

Artwork by Saype, photographed by Ami Vitale for Lavazza's calendar, 2019

Toward 2030 activities

Toward 2030 project, Turin, 2018

OUR GLOBAL GOALS APPROACH

Starting with Goal Zero

WHY WE STARTED FROM ZERO

In order to progress toward achieving the goals, everyone first needs to understand what the goals are, why they matter and how they can contribute to their achievement. Lavazza Group developed a **Goal Zero** to **spread awareness and engage our audiences**. Working toward **Goal Zero**, Lavazza Group put in place a complete awareness raising campaign targeting all our relevant stakeholders. For each group we take a different approach, using a combination of strategies and tools such as art and campaigns to educate and engage people. Our objective is to shift mindsets, change habits and advance momentum toward fulfilling our sustainability commitments.



We focused on **five key stakeholder groups** to Spread the Message about the Global Goals...

EMPLOYEES:

Conducted an internal campaign reaching 4000 employees with a custom-designed calendar ("2030: WHAT ARE YOU DOING?"), 17 newsletters on every Goal, collection of stories, and Global Goals workshops.



SUPPLIERS AND CUSTOMERS:

Developed a new Suppliers Code of Conduct, held a global webinar, and conducted awareness initiatives on sustainability among suppliers and customers.



ORGANIZATIONS:

Implemented partnerships with several international organizations and Non-Governmental Organizations aiming at realizing projects focusing on the Global Goals.



LOCAL COMMUNITIES:

Launched **TOWARD 2030**, an **International Street Art Project** promoting the dissemination of the Global Goals through urban art.



YOUTH NETWORKS AND UNIVERSITIES:

Organized and supported different training and awareness programs for young people, addressing the Global Goals.



... and we want to **continue to engage with them.**

OUR GLOBAL GOALS APPROACH

Focusing efforts on four priority goals

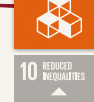
At Lavazza Group, our passion for excellence drives us to go the extra step and ensure anything we do is done in the best way, from making the perfect cup of coffee to developing our sustainability strategy. To fully contribute to the U.N. Agenda2030, we first needed to understand how our current and future operations could contribute to the 17 SDGs and 169 targets.

We conducted an extensive analysis of our entire business model and the Lavazza Foundation's activities to understand both our current impact and where we should focus our efforts to positively contribute in the future. Thanks to this deep analysis of our activities, Lavazza Group identified 14 Goals within our sphere of influence.

As some are impacted at a deeper level than others, we decided to categorize the Goals in three groups:

PRIORITY GOALS

Goals that guide our future sustainability programs.



IMPACTED GOALS

Goals indirectly impacted by Lavazza Priority Goals.

TOOL GOAL

Cross-cutting Goal enabling all others to be realized.



Lavazza Group believes in the value of **partnerships** to advance progress toward sustainable development. The Lavazza Group will continue working with players in the sector, other companies, local and international institutions, civil society organizations and clients to achieve **Agenda2030**.

PRIORITY GOAL

SDG 5 Gender Equality

WHY?

People — from our employees, to farm workers, sellers, buyers and customers — are all core to our success. Ensuring that everyone who works with Lavazza Group receives equal care and opportunities is essential to our company ethos and commitments. Empowering women along the entire value chain is also a key priority, as women's participation is fundamental in the coffee industry.



TARGETS

LAVAZZA ACTIONS

IMPACTED GOALS

5.4

Recognize and value unpaid care and domestic work and the promotion of shared Responsibilities within the household as nationally appropriate.

Strengthen existing initiatives while extending training, coaching, welfare and caring programs to **ensure women and men enjoy equal opportunities** in the company. Lavazza Foundation programs promote a **balanced gender approach** in coffee family businesses.



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.

Conduct an assessment on **women's level of participation** in the company's daily business and put in place initiatives to address potential gaps. Lavazza Foundation commits to **ensure women's participation** in training projects targeting coffee growing communities.



PRIORITY GOAL

SDG 8 Decent Work and Economic Growth

WHY?

At Lavazza Group, we are directly and indirectly responsible for the social and economic wellbeing of thousands of people around the world. Promoting **sustainable economic growth** and **ensuring a safe working environment** form the foundation of our first pillar and are essential to our ability to expand to new markets globally.



TARGETS

LAVAZZA ACTIONS

IMPACTED GOALS

8.2

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

Support **entrepreneurial projects in coffee growing communities** to encourage higher productivity and provide access to technology through the Lavazza Foundation.



8.6

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

Support the engagement and employment of **young people** in the coffee industry through focused **training programs**.



8.7

Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and end child labour in all its forms.

Promote fair working conditions, the **respect of human rights** and the eradication of child labour along the supply chain through focused partnerships and projects actively involving suppliers.



8.8

Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

Ensure a **safe and secure working environment**, where labour rights are respected and the values of sustainability are spread and promoted.



PRIORITY GOAL

SDG 12 Responsible Consumption and Production

WHY?

As leading coffee company, Lavazza Group is involved in the entire supply chain — from the purchasing of coffee, to the roasting, packing, distributing and selling of it in more than 140 countries. That means, we can influence the entire chain — both on the production side as well as reaching consumers through our strong and visible brand, enabling us to drive more responsible behavior from plant to cup.



TARGETS

12.2 By 2030, achieve the sustainable management and efficient use of natural resources.

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

LAVAZZA ACTIONS

Promote **efficient energy usage** at plants and encourage suppliers and coffee growing communities to **sustainably manage natural resources** through Lavazza Foundation projects.

Define a roadmap for sustainable packaging, promoting recyclability and reusability and set measurable targets. Promote sustainable waste management.

IMPACTED GOALS

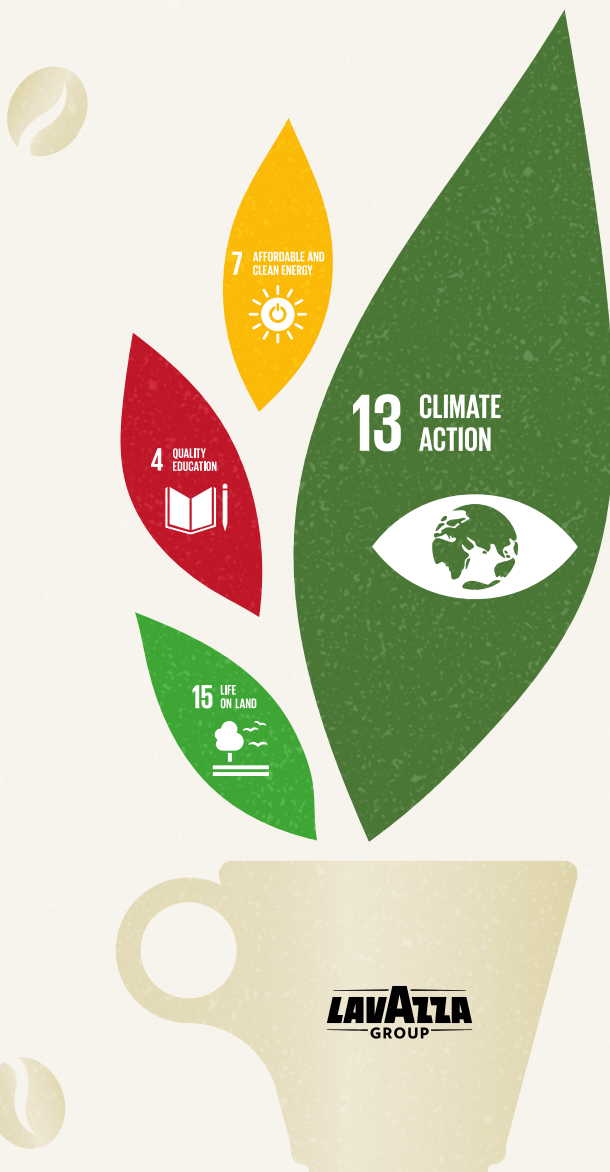


PRIORITY GOAL

SDG 13 Climate Action

WHY?

Our business depends on a high-quality, consistent supply of coffee, a crop that is suffering from the effects of climate change. To ensure a sustainable future for our business — and for coffee-growing communities around the globe — we commit to support scientific research on coffee, as well as working with producers to provide training and knowledge-sharing that will help them to successfully navigate changing climate conditions and adapt to new patterns of weather.



TARGETS

13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.

13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

LAVAZZA ACTIONS

Support training and educational programs **empowering coffee growers to respond and adapt to climate change** through Foundation projects. Define a roadmap for sustainable packaging and set measurable climate targets to reduce packaging emissions.

Participate in multi-stakeholder initiatives to **raise awareness on climate change**.

IMPACTED GOALS

