



BENEFIT IMPACT RELATION 2023

Society of Masters Srl SB

www.wine-club.it



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LETTER FROM IMPACT RESPONSABLE

In 2023 Society of Masters Srl Società Benefit has grown both in turnover and in socially useful implications of spreading wine culture throughout Italian consumers and industry stakeholders.

The choice to be a Benefit Company allows us to express our mission even more strongly and visibly, sharing with other companies in the world and in Italy, a new social and economic model that has always been part of our culture and vision.

A business model that for us is inspired by a project of Shared Culture, which contributes to creating new opportunities for people's well-being, which takes into account the limited resources of the history of territories and their differences.

In this second year of activity, many evidences proved that our choice in establishing a "Società Benefit" has been the right one for our company.

Lina Maria Brancato



SOCIETY OF MASTERS

WHAT, WHO, WHY

The Society of Masters (hereinafter also S.O.M.) SRL Società Benefit was established in January 2022 from an idea of Cristina Mercuri and operates under the logo of Cristina Mercuri - Wine Club.

Cristina is the majority shareholder of the company, joined by Simone Giannecchini, a minority shareholder, who believed in the goodness and purpose of the project from the very first moment and decided to embrace it.

A central element of S.O.M. is the quality and professionalism of the service offered, guaranteed by the expertise of Cristina Mercuri, DipWSET, who is a wine educator with over 10 years of experience in the wine sector. She teaches students at all stages from beginners to WSET Diploma Candidates.

She is currently a Master of Wine student (Stage 3) and is known for her multidisciplinary knowledge.

Cristina collaborates only with first-class wine educators, chosen with dedication and international spirit.

All this makes the courses organised by S.O.M. Srl S.b. unique.



Cristina Mercuri



Simone Giannecchini



SOCIETY OF MASTERS

OUR MISSION BEYOND THE PROFIT

The entire S.O.M. team works every day to offer tailor-made courses and consultancy for success in the wine sector and its correct communication.

The pillar of the training offered by S.O.M. is clarity, honesty and transparency in all wine communication. The guiding principles are the rediscovery of territories, traditions, organic and historical labels.

The goal of profit maximisation leaves no room for the sacrifice of not operating responsibly, inclusively, equally, sustainably and transparently for the benefit of enhancing the resources of territories and people.

Wine Club wants to make a concrete contribution to improving the wine industry: we do this through classroom and online training courses, informative and educational content and personalised consultancy. This commitment translates into the possibility of using certain services, even free of charge, with a special focus on economically and socially disadvantaged people to help strengthen social cohesion.

S.O.M. is also attentive to the wellbeing of its employees and collaborators, also with a view to enabling a reconciliation between professional and personal life, reinforcing home working methods and providing psycho-physical support in line with the company's mission.



SOCIETY OF MASTERS

Last but not least, Our Society is keen to promote and strengthen female entrepreneurship within the economic and social context of the country.

In Italy, enterprises led by women are increasingly concentrated, as in the case of S.O.M., in the service sector, making the presence of female enterprises in the industrial sector less substantial - quantitatively but not qualitatively.

We therefore believe that a reinforcement and deployment of resources, coming from the female enterprises themselves within the most predominant sector, can allow a development that will make the use of equal opportunity policies less and less necessary, replaced by the natural and spontaneous economic-social drive.

The above serves to explain the humanly and socially most important mission: that of providing, where possible and compatible with the activities of Our Society, help to women victims of violence.

In 2023 we selected one association committed in protection of women victim of both psychological and physical violence. In 2024, thanks to a better financial results, a donation is scheduled to be done in favour to this association.



SOCIETY OF MASTERS

ACTIVITIES FOR COMMON BENEFIT IN 2023

During 2023 our activities focused on both social and environmental sustainability with the following examples.

In Q1 we developed all WSET courses in on-line remote form thanks to our e-learning platform that allow any student to study and practice at their convenience. That means that consumers with limited time or leaving far from our venues can receive high standard quality wine education.

During the social year, we limited the environmental impact by sending the books and certificates digitally instead of the paper alternative. In this way, we were able to reduce CO2 emissions due to the lack of transport via international mail as well as reduce paper waste.

A further key aspect concerns the procurement of raw materials: a central role in the performance of Our activities. In keeping with our mission of respecting the environment and the territory, we have decided to limit wine sourcing to a maximum of three suppliers in order to limit the CO2 emissions caused by courier transport of wines.

We increase tailor-made one-to-one courses in order to tailor each course to the individual and to emphasise the real needs of each interlocutor.

Finally, completely free of charge, we sent subscribers to the Wine Club newsletter PDF guides with in-depth information on world regions and their classifications.



SOCIETY OF MASTERS

EVALUATION OF IMPACT IN 2023

S.O.M. Srl S.B. has assessed its operations with respect to common-benefit purposes through the international standard B Impact Assessment (BIA), a benchmark developed by the US non-profit organisation B Lab, which allows for a rigorous, complete and transparent measurement of the common-benefit impact generated by the company, considering all relevant aspects.

The external evaluation standard, as prescribed by current Italian law, must be:

- comprehensive and articulate in assessing the benefit impact on all stakeholders, people, communities, territories and the environment, cultural and social assets and activities, bodies and associations;
- developed by a third party body, not controlled by or connected to the Benefit Company;
- credible because it is developed by an accredited, competent body that uses a scientific and multidisciplinary approach;
- transparent because its information is made public.

The BIA method therefore meets all the criteria required by law, is widely used for the purpose of drawing up the Impact Report and has been internationally recognised since 2006.

The Assessment covers more than 150 types of industry and is used in 77 countries around the world by more than 150,000 companies, of which approximately 4,000 are B Corp certified.



SOCIETY OF MASTERS

EVALUATION OF IMPACT 2023

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AREAS EVALUATED

As indicated by current Italian legislation, Law 208 of 28.12.2015 paragraph 378 Annex 5, the impact assessment must mandatorily include the following four areas:

- **Corporate governance:** to assess the degree of accountability of the company with particular attention to the mission, the level of stakeholder engagement and the degree of transparency of policies and practices adopted
- **Employees:** to assess relations with employees and collaborators in terms of remuneration and benefits, training and growth opportunities, quality of the work environment, communication, flexibility and job security
- **Other stakeholders:** to assess the company's relations with its suppliers, the territory and communities, voluntary actions, donations, cultural and social activities, and any action supporting local development
- **Environment:** to assess the impact of products and services along the life cycle, in terms of use of resources, energy, raw materials, etc.

The BIA Method divides the assessment into five areas, namely Governance, Workers, Community, Environment and Customers. Thus, special attention is paid to customers, to whom many questions are devoted, while local communities, suppliers, charities, social and cultural activities etc. are grouped under the heading Community.

In any case, the international BIA standard respects the four minimum areas stipulated by Italian law, and even makes a fifth one explicit for the sake of clarity.

SOCIETY OF MASTERS

The different areas will be commented on in the next section, bringing them down to the specificity of the SOM reality. Two of them are already particularly significant for the company at this stage of its development: governance, customers and community, in which SOM has always taken a great interest. The other two areas, however, are much less significant.

The table below shows the total and partial score

Society fo Masters Srl Società Benefit

Data di fine dell'anno fiscale 31 Dec 2023

51.7



Governance

Scopra in che modo l'azienda può migliorare le politiche e pratiche pertinenti alla propria missione, all'etica, la responsabilità e trasparenza.

DOMANDE RISPOSTE PUNTEGGIO GENERALE
20/20 17.3



Lavoratori

Scopra in che modo l'azienda può contribuire al benessere finanziario, fisico, professionale e sociale dei propri lavoratori.

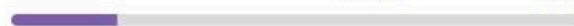
DOMANDE RISPOSTE PUNTEGGIO GENERALE
37/37 5.9



Comunità

Scopra in che modo l'azienda può contribuire al benessere economico e sociale delle comunità in cui opera.

DOMANDE RISPOSTE PUNTEGGIO GENERALE
43/44 17.6



Ambiente

Scopra in che modo l'azienda può migliorare la propria gestione ambientale in generale.

DOMANDE RISPOSTE PUNTEGGIO GENERALE
25/25 5.7



Clienti

Scopra in che modo l'azienda può migliorare il valore che crea per i clienti e consumatori diretti dei propri prodotti e servizi.

DOMANDE RISPOSTE PUNTEGGIO GENERALE
8/37 5.0





SOCIETY OF MASTERS

The final score obtained of 51,7, still far from the minimum limit of 80 points needed to apply for B-corp certification, is a first step, considering that in our reality there are no employees yet and the environmental impact is very limited.

FUTURE GOALS

In 2024, SOM will continue its mission of cultural support to communities, synergistically promoting the benefit objectives already planned and partly achieved in 2023.

The company aims to achieve much more in the coming years, which will also be reflected in the BIA score, especially in the areas of Community, Environment and Employees.

In particular, the company considers it appropriate in the coming year to pay special attention to:

- mission protection
- procedures with external collaborators
- key performance indicators Social/Environmental KPIs
- diversity in supplier ownership
- governance structures
- cooperation with associations and non-profit organisations in general



RELAZIONE D'IMPATTO BENEFIT 2023

CONTACT US



+39 3701566664



www.wine-club.it



P. IVA 02624870461



Sede Legale: Piazza Sacro Cuore 5,
Lido di Camaiore (LU), 55041