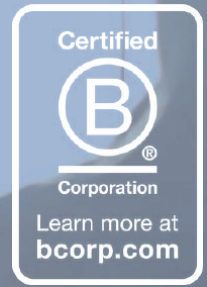


THE
GOOD
IDEA



Impact Report 2025

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Message from the CEO

Leading a company like The Good Idea is a great source of pride for me: every day I see a team working towards a shared goal, that of truly responsible growth.

This year we have reached fundamental milestones for the transparency of our supply chain. We did not limit ourselves to managing processes, but introduced ESG criteria for our suppliers and tools to measure the environmental impact of the products we source.

Furthermore, participating in international networks to define new industry standards is proof of our commitment: we want to be protagonists of a change that is systemic, concrete and in step with global challenges. None of this would be possible without the people. I want to sincerely thank every member of the team for their constant dedication. Our values are not just words, but are reflected in the way we work every day.

It is this dedication that makes The Good Idea a solid reality, ready to build a more ethical future.

TOMMASO AIELLO

CEO THE GOOD IDEA





Message from the Chief Impact Officer

In 2025 we gave concrete continuity to our commitment as a Benefit Corporation and certified B Corp, strengthening and structuring the work begun in previous years.

The addition of a dedicated resource, Marzia Mosca, represented a key step: it allowed us to consolidate processes, make our internal practices more robust and improve the quality and consistency of our communications, both internally and towards our stakeholders.

This journey has led to significant results, such as achieving B Corp recertification and obtaining the EcoVadis Gold rating, a level never previously reached by our organisation. Milestones that confirm the solidity of our approach and our ability to turn commitments into measurable actions. In a context where, at a global level, a slowdown or revision of priorities on sustainability issues is being observed, we believe it is even more important to maintain a clear and consistent direction.

We continue to believe that even gradual progress, if systematic and shared, can generate relevant impacts over time, both within the company and throughout the entire supply chain.

MATTEO BRAGA

CHIEF IMPACT OFFICER

The Good Idea in numbers

20+
Countries
served



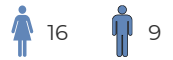
Partner since 2021




Members since 2021

€ 14,3 Millions of turnover

25 People



300+ Suppliers

 ~50% of suppliers
~15% of purchases

200+
Clients



Manifesto

①

THE WHOLE PROCESS STARTS WITH THE DESIGN AND ANALYSIS OF INDUSTRY TRENDS.

②

WE NEVER STOP SCOUTING FOR NEW PRODUCTS, MATERIALS AND TRENDS.

③

QUALITY COMES BEFORE QUANTITY, EVEN IN LARGE-STOCK SUPPLIES.

④

OUR DESIGNS ARE BUILT ON THE CUSTOMER'S NEEDS.

⑤

WE ARE COMMITTED TO THE CONTINUOUS RESEARCH AND SELECTION OF PRODUCTS THAT RESPOND TO THE LATEST CREATIVE AND MARKETING TRENDS.

⑥

WE CHOOSE TRANSPARENCY: FROM THE SUPPLY OF MATERIALS THROUGH TO FINAL DELIVERY.

⑦

WE ALWAYS SUGGEST THE OPTION WITH THE LEAST ENVIRONMENTAL IMPACT.

⑧

"PRODUCT, PEOPLE, PLANET" IS OUR MANTRA.

Our approach

We believe that objects have to power to tell stories and inspire change.

MINDFUL CREATORS

Our mission is to offer products that have an impact on people, not on the planet. We are detail-oriented creators, driven by a passion for research.

We are conscious makers, because we want to transform ideas into tangible creations and with them inspire change.

VALUES BELIEVERS

We are experts in the use of innovative, recycled and low environmental impact materials and we are committed to spreading responsible production and consumption models, supporting a vision of the circular economy.

We bring these messages both to our daily work with the people we work with and to trade fairs and international contexts.

PRACTICAL CHANGEMAKERS

We work as a team to bring together different specialisations and develop, together with our partners and colleagues on a global scale, high industry standards.

We do this to ensure greater transparency and sustainability in our supply chains and provide concrete data to our clients.



Impact Areas

Governance

The B Corp Score
Our Certifications
Standards Compliance

Environment

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Prameya Italia ETS

Social

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Diversity and Inclusion

Shared Benefit

2025 Goals and Results
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Governance

First Italian B Corp® in the promotional materials industry



2025 was the year of our B Corp® Certification renewal.

After the first certification obtained in 2023, we passed the second audit according to V.6 standards: not a simple verification, but confirmation that our way of doing business holds up over time and against the numbers.

We continue to believe in a business capable of creating value without taking it away from the future.

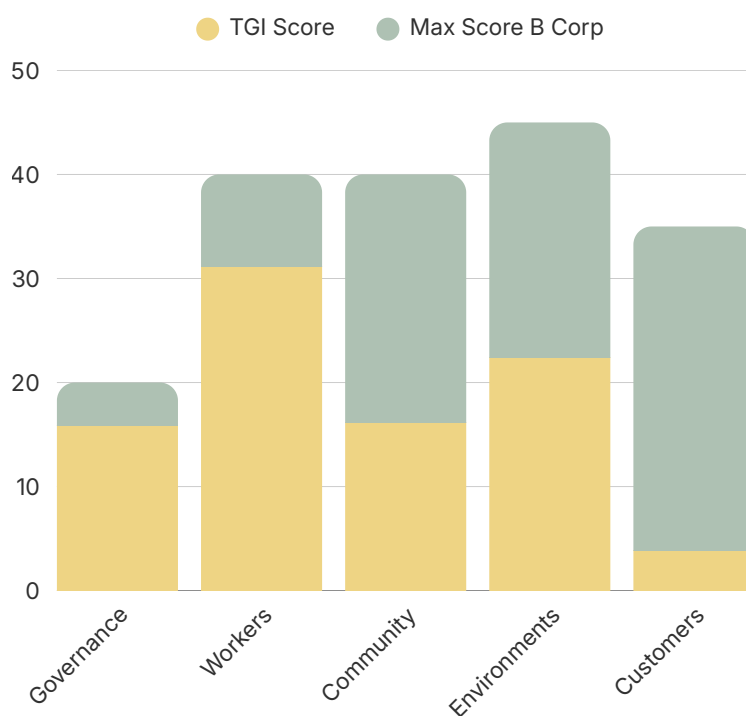
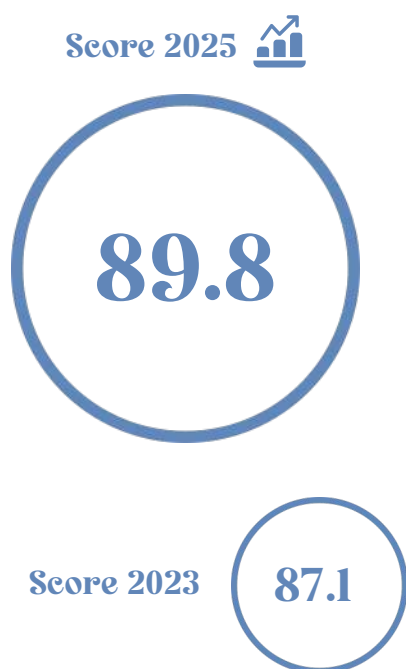
We became a Benefit Corporation in 2021, pursuant to Law 208/2016. Benefit Corporations are companies that, beyond the pursuit of an economic activity, set out in their Corporate Purpose to pursue one or more common benefit objectives and operate in a responsible, sustainable and transparent manner towards all stakeholders and the environment. In the following pages we will outline our objectives and the results achieved.



The B Corp Score

We love what we do and our work would be less meaningful if we did not consider the impact that every choice we make has on the companies that use our products, on employees and on suppliers.

This is why we are proud to be a B Corp® certified company and to be part of a global movement that wants to use business as a positive force.



To obtain B Corp® Certification, the minimum threshold of 80 points must be exceeded. Thanks to our transformation into a Benefit Corporation, our company certifications, and the environmental and social commitments we have been pursuing for years, we have managed to achieve a score well above the Italian average and highly respectable for the sector in which we operate. We face the challenge with a continuous commitment to Research & Development of low environmental impact materials and packaging, efficient transport, and certified ethical supply chains.

Compared to the first certification process, our score has improved across several impact areas. A result that did not come by chance, but through concrete commitments. We have worked in depth on multiple fronts: employee wellbeing, supply chain responsibility and traceability, training, environmental impact measurement and community benefits.

Every improved area tells the story of a decision made with awareness.

Our Certifications



B CORP

/ SINCE 2023

Certified B Corporation verified by B Lab: we meet high standards of social, environmental, and governance performance, generating positive value for people and the planet.



ECOVADIS GOLD MEDAL

/ SINCE 2023

ESG Rating: we are committed to continuous improvement in ethical and environmental standards, labor practices, human rights, and sustainable procurement.



ISO 9001:2015 - QUALITY

/ SINCE 2014

Quality Management System: we apply rigorous standards in product development and service delivery, operating efficiently and aiming for full customer satisfaction.



ISO 14001:2015 - ENVIRONMENTAL

/ SINCE 2017

Environmental Management System: we identify and measure the impacts of our activities and choose solutions that are sustainable for the planet.



ISO 20400:2017 - SUSTAINABLE PROCUREMENT

/ SINCE 2025

Sustainable Procurement Management System: we integrate social and environmental responsibility into our procurement processes, enhancing supply chain transparency and traceability.



UNI PDR 125/2022 - PARITÀ DI GENERE

/ SINCE 2024

Gender Equality in the Workplace: we promote policies and procedures that ensure equal opportunities at every stage of the employment journey.



FAIRTRADE COTTON

/ SINCE 2020

Fair Trade: we ensure fair prices for producers, safe working conditions, and environmental protection, especially in developing countries.



SEDEX - SUPPLIER ETHICAL DATA EXCHANGE

/ SINCE 2019

Ethical Supply Chain Auditing: we are Sedex members and use the Supplier Ethical Data Exchange platform to monitor our suppliers, ensuring safe working conditions, respect for human rights, and maximum transparency. Our profile is available with code ZC4632269.



GREENCLOUD

/ SINCE 2021

Zero-Emission Cloud Services: our website runs on CO2-neutral Italian data centers to reduce our digital footprint.



ROC - REGENERATED ORGANIC CERTIFIED

/ SINCE 2023

Regenerative Organic Certified: we select raw materials that ensure animal welfare, responsible land management, and social fairness.

Standards Compliance

INTERNATIONAL FRAMEWORK

Our organisation operates in accordance with a framework of rigorous and internationally recognised standards. For years we have held B Corp certification — assessed according to the former B Impact Assessment standards —, EcoVadis, and we adhere to several ISO and UNI management systems, which govern our operational and environmental processes.



VSME STANDARD

Starting from the 2025 reporting cycle, we have extended our compliance perimeter by including the voluntary VSME standards, the European sustainability reporting framework developed specifically for SMEs, which allows ESG performance to be measured and communicated in a structured and proportionate manner relative to company size. The related sustainability report is currently being drafted using the tools made available by the Envify platform.

SDGs

In parallel, we have aligned ourselves with the UN Sustainable Development Goals through a strategy structured across several steps — from the analysis of corporate value drivers to mapping via B Lab's SDG Action Manager — which has allowed us to define targets for the future and monitor progress over time. Comparing the first B Corp certification cycle (2023) with the second (2025), we recorded an overall improvement of approximately 18%. The process was supported by internal training, to foster greater awareness of sustainability culture.

UNITED NATIONS GLOBAL COMPACT

We have joined the United Nations Global Compact, committing to integrating the ten universal principles on human rights, labour, environment and anti-corruption into our processes. From 2026 onwards, we will give further structure and transparency to our reporting through the Communication on Progress (CoP), drafted according to GRI (Global Reporting Initiative) standards, thereby consolidating our approach to sustainability within a globally recognised reference framework.

Environment

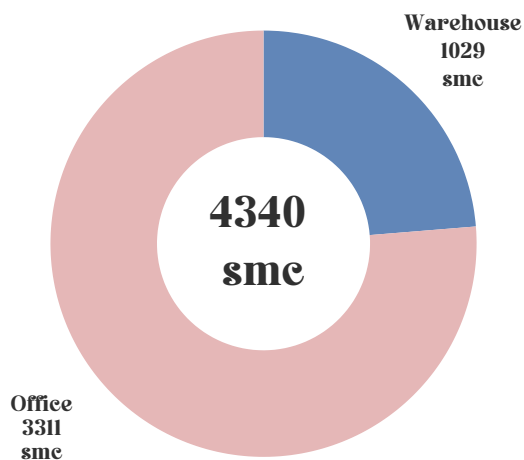
Consumptions and supporting data

The principle that guides our approach is simple: you cannot improve what you do not measure.

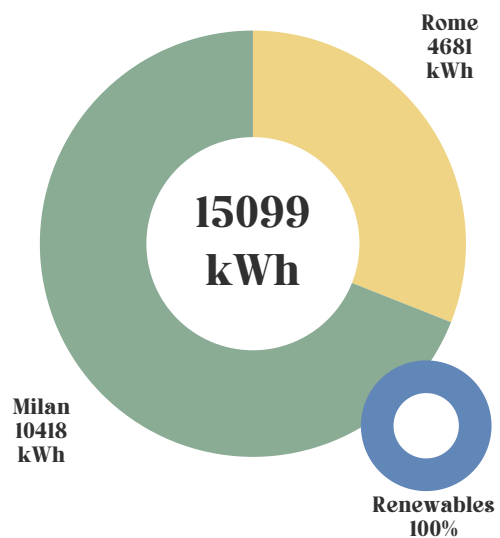
Consistent with this vision, this year too we make our energy consumption transparent, publish the Corporate Carbon Footprint and continue on the path of extending the Product Carbon Footprint, gradually increasing the percentage of spending associated with it.

This progressive approach allows us to expand the coverage of our environmental reporting year after year, moving towards an increasingly complete and accurate picture of the impacts generated along the entire value chain.

Milan Gas Consumptions*



Milan and Rome Electricity Consumptions**



*Data refers exclusively to the Milan office and warehouse.

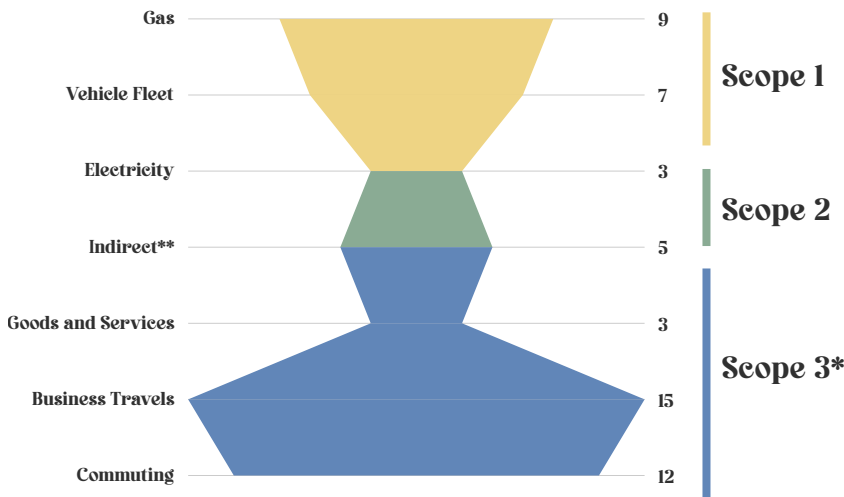
**For both our locations we have opted for a 100% renewable energy supplier.

Corporate Carbon Footprint

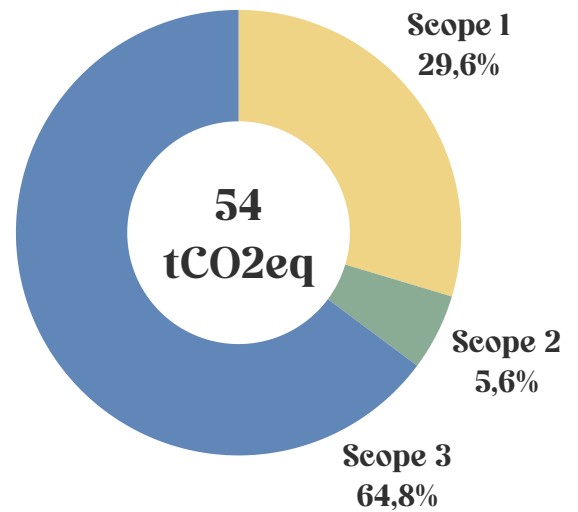
Starting this year, data collection and processing have been optimised thanks to the adoption of Envify, a new platform for calculating the Corporate Carbon Footprint which, through artificial intelligence, has made the process more efficient.

The 2025 results show an overall positive picture. Scope 1 records a slight increase, while Scope 2 electricity consumption has decreased, thanks to the elimination of the overlap between the two Rome offices that had characterised 2024. The most significant reduction concerns Scope 3: despite the inclusion of new categories of office purchases, long-haul business travel has decreased considerably compared to previous years.

2025 tCO2eq Emissions by Source



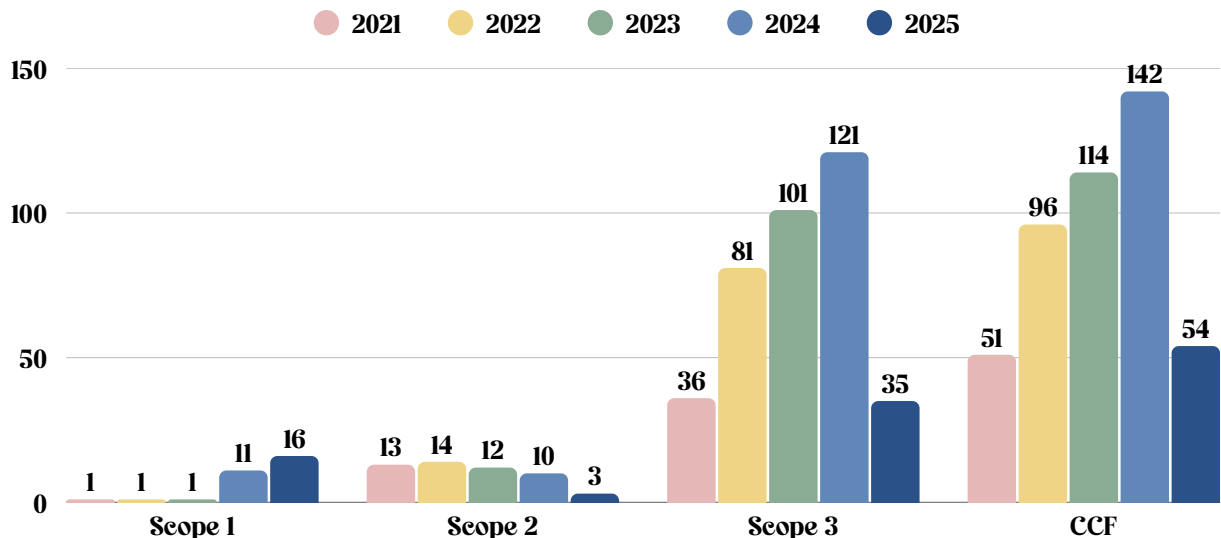
2025 %CO2 Emissions by Scope



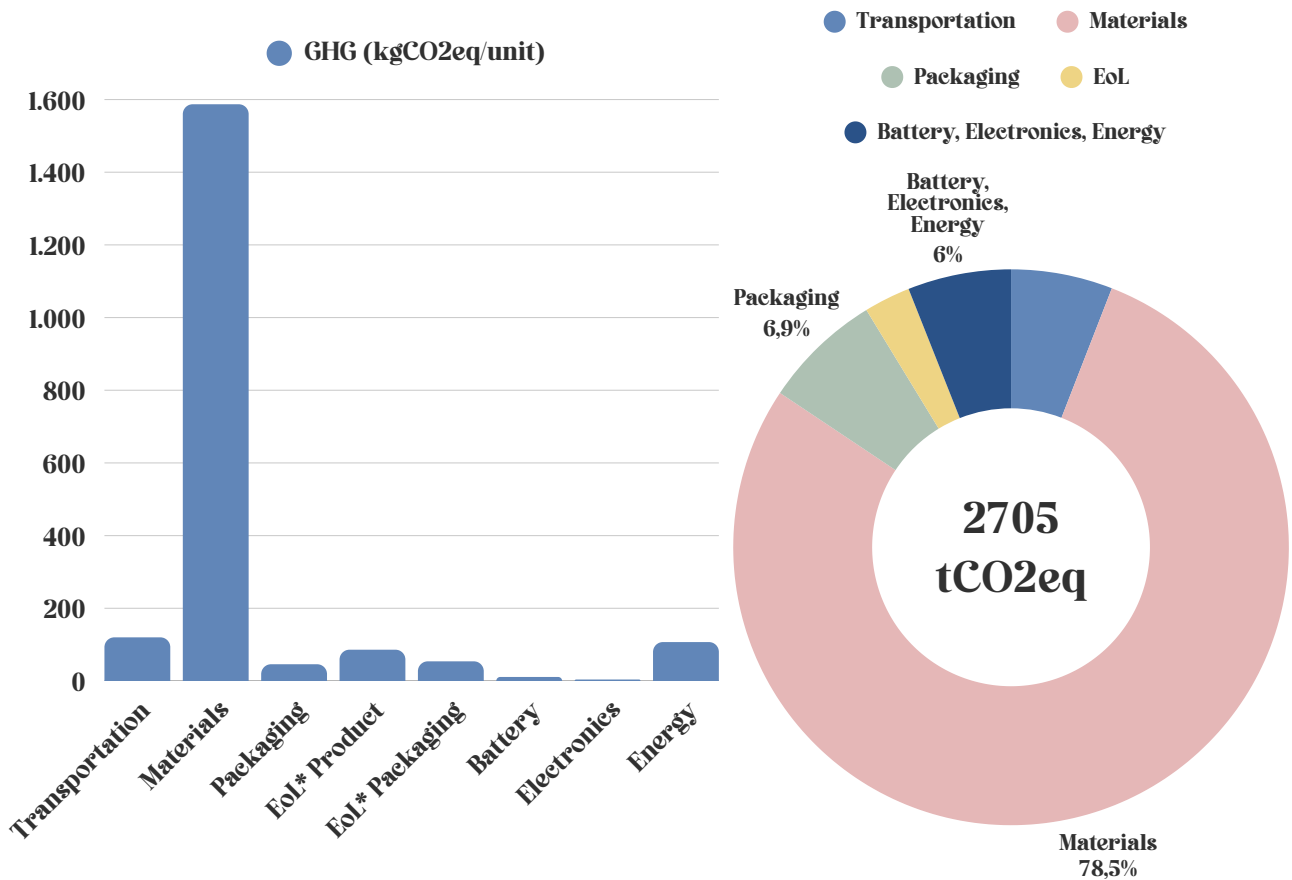
*Scope 3 does not include products intended for client customisation, the analysis of which is reported in the following section.

**Indirect emissions refer to gas, electricity and company fleet.

CCF Comparison 2021 - 2025



The Impact of Our Products

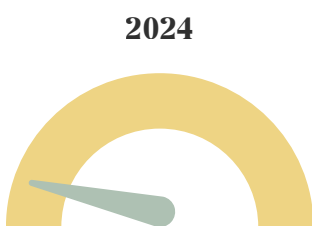


*EoL = End-of-Life

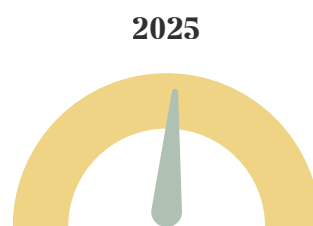
Thanks to the Carbon Tracking Tool developed by IPPAG and validated by Bureau Veritas according to LCA and ISO 14067 standards, we have begun measuring the Product Carbon Footprint (PCF) of the products we purchase and customise for our clients.

The complexity of our supply chain and the still partial availability of data do not allow for a fully exhaustive measurement; however, in the course of 2025 a significant step forward has been made.

While in 2024 the PCF had been calculated for products purchased from two of the main suppliers, corresponding to approximately 10% of total purchases, in 2025 this coverage rose to approximately 52%, with data requests extended to 29 of TGI's main suppliers. It should be noted that these calculations have not been validated by a third party nor offset.



10% of purchasing spend tracked through the Carbon Tracking Tool.



52% of purchasing spend tracked through the Carbon Tracking Tool.

Prameya Italia ETS

PROJECT

To support and promote the Mangrove Restoration Project in the heart of the Sundarbans in India, launched in 2023 together with the Prameya Foundation, we established Prameya Italia ETS: a non-profit association that acts as a donation collection vehicle — for our own contributions, those of our partners and our clients who wish to contribute to a high-impact project. The project has reached completion, marking the successful conclusion of the planned activities and the achievement of the set objectives.



ACTIVITIES

The project has generated concrete impacts across three interconnected dimensions. On the environmental and climate front, the 200,000 mangroves planted across 10 hectares of coastline will contribute to sequestering approximately 2,500 tCO₂eq per year at full maturity, while protecting the coast from erosion and rising sea levels. On the social and economic front, the resources invested have directly fuelled the local economy — from the construction of the nursery and field office, to the employment of local labour, through to the training of the young people involved — with active community participation, starting with women, who represented the majority of the workforce. A project that demonstrates how environmental protection and people's development can — and must — go hand in hand.

REPORTING

In 2025 a comprehensive project report was drafted, documenting the governance framework, financial contributions, implementation phases — including baseline data, nursery activities and planting phases — and the impacts generated to date, with the aim of communicating the objectives achieved with full transparency.

The project's impacts

Financial



42.8 lakhs of wages
(approximately € 44,000)



12.2 lakhs of expenses
(approximately € 12,500)
goods and services purchases

Social



118 women - 34 men
2 young graduates



30 months of involvement
38 hours of training

Environmental



10 hectares of coastal land
restored



2,500 tCO₂eq / year
estimated upon reaching
adulthood (3-5 years)



200,000 mangroves planted
78,000 mangroves in monsoon
safety nursery



Social

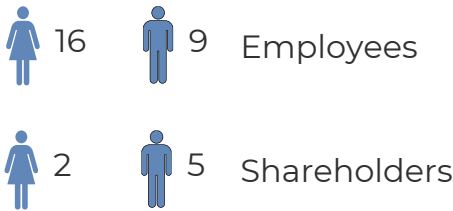
Our People

In 2025 TGI successfully completed all planned CSR activities, reaching the threshold of 10 sustainability-related initiatives: from the B Corp quiz to the charity auction for Operation Smile, from social media campaigns on gender equality and diversity to internal awareness-raising.

On the training front, results exceed the set targets: in 2025 285 hours were delivered to all company employees and partners, testament to a growing commitment to engaging staff on topics relevant to TGI, above all those related to sustainability.

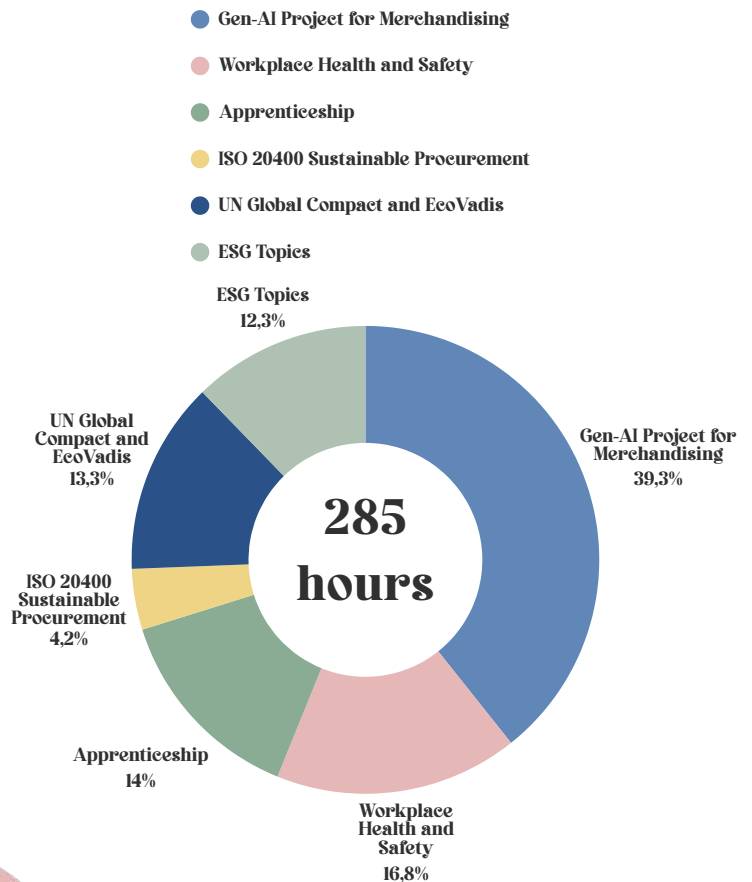
To continuously understand and improve people's experience within the company, finally, TGI has formalised a structured turnover analysis mechanism and a system for collecting feedback and assessing staff satisfaction.

Personnel Data



100% of TGI personnel trained

Training topics and hours*



**The ESG topics addressed in internal calls organised by the CSR Team included:*

- **Greenwashing**
- **Anti-Discrimination**
- **2024 Impact Report**
- **Anti-Corruption**
- **Information Security**

Diversity and Inclusion

Internally, TGI successfully passed the periodic audit for the maintenance of the UNI PDR 125 certification, testament to a concrete and structured commitment towards gender equality.

100% of staff received training on ethics, diversity and inclusion, and no reports of discrimination or harassment were recorded through the whistleblowing procedure, implemented and made accessible to all TGI employees and collaborators. We signed a contract with the company This Unique for the periodic supply of menstrual hygiene products, to foster a fairer working environment that is attentive to people's health and dignity, reducing discomfort and promoting a more aware and inclusive corporate culture.

Finally, we joined the Equal Panel manifesto, further strengthening our public stance in favour of balanced and inclusive representation. Externally, TGI chose to give voice to its values on social media channels as well, with content dedicated to gender equality and inclusivity on the occasion of International Women's Rights Day and Pride Month.



Post LinkedIn for the Pride Month



Post LinkedIn for the International Women's Rights Day

Shared Benefit

Our bylaws targets

1. The introduction of sustainable innovation practices and models in businesses to accelerate a positive transformation of economic, production, consumption and cultural paradigms so that they tend towards the systematic regeneration of natural and social systems;
2. Improve the possibilities of access to products and behaviours that are respectful and sustainable for the environment, both in traditional formats and through technological supports, to individuals, without distinction of sex, race, language, religion, political opinions, personal conditions and taking into account their social conditions;
3. Reduce functional illiteracy regarding the environment;
4. The definition and support in the implementation of operational methodologies and tools functional to the dissemination of respect for the environment;
5. The experimentation of management models that align with the basic principles of sustainable development ensures complete valorisation of the human, economic and natural resources used in the activity.

Being a Benefit Corporation means formally committing to pursue one or more Common Benefit objectives: that is, generating positive impacts or reducing the negative ones of one's own business activities and towards stakeholders, both internal and external.

In our case, we have chosen to work towards educating clients and suppliers on the topics of responsible production and consumption through content, ethical products and tools for measuring sustainability.

For our part, we continuously invest in research and development of ethical supply chains, less impactful materials and reduced packaging, in order to best optimise the environmental and social outcomes of our work.



2025 Goals and Results

2025 Goal	Results
<p>Sustainability Specialist</p> <p>Onboarding of a junior resource to support us in the growing daily sustainability activities</p>	<p>Outdone</p> <p>TGI hired a resource responsible for sustainability management</p>
<p>Mangrove Restoration Project</p> <p>Completion of the mangrove planting project on the coast of Sagar Island Comprehensive report on activities and impacts generated</p>	<p>Outdone</p> <p>The project was successfully completed and a dedicated summary report was drafted</p>
<p>Sharing Sustainable Models</p> <p>At least 1 piece of content dedicated to B Corp Month (March 2025) At least 1 piece of content dedicated to ESG topics</p>	<p>Outdone</p> <p>The two social media posts related to sustainable models were shared on the company's social channels</p>
<p>Commitment Renewal</p> <p>B Corp Recertification Renewal of ISO 14001 and 9001 Subscription to the United Nations Global Compact</p>	<p>Outdone</p> <p>All planned certifications were renewed and TGI joined the Global Compact</p>
<p>Sustainable Procurement</p> <p>ISO 20400 Sustainable Procurement management system Supplier qualification system Staff training on ISO 20400</p>	<p>Outdone</p> <p>TGI implemented a system compliant with ISO 20400, developed a structured supplier qualification system*, increased the % of spend associated with the PCF and trained production managers</p>

**The supplier qualification system involves the signing of a Code of Conduct, the administration of a questionnaire on ESG topics and a section in which the supplier must attach the socio-environmental certifications in their possession.*

2026 Plans

2025 marked the full achievement of the targets set in the previous year, consolidating the seriousness of our commitments. This success is the result of a structured approach based on a continuous improvement programme, which integrates qualitative and quantitative KPIs, clear responsibilities and defined roadmaps for each relevant ESG topic.

On this solid foundation, we present below our objectives for 2026:

- 1** **EcoVadis Certification**
Maintain the EcoVadis Gold medal
- 2** **New Reporting Standards**
Complete the Communication on Progress (CoP) of the United Nations Global Compact, aligned with GRI standards
Draft the first report compliant with VSME standards
- 3** **Product Impacts**
Extend Product Carbon Footprint reporting to a greater share of purchases in terms of spend
Track the percentage of products with socio-environmental certifications and made with organic or recycled materials
- 4** **Education Project in India**
Support the Prameya Foundation in a new initiative dedicated to the educational development of children in India
- 5** **Supply Chain Responsibility**
Increase the percentage of suppliers qualified on ESG topics
Train the entire Europe Production and Import team on ISO 20400 standards

THE GOOD IDEA

**Together,
for everyone's well-being.**

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