



REDA GROUP RECEIVES THE B CORP® CERTIFICATION

Reda is the first textile manufacturer in Italy and amongst the first worldwide to receive the **B Corporation** certification, thus strengthening its leadership role in terms of innovation for social and environmental sustainability. As part of the Reda Group, **Rewoolution** has received the certification too, being in this way the first B Corp certified Italian sportswear brand.

B Corp companies follow a sustainable development scheme, achieved through the sharing of value generated (economic sustainability), personal growth and a positive impact on the communities in which it operates (social sustainability) and respect for the ecosystem (environmental sustainability). Performance, transparency and responsibility and the key values that drive a B-Corp company, with the double objective to have a positive impact on people and the environment, beyond mere profit.

The certification was obtained after successfully overcoming a thorough evaluation and control process that involved all areas of the company and took into account the procedures, initiatives and results obtained in five major areas: governance, employee relations, customer relations, role within the community and environmental sustainability of the processes and products, without operating any change in preexisting processes. [Benefit Impact Assessment].

“It is fundamental that companies increasingly become places where we can share and promote values, visions and projects, beyond profit. Sustainable innovation is the first step towards creating value for society, which is only possible if people are involved and seen as the true protagonists of change. We are proud that Reda is the first textile company in Italy to adopt the B Corporation model, as yet another expression of its concrete commitment towards people and the environment.”

Ercole Botto Poala, Successori Reda S.p.A. CEO

Reda shows there is a different way to do business and generate profit while regenerating people and the environment. These two areas are where the wool mill truly stood out.

The activities carried out to support the employees have been numerous: corporate welfare, training courses for the staff, cutting-edge security training, putting together a group of employees inside the company to offer new entries the right support and give feedback on new initiatives (Buddies), surveys on the corporate climate and the ability to work remotely. For the local community in the Biella area, Reda has always made a mark by supporting all associations, youth training activities and charity events.



In terms of environmental protection, Reda monitors every single phase of the production process from fleece to fabric. Reda favors the purchase of **certified Merino wools** (SustainaWOOL and ZQ). In 2004 the company received the **EMAS** certification, the eco-management system that guarantees full respect of legal standards and a constant improvement of environmental performance. In 2019 Reda published two **EPDs** (Environmental Product Declaration), protocols designed to certify the nature and quantity of the impacts generated by the company to bring its fabrics to life. Moreover, our mill is equipped to produce renewable energy via a photovoltaic system; waste is recycled to produce filling or carded flannel using the by-products.

Being B Corp goes beyond aspiring to be a better company, it means being the kind of company that meets the highest standards in terms of social and environmental performance, transparency and responsibility. At Reda, sustainability is seen as a fundamental aspect of the business and it has become a mission, the only way to guarantee the possibility of a future.

Successori Reda S.p.A. is the leading manufacturer of sustainable pure Merino wool fabrics. Founded in 1865, the historic wool mill manages and controls the entire production process, from fleece to fabric. The ultimate embodiment of Made in Italy luxury, each Reda fabric stands out for its attention to detail and modern take on classic sartorial designs. At the core of the Reda philosophy, the drive for innovation and use of cutting-edge technology allow to produce high-performance fabrics that fully respect the environment. Reda is indeed one of the few wool mills that boast a Research & Development department entirely dedicated to research and innovation. Committed to creating superior quality high-performance fabrics and implementing sustainable processes, Reda has always paid special attention to promoting social welfare and constantly improving working conditions for its employees, while also measuring the environmental impact of its production since 2004. The people who work at Reda are the main priority and their actions are crucial to foster change and shape the future of young generations.

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