

PRIMA

# MAKING A GOOD START

**CORPORATE SUSTAINABILITY REPORT**

Practicing sustainability for a successful  
combination of tourism and ecology

A vertical photograph of a mountain landscape. In the foreground, there are dark, rocky outcrops and several evergreen trees of varying heights. The middle ground shows a valley with snow-capped mountains in the distance. The sky is filled with heavy, grey clouds. The text "BY MAKING A DIFFERENCE" is centered in the middle of the image in a white, sans-serif font.

BY MAKING  
A DIFFERENCE

# WE ARE ALL PART OF THE SOLUTION

Here in South Tyrol, nature is right on our doorstep. An Alpine landscape that is unique as a UNESCO World Heritage Site and which we want to preserve as unspoilt as possible. It is our fundamental responsibility as a company and as a community to give something back and make a real contribution to change.

## **BE GOOD, DO BETTER**

Customers care about sustainability. More and more people are choosing climate- and environment-friendly holiday destinations that practice sustainable tourism. We want to contribute to this, starting with ourselves, by making nature and climate protection a priority in our products and processes.

Our main topics are recycling, climate protection, social responsibility and sustainability: making a difference every day. Practicing environmental protection means understanding the essence of a new way of travelling – one that successfully combines tourism and sustainability.

# FOR A BETTER FUTURE

## + **OUR MINDSET**

Transparency is our driving principle and we want to be part of the change. This means starting to think about circular as well as increasingly digitalised business models, with a clear understanding of the impact of our actions on the planet.

## + **OUR PROMISE**

We want to encourage the use of clean energy – by using it ourselves. We are constantly looking for efficient innovations and effective improvements. We want to turn our visions into reality: therefore we are supporting the construction of our own 1-megawatt-photovoltaic system.

## + **OUR LIFESTYLE**

Encouraging environmentally friendly behaviour is a top priority in our corporate culture, from the workplace to the everyday choices our employees make in their personal lives.

# STEP BY STEP

## + **OUR ETHICAL CODEX**

Our corporate code of ethics is a black and white statement of our goals - a reminder of where we are aiming to go.

## + **OUR TASK**

Continuous optimisation of processes and procedures, taking into account all factors such as emissions, environmental protection and the economical use of resources.

## + **OUR GOAL**

We are committed to creating sustainability along the entire value chain. Starting with material procurement, through the production process and logistics to disposal – with maximum transparency.

## + **OUR FUTURE**

As a company, we are committed to realising this ambitious goal – even though we know that it will take a lot of time and constant effort. In small steps, always with great enthusiasm.

## CERTIFIED SUSTAINABILITY

The sustainability label for South Tyrol emphasises the commitment of hospitality businesses that care about the nature and culture and of the region and who are committed to the promoting and developing local eco.



Many of our customers have already received this recognition, and our company is actively contributing to it. One important aspect is the sustainability of our products: promoting fair trade for the benefit of the environment and the community, favouring products and suppliers with an eco-certificate. PRIMA shares this attitude wholeheartedly.



**GREAT,  
BUT HERE  
ARE THE  
THINGS  
WE ARE  
DOING TO  
BE EVEN  
BETTER.**

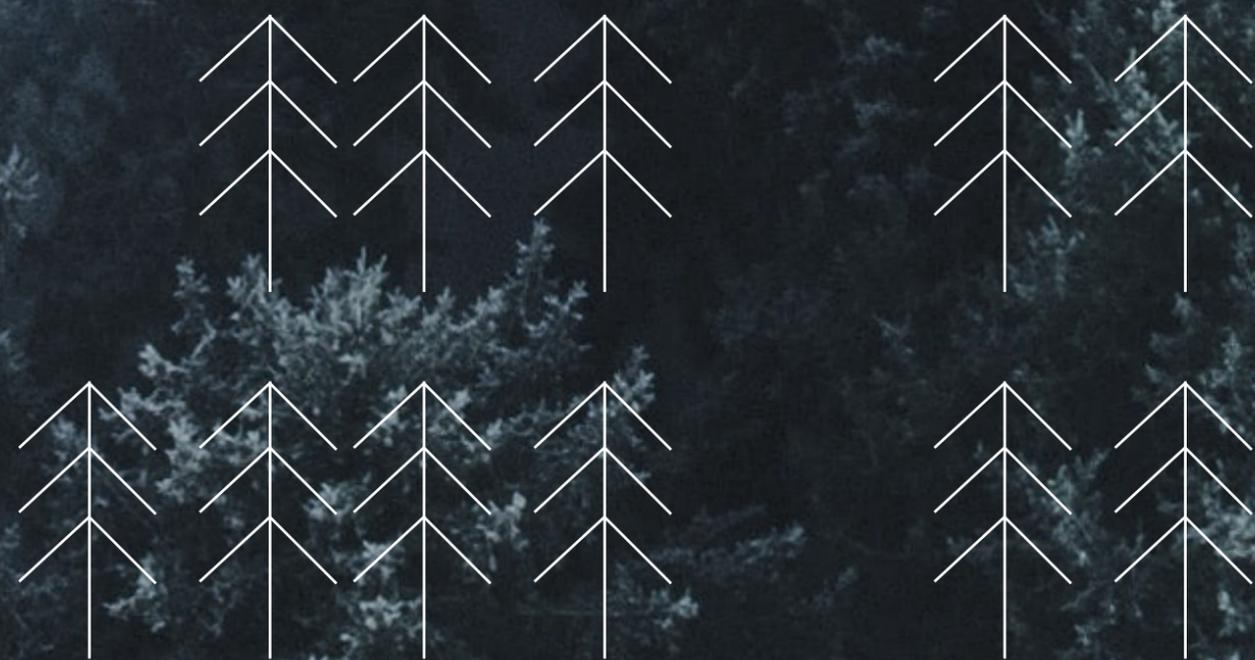


## **CARE FOR TREES**

For long-term healthy ecosystems in forests,  
by helping to promote biodiversity and consciously  
reduce environmental impact.



**OUR PAPER-PRODUCTS ARE  
FSC® CERTIFIED\***



## RESPONSIBLE FORESTING

The FSC certification (Forest Stewardship Council) is an international certificate specifically for products from forests that are managed properly and responsibly, according to strict ecological, social and economic standards.

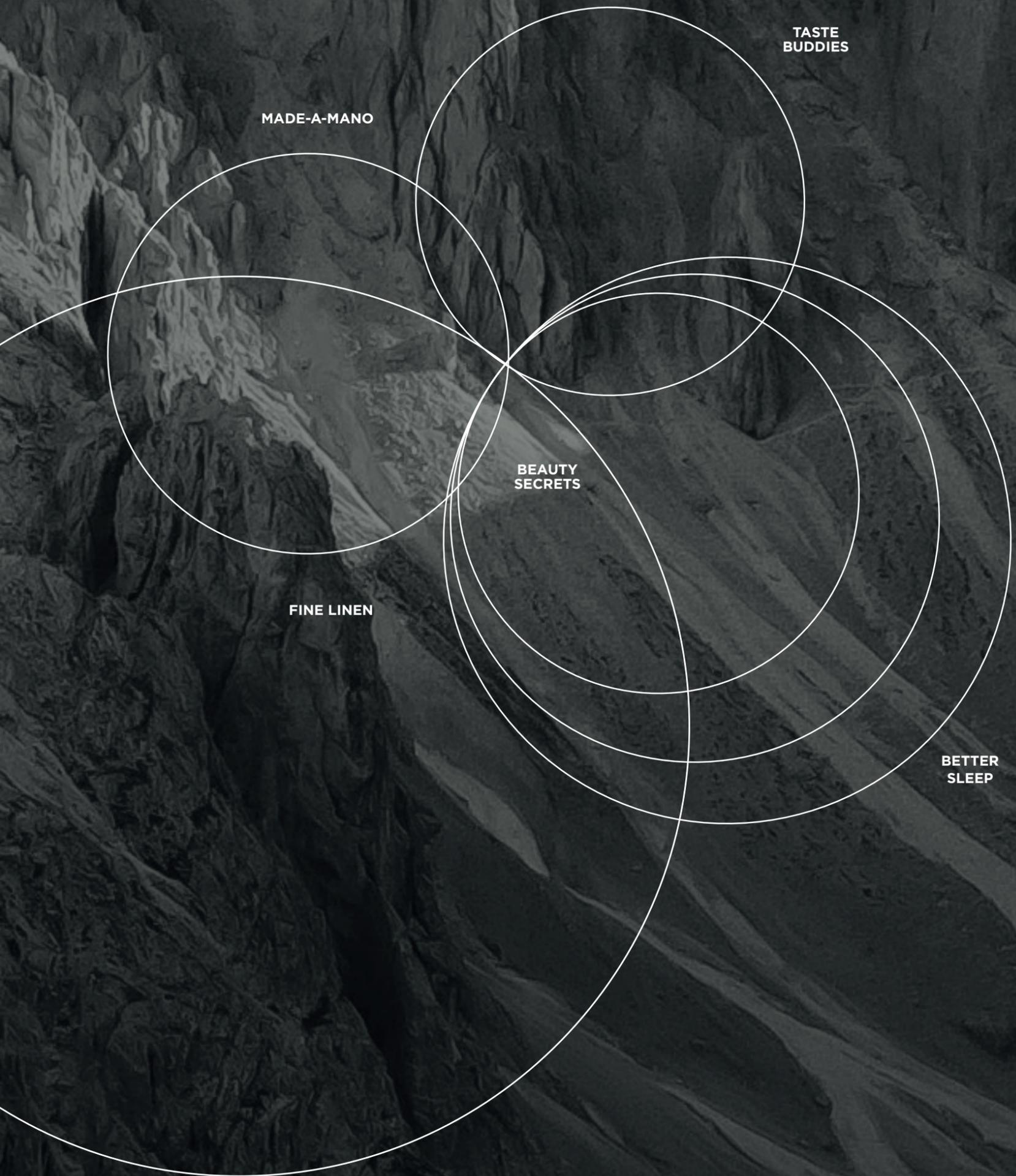


# STAYING LOCAL



For more sustainable logistics with reduced  
distances and fewer harmful emissions –  
for us and for nature.

# STAYING CLOSE



**WITHIN A 150KM RADIUS OF OUR  
HEADQUARTERS IN BOZEN ARE 9 OUT  
OF 10 OF OUR MAIN SUPPLIERS FOR  
PRODUCTS SUCH AS FINE LINEN,  
COSMETICS AND MADE-A-MANO.**

## **TIME IS VALUABLE**

We take Made-A-Mano to heart: with over 32,000 hours processing locally manufactured products in total, we are reducing material transport and environmental impact. At the same time, we support the local job market and encourage the use of skilled local labour.





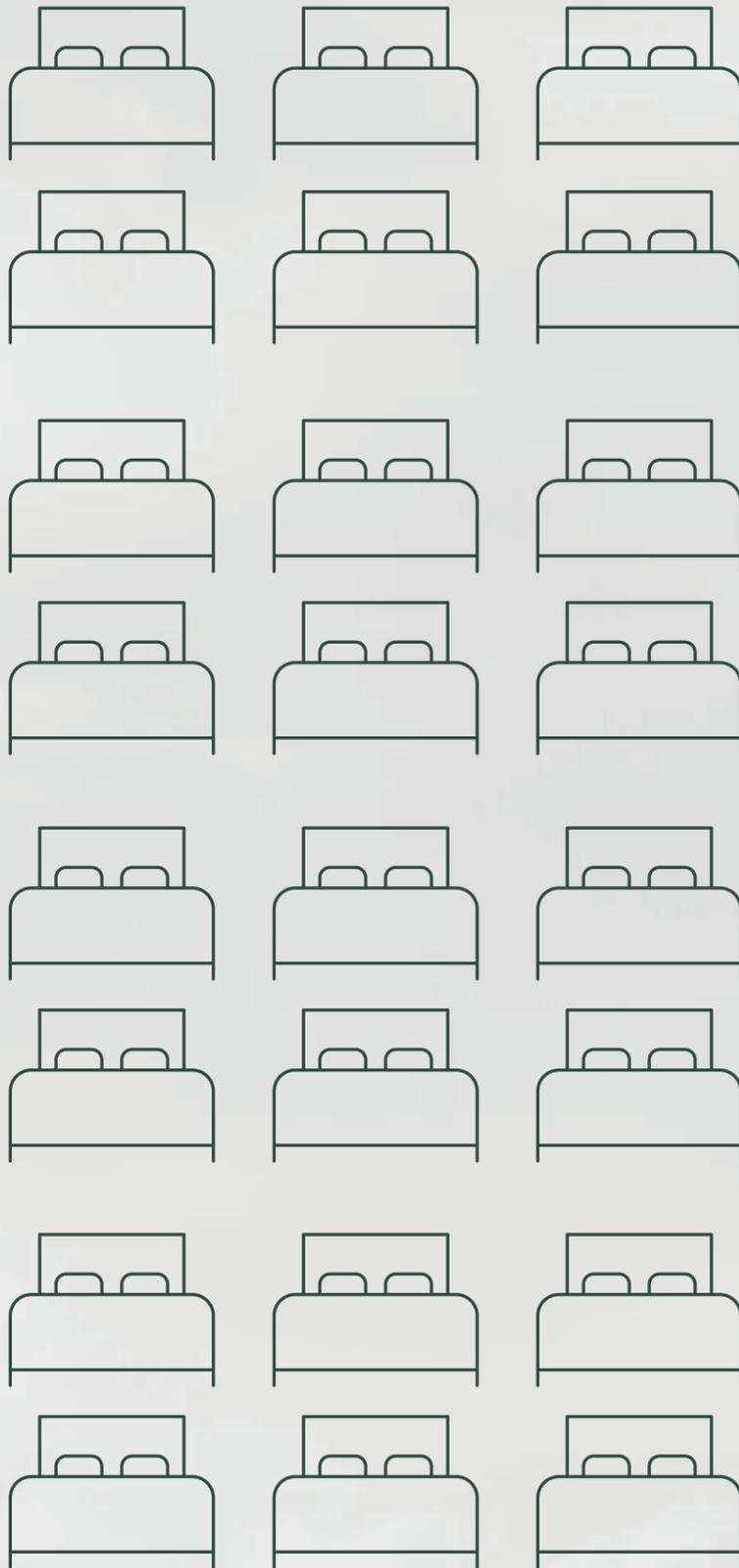
## **SUSTAINABLE TRAVEL**

For green retreats, through  
energy-efficient measures and  
sustainable materials.

**2015**

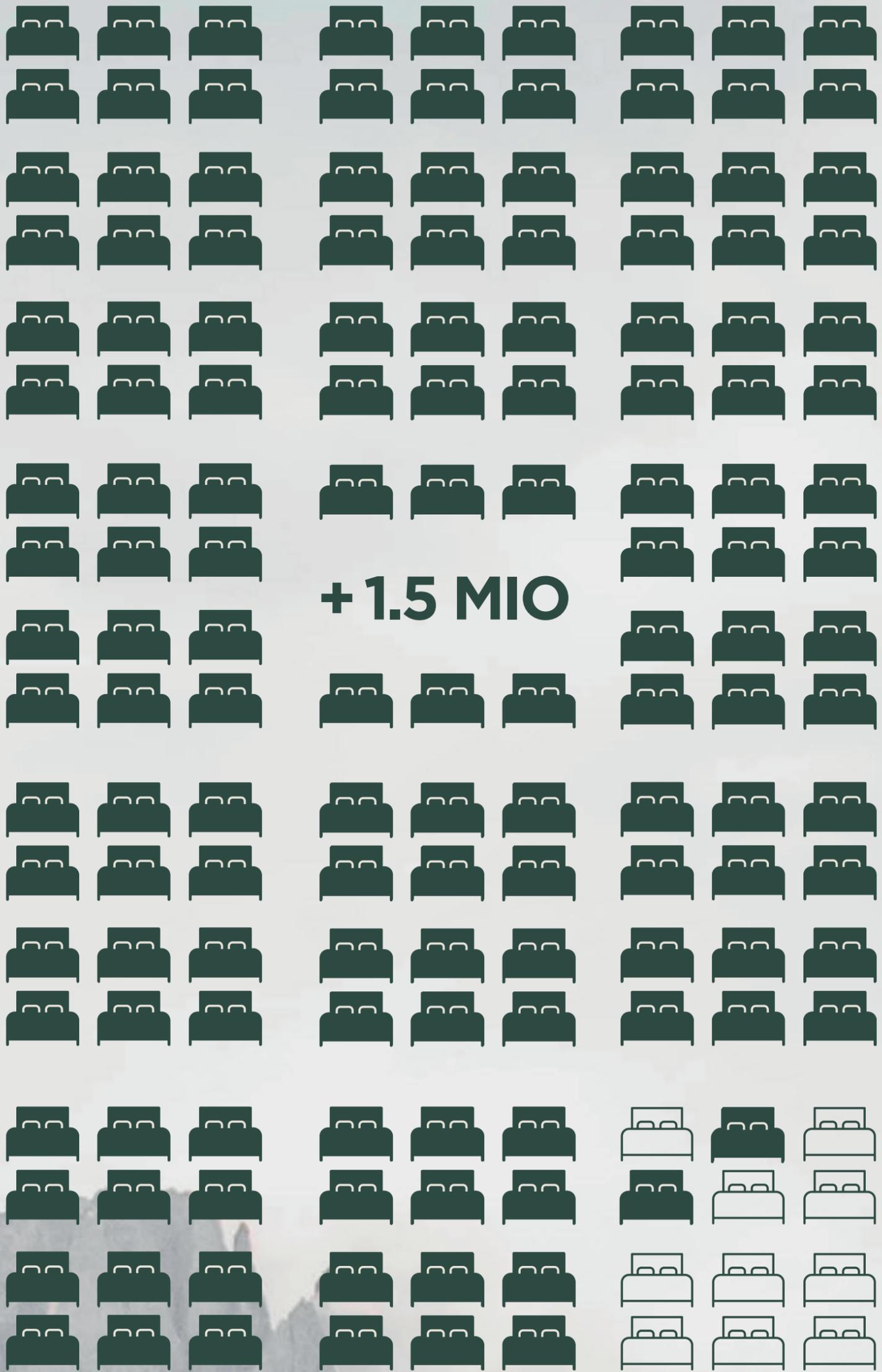


**+ 50.000**



**TODAY**

**SINCE 2015, WE HAVE ACTIVELY HELPED TO MAKE +50,000 HOTEL ROOMS GREENER\***



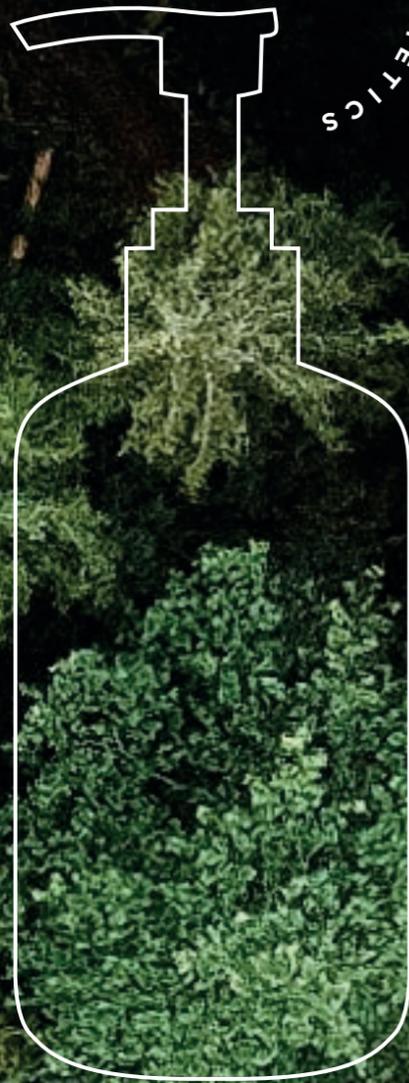
How do we achieve this? By offering recyclable and reusable products and supplying hotel rooms with a range of more than 1.5 million environmentally friendly solutions to date.

## **RESPONSIBLE HOSPITALITY**

Sustainable travel applies to every aspect of the holiday, from the arrival to your stay. Eco-friendly hospitality in the hotel room starts with Cradle-to-Cradle certified cosmetics, natural materials for a restful night's sleep, handmade bookbinding folders from the region and even compostable slippers.



ECO LOVING  
COSMETICS



## **GREEN BEAUTY**

We are raising awareness for the use of certified green cosmetics, produced according to strict ecological and ethical standards.



**FROM 2018 TO 2022, WE HAVE PRODUCED +50% MORE CRADLE-TO-CRADLE CERTIFIED COSMETIC PRODUCTS FOR OUR CUSTOMERS THAN IN THE FOUR YEAR PERIOD BEFORE.**



## **GREENER COSMETICS**

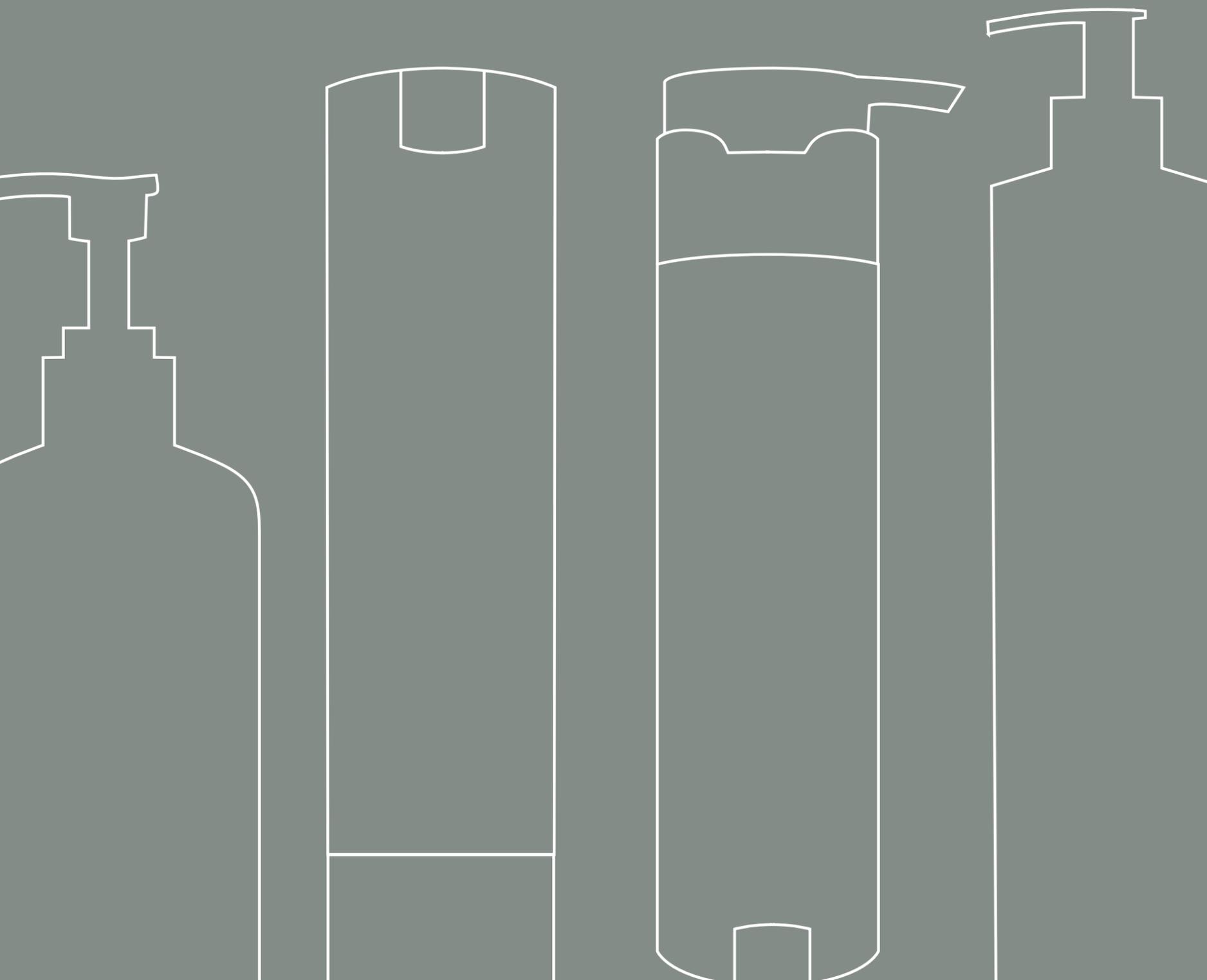
More and more customers are opting for greener solutions and favouring cosmetic lines that protect the environment. We contribute to this with more than 1.5 million\* products sold of our Cradle-to-Cradle certified cosmetics lines.

(\*In the time period from 2018 to 2022)



## INNOVATIVE THINKING

We favour the use of innovative, reusable  
and recyclable solutions and pump dispensers  
that can be refilled.



# -300.000

KG DISPOSABLE PLASTIC



= 300 VEHICLES\*

\* by reducing the use of small portions, we have been able to save more than 300,000 kg of single-use plastic – the equivalent weight of more than 300 vehicles!

**2016**

**700.000**

Refillable,  
reusable pump  
dispensers



Growing demand  
for sustainable  
dispensers

**2018**

**1.700.000**

Significant reduction  
in disposable products  
and travel sizes



Sustainable  
dispenser systems  
have grown by  
+400% since then

**2022**

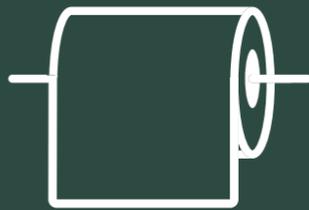
**3.500.000**

## WE LOVE LOCAL



Our skin care line, Not Just Bodycare, is a good example of sustainable local production: it is made directly in Merano, and 98%\* of it is produced locally.

## REDUCE AND RECYCLE



More recycled paper for a more  
sustainable lifestyle and  
environmentally conscious behaviour.

## **CHOOSING A LIFESTYLE**

Recycled paper reduces waste and is produced in an environmentally friendly way for a sustainable lifestyle. The deforestation of almost 4,000 trees has been avoided by using ecologically recycled materials.



An aerial photograph of a dense forest, showing a network of paths or roads winding through the trees. The image is in a dark, monochromatic blue-grey color palette. The text is centered in the middle of the image.

## **ACT TODAY, LIVE TOMORROW**

Our commitment is not just on paper:  
words are translated into concrete deeds, into  
everyday actions to improve the world  
in which we live.

- + **BOTTLE FREE ZONE** Each employee has their own bottle filled with filtered and mineralised water from BWT: An easy way to save thousands of plastic bottles a year.
- + **WASTE NO MORE** Waste avoidance and waste separation are taken for granted, both in the offices and in the warehouse. We do not use plastic rubbish bags in the office area as a matter of principle.
- + **ENVIRONMENTALLY FRIENDLY** Products made from recycled paper, environmentally friendly cosmetics, sustainable and plastic-free amenity kits: We attach great importance to environmental compatibility.
- + **CRADLE-TO-CRADLE** certified with ADA Cosmetics International: our exclusive distributor in Italy with the world's only producer of hotel cosmetics with this certification.
- + **ECO STYLE PACKAGING** up to 95% of our packaging is made from recycled and/or recyclable cardboard; plus we avoid plastic wherever possible.
- + **GREEN DELIVERIES** Avoiding empty trips for our deliveries and thus reducing emissions and saving CO<sub>2</sub>.
- + **PRINTING LESS** We avoid unnecessary printouts and offer our catalogues as digital versions. Our workflow is based on digital processes, which means that more than 120,000 sheets of paper have been saved since 2019.

# CERTIFIED SUSTAINABILITY

Our certifications stand for a responsible approach to sustainability. It's official.



# READY FOR THE CHANGE

At PRIMA, we are committed to change on a daily basis, because we know that our world is constantly changing: Equity, inclusion and environmental sustainability are core values that guide our actions.

## **EQUITY**

We are committed to ensuring that every person in our reality is treated with respect, dignity and equality, regardless of origin, gender, sexual orientation, religion, ethnicity or ability. We experience diversity as a value and strength and we constantly work to create an environment in which every individual feels valued, heard and supported. Diversity makes us special and unique.

## **INCLUSION**

We promote an inclusive atmosphere in which everyone can contribute their ideas, talents and visions. We want every voice to be heard and every talent to be developed. We are committed to equal opportunities, eliminate all forms of discrimination and work to overcome the barriers that prevent the full participation of all people.

## **SUSTAINABILITY**

Unfortunately, climate change doesn't take a break. We recognise our responsibility to the planet and are committed to reducing our impact on the environment. We support the transition to sustainable energy sources, reduce the consumption of non-renewable resources and promote the prevention of waste. We work with our suppliers to ensure that our products and services are produced in a sustainable manner and to promote solutions that help preserve our planet for future generations.

## **SOCIAL ENGAGEMENT**

We believe that our commitment should not be limited to the boundaries of the company. We endeavour to support the communities in which we operate through social engagement and volunteering. We want to be a driving force for positive change in society and work to create opportunities and prosperity for people.

## **RESPONSIBLE INNOVATION**

We welcome innovation as a driver of progress and are committed to responsible implementation: the search for innovative solutions that are compatible with social justice and sustainability is our constant goal. Together, we shape them according to these guidelines for our daily work. We are committed to making PRIMA a place where justice, inclusion and environmental sustainability are concrete values.

EXISTING ROLES · FAIRER OPPORTUNITIES BY CHALLENGING

**VARIETY,  
DIVERSITY,  
INCLUSION**



PRIMA

**SUSTAINABILITY  
REPORT 2024**



PRIMA.BZ