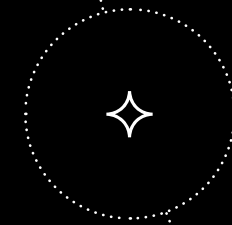
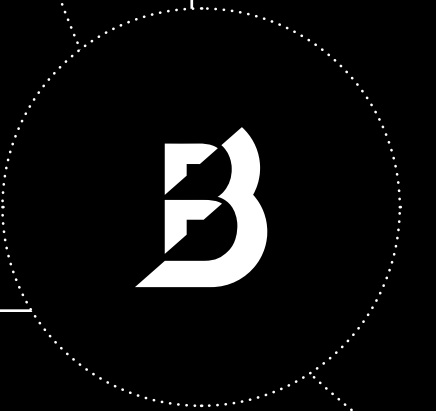


WIE



Blossom Communication on Progress Report 2021

ANDREN



2021 at a glance

3
locations
(Milan, Madrid,
Geneve)

+71%
revenue growth

89
clients

51%
international

49%
national

5
local community
educational
projects

14
years in business

gender balance:
women are
59%

600
training hours

84,000
plastic bottles
saved

105^{kg}
of mono-use
plastic cutleries saved

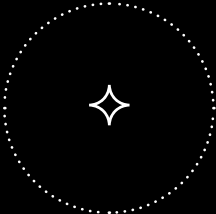
34
years old is the
average age

+61%
staff growth in the
past 12 months

+25
new people
hired

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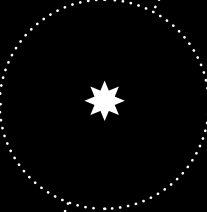
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Blossom statement of continued support



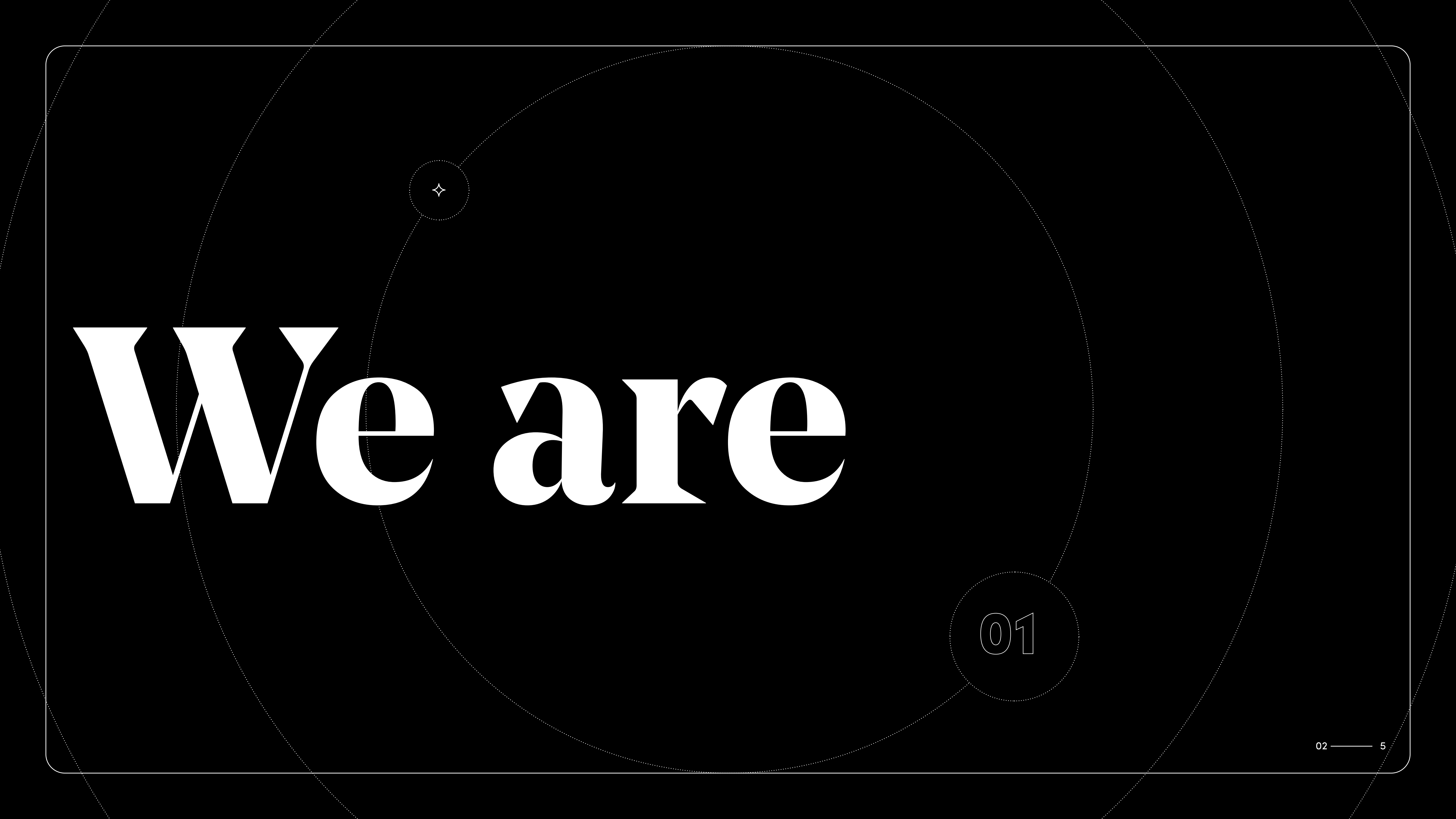
Blossom has been offering creative services to a broad array of UN agencies for over a decade. Our goal has always been to provide those fighting for a better world with unique tools and creative ideas able to engage people on global issues and drive change.

Our intense collaboration with UN agencies has, over time, reinforced and permeated our mission: we have fought, side by side with our clients, to create awareness of and help achieve the Sustainable Development Goals, harnessing the strength of the initiatives that spur sustainable change by providing strong narratives and visuals able to leverage political will.

Throughout the past two years our collaboration with United Nations agencies has increased considerably: for this reason, we have created a new Blossom division, called B-side, with a particular focus on global issues.

The work we do at B-side has progressively become more strategic: helping like-minded organizations and people - whom we like to call Allies - to communicate effectively and raising funds, to eventually making the world a better place.

In 2021 we continued our adhesion to the United Nations Global Compact, fully committed to fulfill the ten principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This commitment continues to be a natural evolution of Blossom affirming Global Compact Principles in our business strategy, organisational culture and daily operations. In this annual Communication on Progress, we describe what we have done to continuously improve the integration of the Global Compact into our activities. We also reaffirm our support to the Ten Principles of the Global Compact. This information will also be shared with our stakeholders, using our main channels of communications.



we are

01



OUR STORY



We are Blossom, an independent creative consultancy based in Milan (Italy), focused on uncovering the Beauty that brings meaning to ideas, brands and people.

Blossom was born out of a rebellion against the status quo: against the “already seen”, “already heard”, against the “good enough” and the “little bit of everything”, against the “it’s ok like that” and the “more or less”. It starts with a relentless passion for Beauty, continuously driving our collective. A community of experts and creatives. A place where we give life to experiences that shake up conventions and certainties, shedding light on the most authentic side of brands. That side which is often hidden, but it’s the most beautiful and deserves to shine. Since our foundation in 2008, we have been working on communication projects for EU/UN/ international organizations, as well as for major private commercial brands. These projects have included the design of creative concepts and the execution of strategic communication

and fundraising campaigns, the ideation of visual identities, the design of full advertising campaigns and of a broad array of communication products both for print and digital use.

Up to the present day, Blossom has kept blossoming. Even though the world witnessed two difficult years of a global pandemic, Blossom has undergone – through adversity – big, positive changes: we have grown significantly and we have prepared for the future. Instead of surrendering, we seized opportunities; instead of closing down, we opened new offices and left our doors open. In every challenge, we saw new possibilities, and we made an impact for the organisations we work with.



OUR PURPOSE



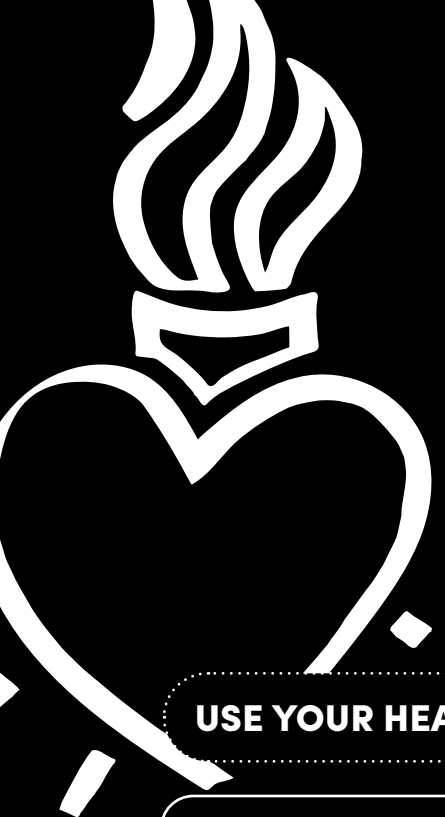
**We fight for Beauty
to make the world
a better place.**



WHO WE ARE

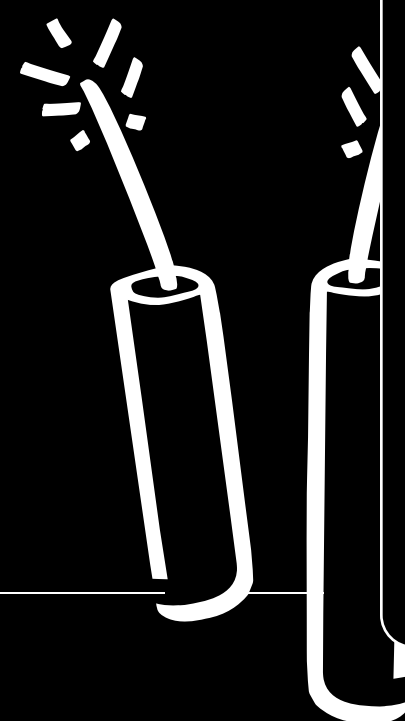
We are a **team of 66 people**: dynamic, flexible, able to think strategically and creatively, constantly responding to the evolving needs of our clients.

We are a community of experts, of creative people with open eyes, hungry minds and wounded hearts, leading us everyday in a tireless search for Beauty.



USE YOUR HEART

You have felt its beat, more than once. During a film that spoke to you, upon the return of someone from far away, in front of a painting with colors you couldn't imagine existed, at the thrill of an incredible goal, in the face of a cold, violent and unexpected wave, before a plate of spaghetti which tasted so much of home. You have felt it beat, your heart. And it was beautiful. And it wants to beat again. So you, put it out there everyday. To feel it, once again, vibrating, in everything you do.



OUR BELIEFS

BE FEARLESS

If he had imagined all that could have happened, the captain would never have set sail from the safety of his port; the racing car driver would never have driven in Formula One; the twenty-four year old would never have written that song; the small agency would never have accepted that job that was bigger than them. But had they all stopped to think about it, the world would never have known about the other world across the ocean; the racer would never have known the joy of speed and rebirth; thousands of young people would never have felt so free singing Lithium at the top of their lungs. And the small agency would never have grown up into something bigger.

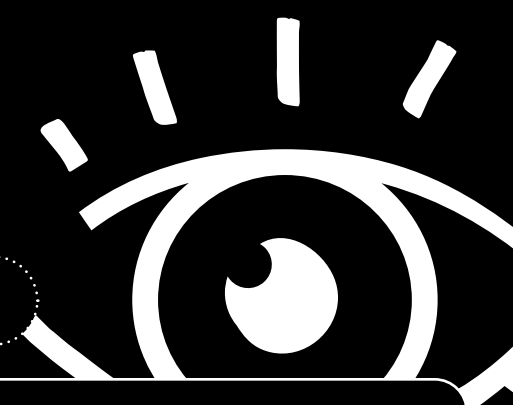
HELP OTHERS GROW

There was a day when you felt lost, ill-suited, incapable, hopelessly misunderstood. When, despite all your efforts, you continued to fall into a deeper abyss. And you couldn't find a way out. There was also a day when someone found you and helped you up. They helped you see the right path. They helped you understand that, with all of your limits, you could still get up and go forward. And do great things. Today is the day when another lost soul is looking to you for help, to grow together.



GET CURIOUS

Unexpected tastes, unimaginable beauty, strong odors penetrating your nose and linger. Books that transport you to extraordinary worlds, both far and near at the same time, stories of courage and passion, ideas, discoveries, useful inventions but also simple things, which make the everyday world richer and more beautiful, or sometimes just more functional. It's up to you to open that damn window, get on that airplane, open that book with pages that smell of paper, have the courage to turn off Whatsapp, try a different plate of food, search until you're exhausted, raise your hand and ask. Relentlessly. Because "there are more things in heaven and earth, Horatio, than are dreamt of in your philosophy", said a wise man five hundred years ago.



OWN IT

It's up to you: you can remain behind the scenes, opening the curtain only when you are told, to let other perform on the creaky stage. Or you can prepare and train, fall down and maybe hurt yourself, figure out the tricks of the trade from people more experienced than you, throw yourself into acrobatic feats that seem reasonable but perhaps aren't, propose alternative choreography, watch the public's reaction, stand tall in the face of heckling and boos, take responsibility for failure, adjust the stage boards. Only then will the applause, warm and toiled, also belong to you. And you will be stronger, better and prouder.



DON'T BE AN ASSHOLE

Whether you like almond chicken or are a committed vegan. Whether you dress like a rockabilly or in monochrome. Whether you listen to heavy metal or classical music. Whether you're a mathematical mind or an experimental barista. Whether you write projects that save the world or find solutions to go faster. If we have met up it's because we have something in common: a project, a friend, a dream, a vision or, perhaps, simply a need. "Nothing of what is human is alien to me", Terence once said. "And it deserves all of our respect", we would add.





OUR BEST PRACTICES



TIME MANAGEMENT

We constantly plan and manage our priorities, to live and work better.

VALUE ADDED WORK

Meaningful products and actions, resulting from research, adherent to the brief and always bringing added value.

HOW WE SAY IT MATTERS

Beautiful ideas need to be communicated with the right words, internally and externally.

GOOD HOUSEKEEPING

Physical order is mental order. And respect for ourselves and others.



QUALITY MINDFULNESS

Flawless and impeccable delivery, we always check twice.



**VALUE PROPOSITION:
OUR DISTINCTIVE APPROACH**

**We shape (brand) experiences
that speak to the heart
and minds, move markets,
drive value and that people love.**

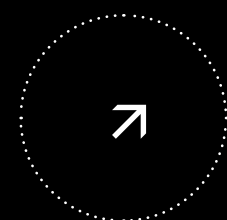


We have our own distinctive approach: human-focused research, data and creativity drive our work, every day. Through research we connect with the brand, the people who live and come across it, in order to find our way into its heart and uncovering the most authentic essence. Through evidence we analyse and interpret data: the very first starting point, as well as the end point. Our choices are bold, but always informed. Finally, we leave our mark through creativity. Words and images tell underheard and unwritten stories, where everything is new yet familiar. Because it touches our inner – deepest – side.

CREATIVE APPROACH

DATA AND EVIDENCE

HUMAN INSIGHT



WHAT WE DO

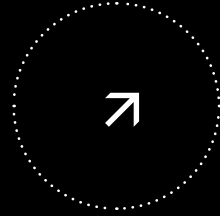


- AUDIO-VISUAL PRODUCTION**
(Filming, Sound Design, Photo Shooting)
- DESIGN & ART DIRECTION**
(Brand Identity, Graphic Design and Illustration, Editorial Design, Data Visualization, Web Design, Animation and Motion Graphics, Interior Design)
- CONTENT CREATION**
(Naming and Copywriting, Scriptwriting)
- EVENTS**
(Event Planning and Management)



- MEDIA STRATEGY**
(Advertising, Public Relations and Media Outreach)
- GROWTH STRATEGY**
(Digital Marketing, Market Analysis)
- SOCIAL MEDIA**
(Planning, Management, Influencer Engagement)
- RESOURCE MOBILIZATION AND REPLENISHMENT CAMPAIGNS**
- WEB DEVELOPMENT**

- COMMUNICATION STRATEGY**
(Campaign Strategy, Advocacy and Awareness Campaigns)
- BRAND STRATEGY**
(Brand Audit, Brand Positioning, Branding, Rebranding, Brand Activation)



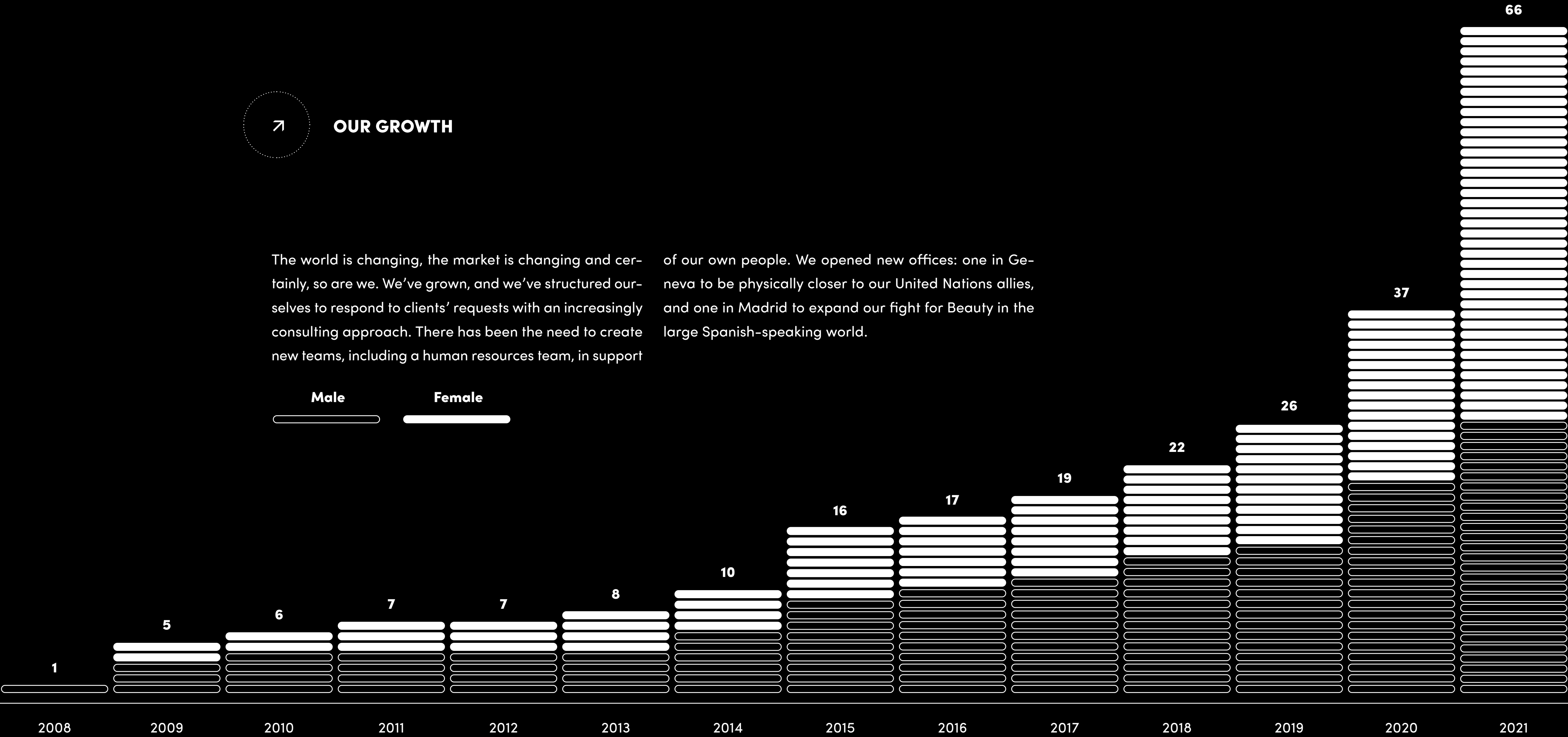
OUR GROWTH

The world is changing, the market is changing and certainly, so are we. We’ve grown, and we’ve structured ourselves to respond to clients’ requests with an increasingly consulting approach. There has been the need to create new teams, including a human resources team, in support

of our own people. We opened new offices: one in Geneva to be physically closer to our United Nations allies, and one in Madrid to expand our fight for Beauty in the large Spanish-speaking world.

Male

Female





OUR ALLIES

Organizations who have vision, create value and inspire.

People with purpose who are looking to find their voice and spread their message.

We believe everyone we meet has great value. And we have something to offer them if they ask us to do what we are good at: analysing with the right tools - human and data-driven, setting a winning strategy, finding the perfect words, creating design with a meaning, moving the right objects, telling untold stories, making them accessible, interesting and engaging, to the whole world and making them proud of their own work.



**That's why we do not call
them clients, but allies,
in our daily fight.**



02

Description of actions



Description of actions

As a strategic communications agency which firmly believes in the power and value of sustainable development, we have continued promoting the United Nations Global Compact and are committed to applying its Ten Principles by focusing on the areas on which we can have a real impact.

Sustainability – with a particular focus on sustainable work and organic growth – has become a consistent part of our business’ dynamics to the point that sustainability has turned into a business advantage. In this regard, Blossom’s leadership is transformational, able to combine sustainable growth with superior market performance.

Particular attention has been given to principles 1 to 6 related to SDG 8 “Decent Work and Economic growth”. Blossom has worked in a virtuous way adjusting wages to labour market prices, reaching a young median employee age, promoting gender equality, investing substantially in training and education with the launch of a Communication Academy, devoting resources to employees’ benefits and hiring a nutritionist-chef. We also carefully choose environmental sustainable options every time we can; we fight against corruption and clientism, keeping our procurement and human resources procedures transparent.

We care
about
people

2.1

We care about the place we work



ENSURING THAT ALL WORKERS ARE PROVIDED SAFE, SUITABLE AND SANITARY WORK FACILITIES

As a creative agency, granting a safe and pleasant working environment is fundamental to offer our staff the right conditions to express their full creative potential.

At a time of dramatic global change, when several companies have chosen to give up physical offices, Blossom has – whenever it was possible – kept its doors open; guaranteeing a physical place for all employees while complying with Italian Covid regulations. Blossom has thus doubled its working spaces, guaranteeing all staff a wide, ventilated and spaced-out environment and

making them live better at work. By facilitating their safe-distance interactions, we created a place that could stimulate creativity and nurture wellbeing.

Blossom's staff is encouraged to take advantage of the benefits offered by the working space, but also to respect it. Good housekeeping is one of our best practices, not only in the way we manage documents, briefing papers and project materials, but also in how we manage our physical habitat: a tidy environment helps us stimulate the outbreak of creative, innovative and resilient thoughts.

01



OUR ACTIVITIES

SAFETY PROCEDURES

Blossom has effective health and safety procedures in place, which comply with industry, national and international standards. This includes the provision of regular training to all workers on health and safety at work. Responsibilities for health and safety tasks are clearly defined internally.

FREEBIES

Blossom offers free drinking water, fruit, coffee and tea to all workers, facilities for clean and sanitary food storage and eating.

SANITIZATION

With the outbreak of the Covid-19 pandemic, Blossom has quickly adapted and complied with the new health and safety procedures in accordance with Italian law and has always ensured sanitization, hand sanitizer stations, and signage to raise awareness on health and safety issues.

PSYCHOLOGIST

Blossom has also hired a full-time psychologist for mental health support at work. His role is to help manage professional relationships among colleagues and support stress management. He is also a competitive boxing trainer, offering all employees the opportunity to join free boxing training during lunch breaks for their psycho-physical well-being.

WORKSTATIONS

Blossom's headquarters have been designed to ensure that workers have the best possible equipment and workstations to perform their tasks safely and comfortably. Suitable lighting, ventilation and temperature are part of Blossom's internal policy aimed at optimizing working conditions and implementing environmental sustainability principles.

CHEF

Blossom has hired a chef, who every week works with a nutritionist to create balanced and seasonal menus.

OUR SPACES

In addition, we adjusted all spaces to welcome our ever-growing team and facilitate everyone's work within safe distance. We created a large social hub, several meeting rooms with air recirculation and phone booth stations.



OUR NUMBERS IN 2021

In 2021 Blossom provided all staff with free fruit, for a total of **400kg** of fruit eaten

27kg of ground coffee consumed (which come to approximately 2700 espressos served)

150

hours of security training attended by our staff

480

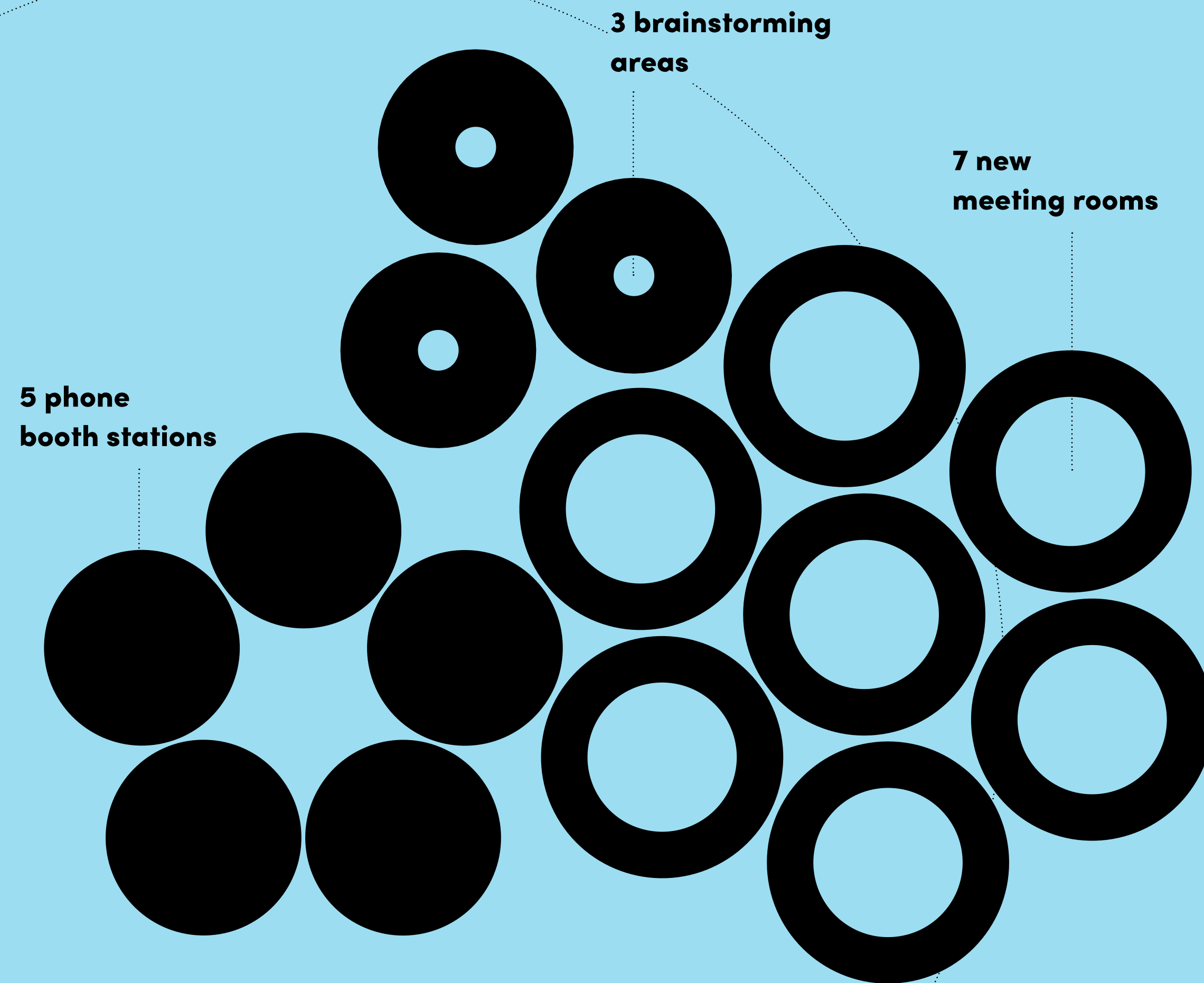
hours of listening support offered by our psychologist (2 hours per day)

720

hours of boxing training completed (3 slots per day)

42,000

liters of water drunk



We doubled our spaces: a shift from 500 mq to

1000sqm

of spacious, aired and lightened spaces

Today our studio is a spacious open space of 1000 smq, that hosts every day 66 people plus our guests, with a professional kitchen for our lunches together. The rooftop is our “place to be” where we enjoy the best sunsets of the area. And the best summer parties.

OUR SOCIAL HUB: A PLACE TO SHARE EXPERIENCES



Besides existing break areas – such as couches, a gaming station, a table football and our lovely terrace – we set up a large social hub that represents the beating heart of our office. This is the place where we come together for stand up meetings, lunch breaks, public events, official announcements, learning experiences. And a lot more.

We care about our people

02



ENSURING FAIR TREATMENT, FAIR WORKING HOURS, WAGES AND LEAVE

Human capital is the most important resource for Blossom: our people are the pulsating engine of our strategic and creative work.

To reflect this, we are committed to ensuring the best possible contractual conditions to all our collaborators, explicitly acknowledging the great value that each single worker represents in the overall value chain. Blossom was born from the desire of its founders to create a different workplace: a place where everybody could express themselves, where rules exist but are written together, where individual thinking is encouraged but collective action is essential. Only within an equal opportunity and a fair working environment, able to recognize the great value of individual effort, the right of collective bargaining, the absence of all forms of forced and compulsory labour, this freedom of thinking can truly blossom.

Blossom has grown over time, but the desire to contribute to making the world a better place, starting from within our agency itself and from the way human resources are treated, has never changed.

For this reason, we continuously improve employees' contractual conditions and update salaries according to market standards.

Moreover, Blossom promotes an attitude of trust and mutual understanding, making the working environment serene and flexible. It is, in fact, a company that understands work-life balance, and that is attentive to employees, needs and their private commitments.

As far as flexible working is concerned, Blossom has adopted a policy allowing both in-presence and remote working. Despite the fact that working from home has become the new normal worldwide, Blossom's staff have often chosen – whenever allowed by the Italian Covid protocols – to work in the office to foster teamwork, spark creativity and improve new hires training.



OUR ACTIVITIES

BLOSSOM BOOK

All workers have an official employment status, receiving an employment contract prior to starting work for Blossom. Each new staff member is also provided with the “Blossom Book”, a manual containing the company’s internal policies.

MENTORING

A Mentor is assigned to all new employees – for an initial period – to help them understand how to implement their daily tasks coherently within Blossom’s business culture.

PARENTAL LEAVE

All workers who have dependent children are granted compassionate or parental leave when needed.

SALARIES

Blossom provides all workers with living wages aimed at best enabling them to meet their needs and those of their dependents by granting salaries above the national minimum wage. In 2021 we adjusted salaries to market prices, and ensured that part-time workers have wages and benefits proportionate to those of full-time workers.

DATA ACCESS

Workers have access to all personal data collected about them, excluding confidential management specific information related to other workers’ performance evaluations, salary negotiations, promotions, rotation and similar employment decisions.

REMOTE WORKING

Blossom has granted flexible work to all employees, providing them with the most advanced technologies and software to facilitate remote working.

WORKWEEK

The workweek is limited to 40 hours and workers have no less than a 30-minute break for every 4 hours of work. We also set up few break areas to improve the balance between working hours and reasonable breathing space.

MONITORING

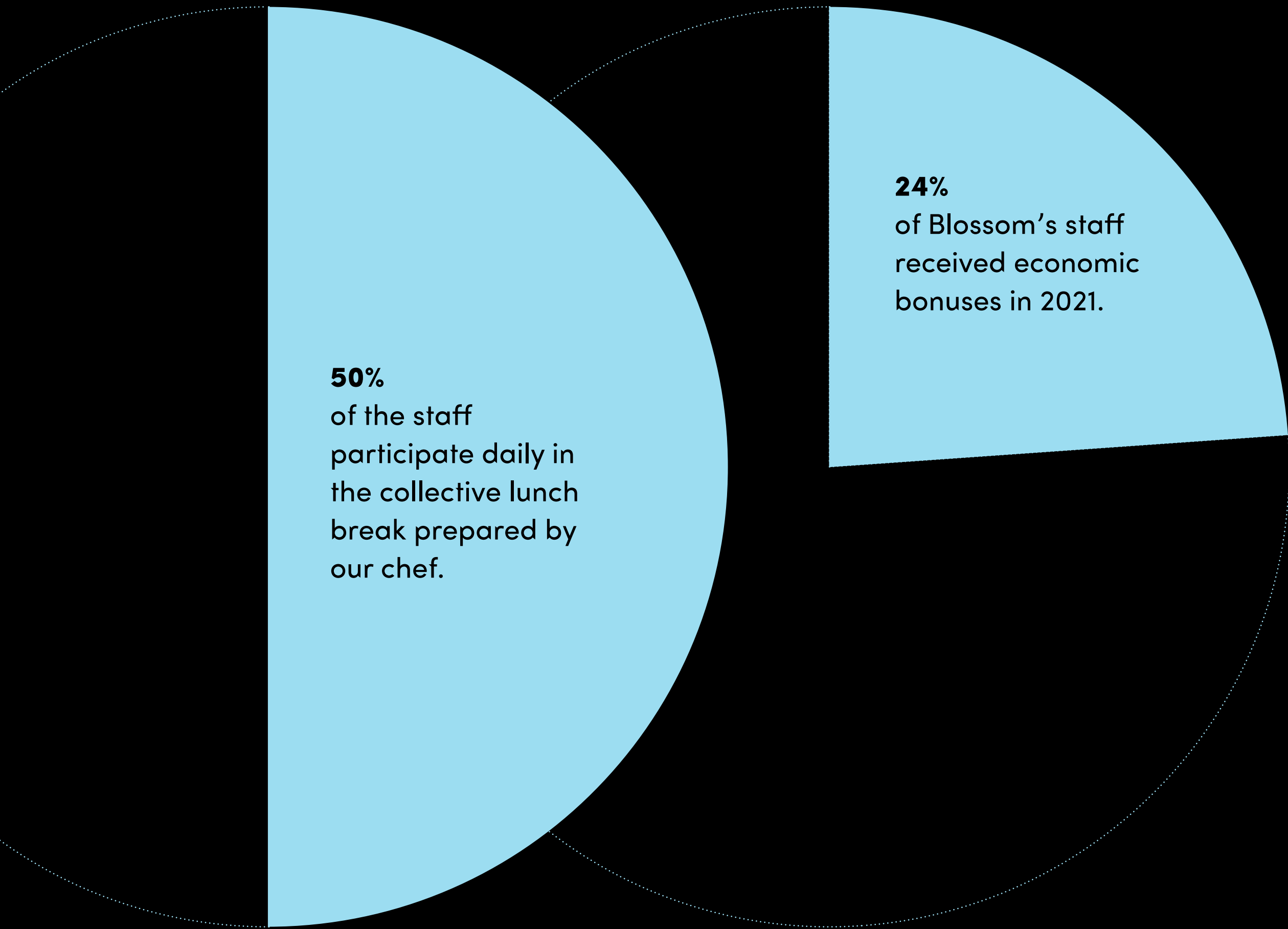
We have a system to plan, record and monitor hours available and managed by each employee. We regularly evaluate if resources are sufficient and adequate to meet production targets without resorting to overtime.

PREMIUM RATE

Overtime occasionally happens, but it is remunerated at premium rate.



OUR NUMBERS IN 2021



50%
of the staff
participate daily in
the collective lunch
break prepared by
our chef.

24%
of Blossom's staff
received economic
bonuses in 2021.

25,500€

is the total amount of welfare bonuses
provided in 2021. (500€ to each employee)

13

employees involved in "Asana champions
training" for a day of advanced training in
which the employees were been trained
in how to manage Blossom's hours and
overtime tracking tool – Asana.

CHILDREN ARE GOOD FOR US



65. This is the number of Blossom staff's sons and daughters. We believe that every new life is an enrichment not only for the family where the child arrives, but also for the community to which the mother or father belongs. Children are virgin eyes, giving us the opportunity to watch the world differently. Children are words without filters. They help us get back to the origin of things, without superstructures. Children train us to be more curious, more emotional, more creative. Children are good for us. That is why we strongly support our staff's desire to expand their families, allowing them to take all the time that better respond to their maternity or paternity needs.

We also encourage children's involvement in the life of the agency, inviting them to join us from time to time and have a look at the place where their parents spend most of their days. That's why we involved our children and partners in the launch of our new division B-side and held a Christmas party with gifts for them.

We care about our local community

03



COMMUNITY IMPACT AND ENGAGEMENT

Blossom believes in organizations that have positive local impact. That's why it pays particular attention to the choice of suppliers for any external service and provision. Above all, Blossom works actively with local schools and/or educational institutions, helping them have a greater impact in our local community by means of enhanced communication, with affordable and dedicated fees.

While Blossom does not employ workers under 18 years of age, it has established partnerships with local schools offering their students who are obliged

by Italian law to undertake professional internships the opportunity to immerse in a creative and productive environment, spending time at our offices for limited time and learning how we work.

Driven by the desire to create a place where young people of the area could truly discover and learn about communication, we have established and launched our own Blossom School: an academy for communication professionals.



OUR ACTIVITIES

COMMUNITY SCHOOLS

Blossom has helped local communities/schools to improve their public communications and become more visible.

BLOSSOM SCHOOL

Blossom created a Communication Academy known as “Blossom School”, with the aim of offering a student-friendly place where young people can study to become communications professionals in alignment with our corporate purpose.



READ MORE

PARTNERSHIPS WITH SCHOOLS

Blossom organized several projects in partnership with local school involving students for a two-week work experience in which they were able to learn some important functions of the communication world supported by mentors.

FOOD BANK

Blossom joined and encouraged all employees to join the “Food Bank” project, an initiative to collect and distribute food to poor families in the area. There is cart at the entry door of our offices in which everyone is free to drop food and, once a month, we collect it and distribute it to families in the area, keeping staff updated on how much has been collected and the impact we have had thanks to the collective effort.



OUR NUMBERS IN 2021

6

individual and group projects with differentiated durations (ranging from 2 weeks to 2 months) developed, consisting of observational and experimenting projects within our agency. The idea consists of helping high school students to discover the world of communication through initial orientation and further learning.

5

local community/school projects developed at affordable dedicated fees.

20

weeks dedicated to building the Blossom School with the involvement of four full-time staff plus multiple consultants.

CULTURA CREATIVA

During 2021 we decided to found “Blossom School”, a communications academy for young people who want to explore the world of communications in more depth. In line with our corporate purpose and values, Blossom Schools aims to be an attractive environment for young people who in the course of the two-year programme will be trained as Communication Officers, learning and exploring the language and tools of communication. The rationale guiding the establishment of the school is to develop increasingly more people around the world who can speak the language of communication that we have learned through the years, eventually spreading Beauty as a chain reaction. Teachers are professionals who will inspire students with their experience and technique. In the second year all students will be offered 12-month paid internships in collaboration with our wide network of partners, ranging from the automotive, food & drink, sports and tourism sectors to the non-profit sectors. To accomplish this, we’ve contacted 19 external professionals – in addition to our internal professionals- to draft a total of 28 programs. Every month there will be three meet-ups with students, entrepreneurs and professionals dialoguing, learning and finding inspiration in each other’s experiences. We will evaluate students through one-to-one interviews aimed at getting to know the person and the experiences made, valuing motivation and effort rather than using meritocratic criteria.

We care about sustainable growth

04



FOSTERING OUR STAFF'S GROWTH

Blossom has faced a radical transformation due to its recent numeric and structural growth. To meet the challenge of rapid growth by applying the company's values following the company's values, Blossom actively involved all employees in the organization's development process by listening and valuing their aspirations, needs and talents.

To do this, in 2021 Blossom initiated two internal projects investing time and resources in co-design and re-organizing the company's structure, workloads, teams and ways of working. We did not simply restructure and impose a new organizational model but decided to co-design it with the active involvement of employees through interviews and analysis. Everyone has contributed to the design of the organisation's future.

At the same time, although Blossom does not have a rigid hierarchy, it has a clear definition of roles that allows each individual to envisage professional growth paths whilst maintaining creative and cultural freedom. Blossom respects everybody's aspirations, offering those who strive for a stimulating career to confront themselves through new challenges - but respecting the pace of those who prefer a more stable professional growth. The individual professional path in Blossom is not necessarily a hike up to a mountain top: it is more a non-linear, different journey, tailored by each staff member on the basis of their aspirations and inputs received.

Blossom has also set up a new policy of assigning to each project an interdisciplinary working team, to encourage the free flow of expertise and contaminations among figures with different roles and distinct levels of seniority.



OUR ACTIVITIES

ON-BRAND INTERVIEWS

Blossom carried out 60 “on-brand interviews”: one-to-one interviews aimed at exploring and understanding in depth how all employees perceive the company’s culture and values. Based on the interviews, in 2022 we will work on redefining our brand pillars so that they reflect our own culture better.

APPRENDICESHIP

Blossom ensures that apprenticeship programmes or professional internships of students constitute a minor portion of the workforce, are limited in duration (maximum 6 months), are performed in conjunction with mandatory school programmes or supervised by Labour Organisations, and do not interfere with the young worker’s compulsory education.

ANNUAL REVIEW

Once a year, the management meets staff members individually to discuss their accomplishments, challenges and to eventually redesign together the next steps of the path to achieve their career objectives - always in the context of the company's culture. Work-related problems are discussed, and management collects any concerns / complaints employees might wish to raise.

STAFF SUPPORT TEAM

We developed a brand- new Human Resources “Support Team”, including a psychologist who conducted all employees’ annual reviews, and worked in synergy with the Human Resources Senior Manager for employees’ growth.

MEETINGS

As creativity is the the common trait among all of Blossom’s workers, no matter the role, we promote knowledge sharing and learning moments, e.g. a series of structured meetings to support our common vision, new thinking, creativity and learning. We have some “routine” moments, such as the “Daily Priorities” meeting among Project Managers and the Full Blossom Progress Meetings (once a month), but we also have set some specific “innovation” moments:

Retreat days, held by teams, where we encourage creativity and innovation, and where we develop internal and personal dream projects. These activities are extremely effective for both teambuilding and individual professional growth.

Sharing experience events with special guests from the communication world, art and creativity for the enrichment and continuous learning process of all employees.

TRAINING COURSES

Blossom offers the possibility of taking training courses to update and increase employees’ skills.

LANGUAGE COURSES

Blossom has hired an English and Spanish teacher for the learning and development of working languages.



READ MORE



READ MORE

LIBRARY

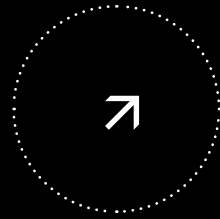
A library has been set up in Blossom and it is always accessible to anyone who wishes to deepen their knowledge within a variety of strategic and creative topics. Blossom gives €100 each month to a different team so that they can choose which books they would buy to explore a topic in more depth.

BLOSSOM ANATOMY

Blossom developed the “Blossom Anatomy” project aimed at giving a picture of the organization and of the work flows through one-to-one interviews of senior and junior roles throughout the company. We decided to start from employees because we believe that involving people in the process and having continuous feedback is essential to understand difficulties, and to keep improving and growing.

CAREER PATH

We design together with our staff a career path tailored to the ambitions and capacities of each individual.



OUR NUMBERS IN 2021

We had a staff growth of

+61%

+25

new people hired in 2021 to respond to increasing business turnover.

34

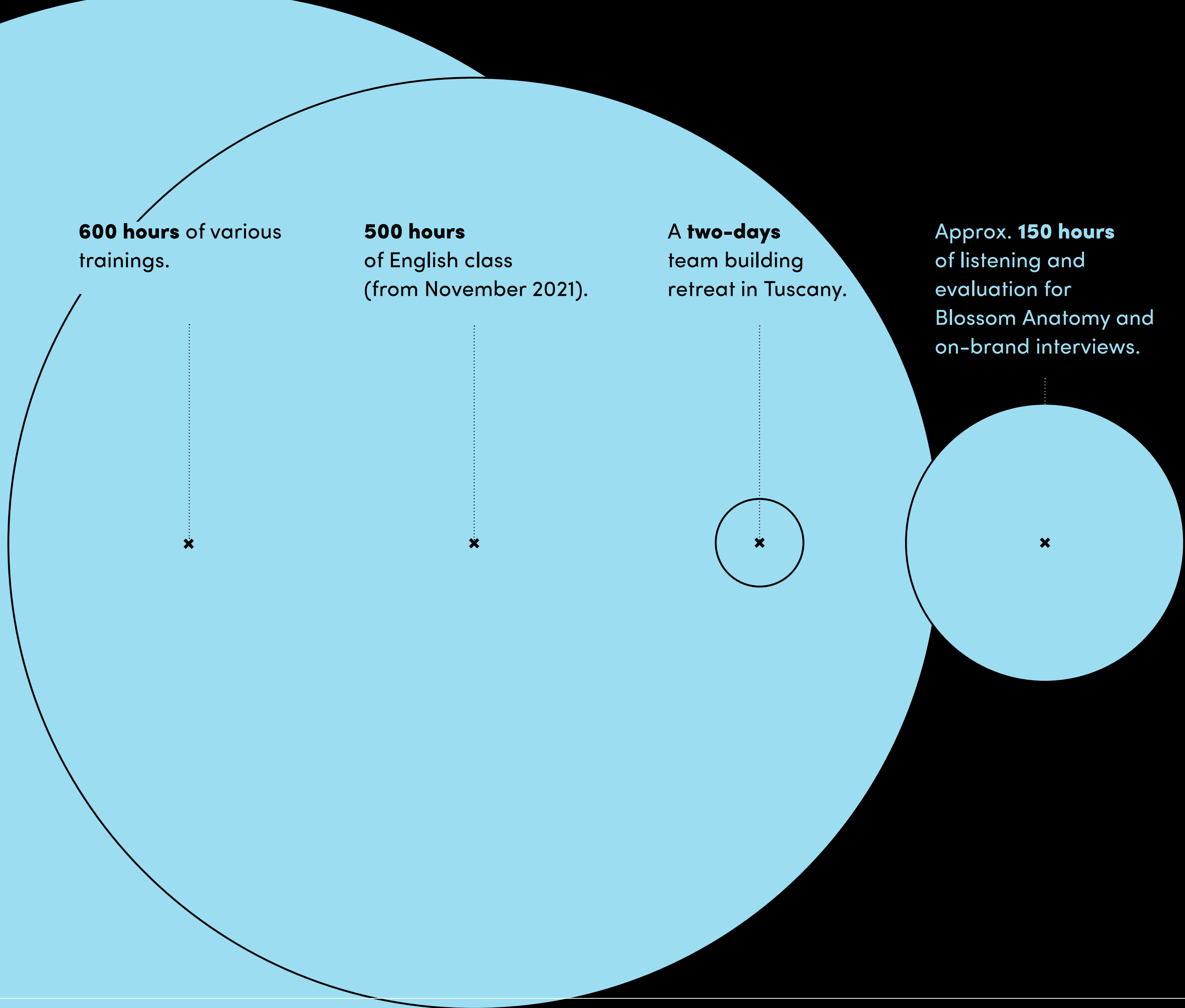
years old is Blossom staff current average age.

3

new teams were born in 2021 adapting to the market needs and our own necessities: brand strategy, human resources, digital strategy.

3

interns became employed staff.



12

Full Blossom Progress Meetings including:

12

presentations of work implemented to share inspiration and thoughts with other working groups.

30

individual presentation of new team members.

2

special guest meetings.

16

creative reviews.

48

project management meetings.

10000€

up to now granted to teams for the development of our Blossom Library – each team is periodically given the chance to buy books and/or resources to help their growth and foster creativity.

A TWO-DAYS RETREAT *

We organized a team building experience for ten of our employees, the senior creative staff. It was a two-days retreat focused on taking a moment and observing the quality of relationships with each other and to truly meditate on who we work with every day - an opportunity to discuss team dynamics, working method and environment. During the day we spent some time with the cloistered nuns of a Tuscan convent helping them with the seasonal olive harvest. During the rest of the time, we focused on what is most important to us in our work, including relations as mentors of junior members. It was an experience of both professional and individual enrichment.

WE ARE MULTILINGUAL *

Just like we are investing and expanding internationally, we want all our staff and colleagues to speak the languages of the world. That's why we have hired a language teacher to help all of us to communicate and connect better with our Allies and between our offices in Milano, Geneva and Madrid.

500 hours
of English class
(from November 2021)

20 employees
trained

1 employee
in Madrid

2 employees
in Geneve

We care about gender equality

05



PROMOTING GENDER EQUALITY

Blossom's commitment to gender shows in our acknowledgment of values and principles of gender equality and of women's empowerment. 48% of senior-level employees are represented by women.



OUR ACTIVITIES

LEADERSHIP

Blossom has established a high-level corporate leadership for gender equality: Blossom is jointly led by Giacomo Frigerio and by Valentina Frigerio, the latter being the legal representative of the company.

GENDER BALANCE

We value gender balance in overall staffing, as well as in assigning both gender members to the project teams for each new activity.

HUMAN RIGHTS

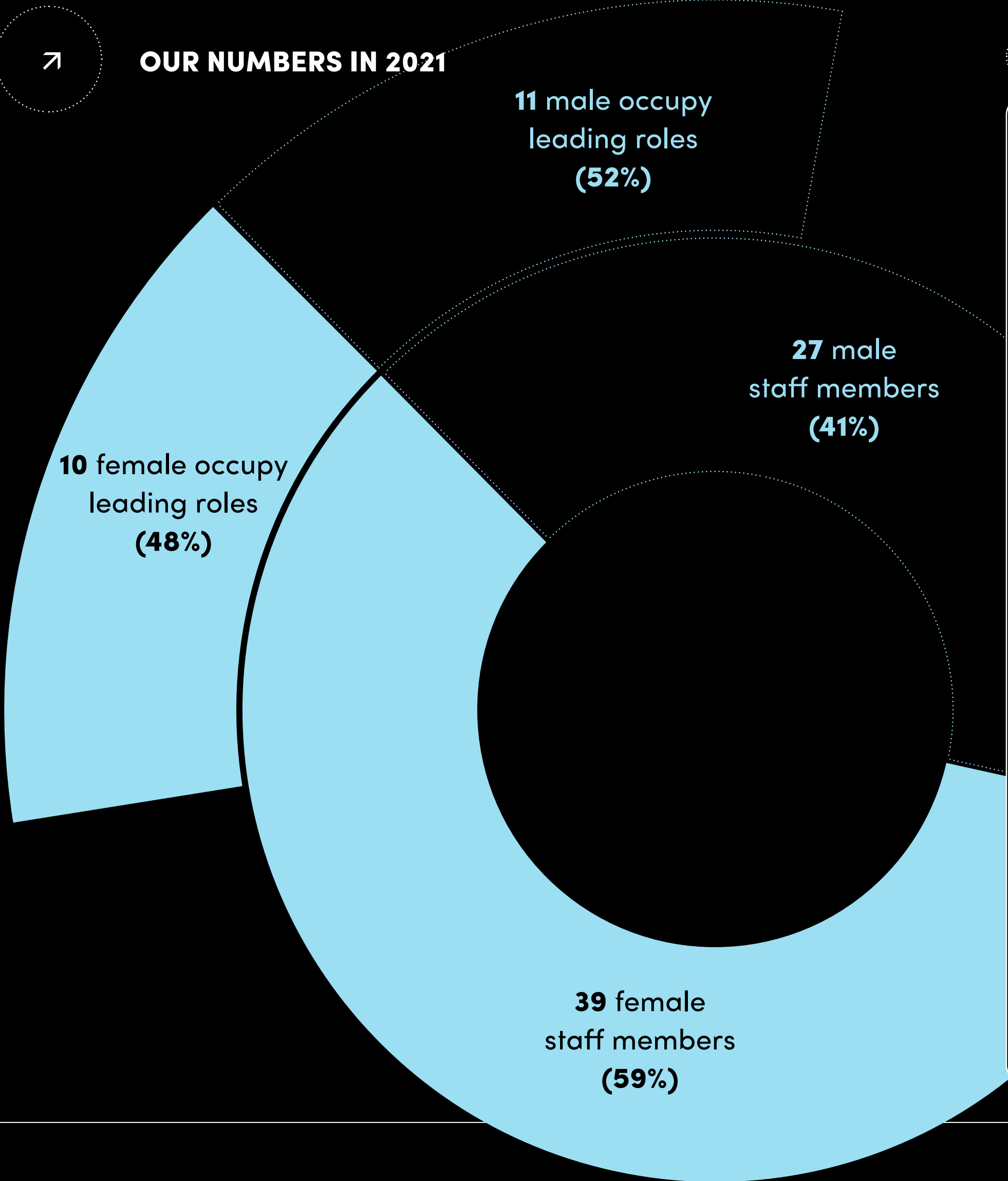
We treat women and men fairly at work and respect and support human rights and non-discrimination, including through equal pay policies.

EQUALITY

We promote education, training and professional development for all women and men staff.



OUR NUMBERS IN 2021



FOCUS ON WOMEN



In Blossom, we have 48% women covering leading roles. It was a natural process having women becoming landmarks due to their competency and professionalism, dedication, empathy and determination in understanding the meaning behind each new project. The partnership with UN Women has been important for us in deeply understanding how the workplace can be the first place where women can express all their potential and greatly contribute to its prosperity.

For this reason our partnership with UN Women has continued and got stronger thanks also to our adhesion to Women's Empowerment Principles started in 2020. Enlighted by WEP Seven Principles, Blossom has led to an advancement and a continuous empowerment of the women staff.

We care
about
the planet.

2.2

We care about the planet

06



PROMOTING ENVIRONMENTAL RESPONSIBILITY: REDUCTION, REUSE AND RECYCLING

Blossom promotes Zero Waste policies, focusing on waste prevention, reduction, reuse and recycling. According to Blossom, this attitude is related to the crucial best practice of its culture: “Good housekeeping.” We believe that taking care of our house doesn’t stop with keeping spaces tidy and clean but involves a growing awareness about consuming, reducing, and reusing available resources. It has to do with a respectful and shared coexistence – within our own offices and beyond.

To this end, we kept reinforcing our internal environmental policy to limit waste, especially that of plastic, we have tried to enhance recycling habits.

We are also dedicated to sourcing goods and services from sustainable suppliers and collaborating with partners who share our values and commitment towards sustainable procurement.



OUR ACTIVITIES

WASTE MANAGEMENT

Blossom's policy is strict in terms of correct separate waste collection. Our staff's members dispose their waste separately under the surveillance of the Office Manager, who delivers separate waste collected to recycling companies.

FOOD WASTE REDUCTION

Blossom cares about the seasonality of what is offered in our cafeteria. We also fight against food waste: our staff uses a common kitchen to cook meals and leftovers are taken home or eaten the next day.

NO SINGLE-USE PLASTIC

Blossom has banned single-use plastic by placing 3 drinking water dispensers that provide natural, sparkling and hot water.

RECYCLING

As a visual design studio, a great share of our work implies the printing of communication materials. To this end, we only work with suppliers that provide us with recycled paper or paper products that are certified as coming from responsibly managed forests. We promote dematerialization wherever possible. No printing is allowed, unless strictly needed; we promote both with our staff and clients the use of digital tools for communication.



OUR NUMBERS IN 2021

We avoided the use of an estimated

84,000
plastic bottles

We have avoided approximately

105kg
of mono-use plastic cutleries

All physical products (print communication materials, gadgets, etc.) are sourced from environmentally sustainable suppliers.

We care
about
transparency

2.3

We care about transparency

07



WORKING AGAINST CORRUPTION

As a relatively small purchaser of goods, Blossom has a limited footprint as it relates to our supply chain. However, we expect our suppliers to understand and comply with our expectations regarding human rights and other provisions that apply to our third-party service providers.

On the other hand, as Blossom numbers among its main clients UN agencies, we ourselves adhere to the UN Supplier code of conduct. Blossom does not pay, solicit or accept bribes. This includes prohibition of providing payments or anything of value directly or indirectly to any government official, business partner, or individual for purposes of obtaining business in violation or applicable anti-corruption regulations and standards.



OUR ACTIVITY AND NUMBERS IN 2021

RESPONSABILITIES

Blossom has assigned different individuals or departments to be responsible for handling contracts, placing orders, receiving goods, processing invoices and making payments. The Senior Tender Manager develops proposals; the Senior Administration officer processes invoices and makes payments; the procurement manager deals with suppliers and oversees internal procurement of goods and services.

NO INFORMAL DEALS

Blossom prohibits informal employment and any ‘off the books’ record-keeping.

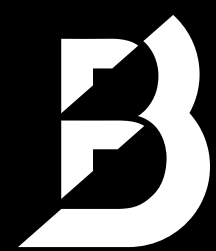
CONTRACTS

Blossom mentions “anti-corruption” and/or “ethical behaviour” in its contracts with business partners.

INTERNAL PROCEDURES

Blossom has set an internal procedure foreseeing that for supplies exceeding the overall value of 10,000€, at least 3 different offers have to be requested from potential suppliers.

For supplies exceeding the overall value of
10,000€
at least 3 different offers have to be compared



→ BLOSSOM.IT

MILAN

GENEVA

MADRID