



**IMPACT REPORT BLULoop S.R.L.
BENEFIT CORPORATION**

YEAR THREE
FISCAL YEAR 2024

March 2025

bluloop

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1. Who we are

Bluloop S.R.L. continues its journey as a Benefit Corporation, confirming its commitment to **generating shared value for society, the environment, and communities**. Our business model is based on material regeneration, aiming to transform waste into valuable resources and promote a virtuous, continuous cycle.

Through our online platform, we seek to further raise consumer awareness around circularity and conscious consumption, expanding the range of products made with regenerated ECONYL® nylon. In 2024, we strengthened our presence in the design and furniture sectors by introducing new collaborations and enhancing the dissemination of educational content.

Bluloop S.R.L. SB is part of the Aquafil group and is managed by a sole director.

As of today, the company has no employees.

Governance: the company is currently administered by a sole director.



2. Our commitment as a Benefit Corporation

Benefit Corporations, introduced in Italy in January 2016, represent an innovative business model that combines economic growth with social and environmental impact. Italy was the first country after the United States to officially recognize this corporate form, characterized by a dual purpose: alongside economic goals, Benefit Corporations are committed to generating positive value for the community and the environment.

Bluloo fully embraces this vision, going beyond profit to create a tangible and lasting impact. Our approach integrates responsibility, transparency, and sustainability, establishing us as an example of a business that balances financial success with a concrete contribution to society.



Benefit Corporations (SBs) are distinguished by two essential elements:



1. They make an **explicit commitment to all stakeholders**, including shareholders and the communities;



2. They **evaluate their social and environmental impact** with the same rigor applied to financial and economic results.

Bluloo adopts the Global Reporting Initiative (GRI) measurement framework, with specific reference to GRI Topic Standard 413-1, which governs the reporting of activities benefiting local communities.

As required, we draft an annual Impact Report to document our progress and future goals. This document represents our third edition and outlines the activities carried out in 2024, along with the commitments made for 2025 toward achieving the public benefit purposes defined in our bylaws.

3. The Public Benefit Purposes of BLULOO S.R.L. SB

Bluloo has defined its public benefit purposes with the goal of generating a positive impact on society and the environment while ensuring strong economic performance.



Our strategy is based on:

- The introduction to the market of high-quality products and services that not only meet consumer needs but also encourage more conscious and responsible purchasing choices.
- The creation of economic value with positive direct and indirect effects on the community and the environment.

These principles are reflected in two main areas of focus:

1. PROMOTION OF ECO-DESIGN AND CIRCULARITY



Bluloo supports the design and dissemination of products conceived to be fully recyclable at the end of their life cycle. Through careful material selection and production processes, we aim to foster a more sustainable consumption model, with particular focus on products made with regenerated ECONYL® nylon.

2. INCLUSION AND SOCIAL IMPACT IN COMMUNITIES



Bluloo promotes a culture based on inclusion and equity, working to overcome barriers of gender and age. Our goal is to build a strong network that actively combats discrimination and fosters equal opportunities for all.

4. First Specific Public Benefit Purpose



PROMOTION OF ECO-DESIGN AND CIRCULARITY

Bluloop promotes the design and marketing of products conceived to be fully recyclable at the end of their life cycle. Our initiatives aim to reduce the use of fossil resources by promoting recycling and the principles of the circular economy. This approach is implemented through the selection of items that encourage more conscious consumption, with a particular focus on products made with regenerated ECONYL® nylon.



4.1 2024 Actions

Bluloop's vision stems from the awareness that waste often results from design not intended to last. We believe that products should be conceived from the outset to be fully recyclable at the end of their life cycle.

This means rethinking design by considering not only the needs of those who manufacture the products but also those who will be responsible for regenerating or recycling them.

In 2024, we continued to promote and distribute items designed according to these principles, but our commitment extends beyond that. We are also working to make art and design more accessible, responsible, and an active part of change.

A significant example is the project carried out during ArtVerona: together with the organizers of the fair, we recovered the carpet installed to welcome visitors during the three-day event, transforming and giving it a new life.

In agreement with the artist who designed its pattern, Ugo Rondinone, the carpet was resized, reinterpreted, and



divided into smaller pieces, which became true works of art sold on our e-shop. Proceeds from the sales were donated to two non-profit organizations: one chosen by the artist, dedicated to supporting LGBTQIA+ rights, and another, Alba Chiara APS, chosen by Bluloop, which works to combat violence against women — both aligned with the conceptual framework of the project.

REPORTING OF ACTIONS AND RESULTS 2024		
ACTIVITIES	KPI	RESULTS
Educational campaigns to promote conscious purchasing and products designed according to eco-design principles	Sold chairs	33
	Revenues (including shipping costs)	7,874 €
	Sold carpets	7
	Revenues	8,802 €
Online and offline promotional initiatives with international partners aimed at raising awareness of environmental benefits and avoided impacts	Traffico generato alle landing page di prodotto	307,782 sessions

4.2 2025 Commitments

COMMITMENTS 2025		
ACTIVITIES	KPI	RESULTS
Online and social media advertising about the environmental benefits achieved through the design of the chairs and carpets sold on the online platform	Sold chairs	
	Revenues	
	Sold carpets	
	Revenues	
Iniziative promozionali on e offline con partner internazionali con l'obiettivo di diffondere consapevolezza su benefici ambientali ed impatti evitati	Traffic generated to product landing pages	

5. Second Specific Public Benefit Purpose



INCLUSION AND SOCIAL IMPACT IN COMMUNITIES

*We promote a culture based on inclusion, equity, and respect for diversity. Our commitment begins in the territory where we operate, with the aim of **building relationships that overcome gender and generational barriers.***

We work to create a strong and aware network, capable of actively combating all forms of discrimination and fostering real conditions of equality for all people, regardless of their gender.

5.1 2024 Actions

Bluloop's commitment to people's wellbeing and respect for the local community materialized through collaboration with **Alba Chiara APS**, an association born from the will of the family of Alba Chiara, a 22-year-old woman who was a victim of femicide in 2017.

Over the years, the association has organized numerous initiatives open to the community: awareness programs, school workshops, and cultural events encouraging reflection on what each of us can do daily to combat violence and promote a culture of respect.

In 2024, with the support of Bluloop, Alba Chiara APS developed a rich program of cultural activities, including book presentations, talks, workshops, an exhibition, and a performance.

These initiatives were designed to promote inclusive cultural policies and to fight not only stereotypes but also patriarchal culture. Each event offered spaces for dialogue and reflection, helping to create a more aware and open community, able to value diversity and dismantle cultural and gender barriers, promoting a more equitable and just vision for all.

In this context, culture took on a deeply transformative role — not just as entertainment, but as a powerful force capable of reshaping narratives and social models.

Through the exploration of crucial themes, each event offered opportunities for critical reflection, inviting the community to question traditional beliefs and imagine new possibilities.

“Lidia” by Valentina Stecchi (graphic novel presentation)

About 80 participants attended. The success highlighted the importance of telling the stories of women who have shaped history and continue to inspire new generations in the fight for rights and equality.

Event with Vera Gheno – Presentation of “Grammamanti”

The sociolinguist emphasized that language must be alive and inclusive. The event was sold out, with 150 attendees, who were deeply moved by the reflection intertwined with Alba Chiara's story.

Exhibition: “From Pain to Hope: A Journey Through Alba Chiara's Colors”

Held at Forte Superiore di Nago, it showcased Alba Chiara's artwork (paintings, jewelry sketches), highlighting how

art can be a powerful tool for awareness and emotional expression.

The exhibition included a Bluloop carpet, presenting the project created in collaboration with Alba Chiara APS.

Workshop on Visual Poetry led by Francesca Fattinger

Part of “La notte di fiaba,” involving 20 children, reconnecting them to nature through words and poetic play.

Training sessions for the Maffei_Luogo Comune Collective led by Veronica Pacini

Following the femicide of Giulia Cecchettin, students from the Maffei High School requested educational support.

The “Invisible Inks” cycle involved about 60–70 participants, focusing on rediscovering marginalized authors and fostering non-hegemonic education.

Workshop “The Voice, Beyond” led by Greta Marcolongo (at Cantiere 26)

17 participants explored vocal expression as a tool for empowerment and self-affirmation.

Talk with lawyer Cathy La Torre – “It's Not Normal: If It's Violence, It's a Crime”

Attended by 450 students, addressing legal tools and social awareness around gender violence.

Talk “He Was a Good Person” with Emanuele Corn, Ivan Pezzotta, Leandro Malgesini, moderated by Massimo Baroni and Emanuela Skulina

An in-depth discussion on the role of men in gender violence, attended by about 80 people.

Talk “Invisible Ink” with Valeria Parrella

Approximately 40 participants discussed the importance of inclusive cultural narratives.

Talk with Auroro Boreale moderated by Jessica Testa – “Ugly Everywhere”

An event that drew over 200 participants, blending irony, pop culture, and reflections on changing gender models.

5.2 2025 Commitments

For 2025 and the years to come, we aim to strengthen our support for these initiatives by consolidating and enhancing the connections established, with the goal of expanding the positive impact achieved.

REPORTING OF ACTIONS AND RESULTS 2024		
ACTIVITIES	KPI	RESULTS
Implementation of actions aimed at encouraging reflection on the issue of gender-based violence within the Alto Garda and Ledro community	Number of events	11
engagement of teenagers and young adults on the role of female and male figures in our society	Number of students involved	600
Creation of spaces for sociocultural reflection		3
Implementation of an initial action to support women in our local area	Number of programs launched	1
Involvement of the local community, international partners, and local furniture stores sensitive to the topic of interior design	Project interest and sign-up rate	100%

COMMITMENTS 2025		
ACTIVITIES	KPI	RESULTS
Raising awareness and promoting understanding of gender differences and femicide in the local area through direct participation in community events	Number of events	
Activation of a support program for women	Number of attendees	
Meeting with schools	Number of classes involved	



6. Responsibility, transparency, and commitment to the Common Good

As a Benefit Corporation, Bluloo integrates economic objectives with purposes of common benefit, adopting a responsible approach that considers the needs of people, communities, regions, and the environment, while also valuing cultural and social heritage. We operate ethically and transparently, fostering collaborations with organizations, associations, and stakeholders committed to these areas. To ensure compliance with regulatory requirements and provide clear and reliable reporting, Bluloo systematically monitors and assesses its environmental and social impacts, drawing on recognized international standards. In particular, the measurement protocol adopted is inspired by the Global Reporting Initiative (GRI) framework, with specific reference to Topic Standard 413-1, which focuses on activities directed toward local communities.



7. Conclusions

The third year of activity marks a significant milestone in Bluloo's journey as a Benefit Corporation, with tangible results achieved in both areas of common benefit outlined in its bylaws.

On one hand, there has been a growing interest in products designed according to the principles of eco-design and circular economy. On the other, the initiatives promoted by Alba Chiara—focused on raising awareness and fostering social engagement—have seen a considerable increase in participation, reaching a broader and more diverse audience. The active involvement of people is, for us, a key indicator of the effectiveness of these initiatives and the value they are perceived to bring.

Looking ahead, Bluloo will continue to integrate economic performance with positive social impact, strengthening its commitment to measuring the outcomes generated and setting annual improvement targets. Our path remains aligned with the ambition to contribute to the responsible evolution of business models grounded in eco-design and social engagement.

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