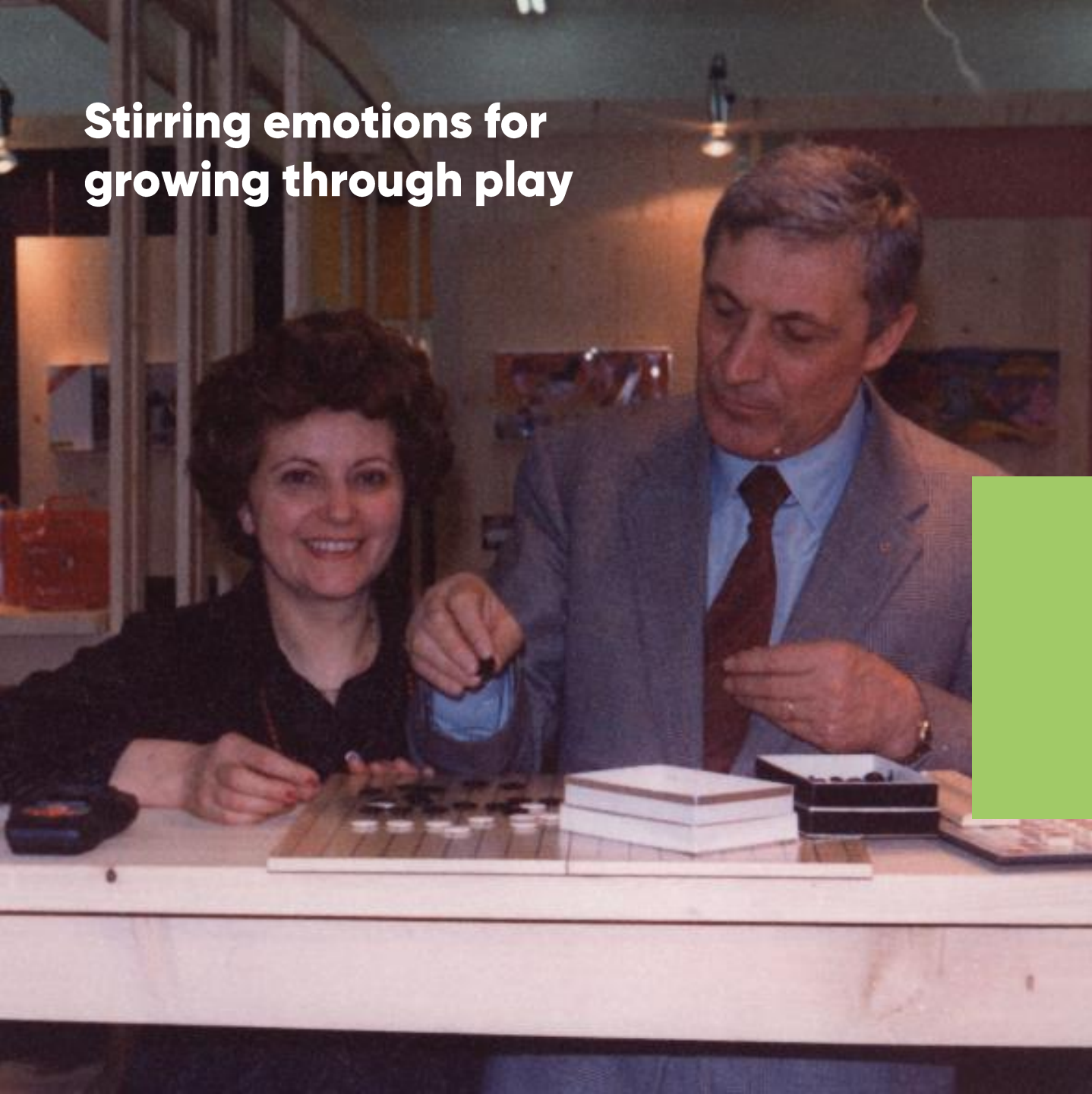




# Sustainability manifesto

Every world you can imagine

## Stirring emotions for growing through play



Here at Clementoni, we began envisioning tomorrow's world a long time ago when **Mario and Matilde Clementoni** grasped just how important play was.

It was one of those ideas that engendered many others, opening up new horizons.

*Playing is a serious game  
We should never stop playing,  
Especially when we grow up*

*Mario Clementoni*

And so, almost 60 years down the line, we are still designing and creating toys and games with the same **impassioned** approach, level of **expertise** and **creative intent**. Toys and games devised to make a positive impact on children (and adults) as they discover the world, learn and grow.

On the scale of our commitments, **respect for people and dedication to the environment** take priority; we firmly uphold and actively promote these values to **build a better future** for each one of us.

And we are aware that it is a long road. But we are confident that, when we all rally together, no obstacle is insurmountable.



# Who our commitment is for

Imagine and grow

Our dream is to help all children to imagine and to grow. On this path, we are actively committed to generating a positive impact on the environment and creating a sustainable future for people and our planet.



## Our pledge centres around four main areas:

- ***The community*** - a responsible production chain that promotes the local area and people.
- ***People*** - respect and welfare above all else: because together we are stronger.
- ***Children*** - we all have the same possibilities, that's the real beauty of play.
- ***Environment*** - we are constantly looking for ways to promote sustainability.



# Community

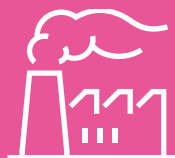
## An Italian story.

The story of Clementoni is one of an all-Italian company which has never stopped playing, experimenting and placing its trust in the future. Since 2016, we have been reshoring some of our productions from the Far East. As a result, we have created a short and responsible supply chain that allows us to monitor all processing phases with even greater ease. It was a courageous decision that reflects our desire to manufacture in our own country to promote the economic development of the local territory and of the families living in it, but also to decrease the movement of goods, reduce consumption and pollute less.



**90%**

of the production activities take place in Recanatì



**50**

tho  
usa

the surface area of our factory plant in Italy



**83**

the countries in the world we export to



**210**

million

the turnover for the tax year April 2021/March 2022



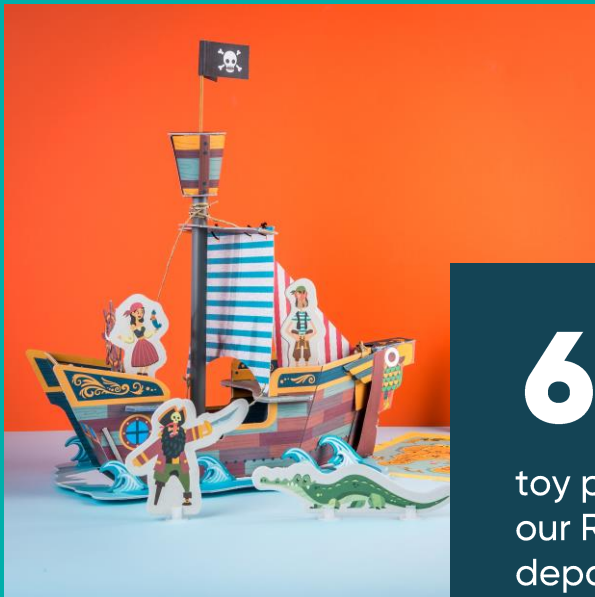
**34**

million

the items sold every year

## Experience comes into play

The in-house Research & Development team is the driving force behind Clementoni's growth: each year our researchers design a plethora of new engaging educational products.



60



toy professionals who work in our Research & Development department

4%

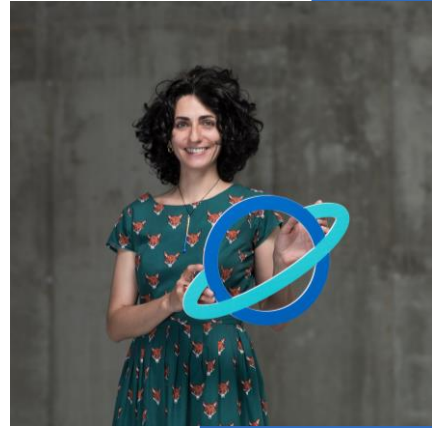


the percentage ploughed back into research every year

Together with our designers and our innovation team, while working closely with universities, start-ups and suppliers, we study and select the best materials and shapes to help children play safely.

We rely on the expertise of true professionals of the toy sector with different training backgrounds. Curious and keen observers, when they join the company they undergo a training programme that turns them into toy sector specialists within a short time.

# People



## We are stronger together

People are Clementoni's true strength. A tight-knit and motivated group of individuals who engage in their daily tasks with a professional and creative attitude. This is why Clementoni takes care of its own, seeing to people's welfare and ensuring that their civil rights come before all else. We facilitate inclusion and defend individuals against any kind of discrimination resulting from sexual orientation, religious belief or political preference. We know that a close-knit team can achieve astonishing results.



Women have always occupied a major role in Clementoni's business activities. Gender equality is deeply rooted in the past. It dates back to the days when Matilde Clementoni, with her husband Mario, brought the company into being, proving to be the soul and driving spirit behind this amazing business concern. The company's ethos has not changed over time: a great many women work at Clementoni and attend to their tasks every day with a tenacious and enthusiastic spirit.

## 43 years

the average age of our team members

50% 

The percentage of women in the company

+20 

The various nationalities

## 10.5 years



The average employee tenure

## 3700



Hours spent training



# Children

## We all have the same possibilities.

Our products will always be powerful – they have the power to entertain everyone and leave no one out. Everyone at their own pace and in their own way, but always with the same opportunities – this is the real principle behind play experiences.

*Playing shapes children characters as they grow up*, so when they reach adulthood they will have a deeper understanding of the society they live in and they will be in a better position to make choices that suit them.

*Playing helps to knock down invisible boundaries and barriers*. It brings children nearer to scientific and technological subjects (STEM) and develop a sense of gender equality.

*Playing teaches them the importance of respect* – for the environment around them, for all the resources on our planet and for other people as well.

*Playing fuels the minds of the creators of tomorrow*. It stimulates the imagination, improves learning and fosters sharing while encouraging boys and girls to strive for new objectives.



# The social importance of play

All this has led us to start promoting the social importance of play. We launched an actual research-action project mainly aimed at local communities and comprising several individual collaborations with health facilities, universities and associations, with the aim of studying and demonstrating the beneficial effects of playtherapy, also beyond the region's borders.



Play in hospitals

Play to aid the various abilities

Play in adult life



I BAMBINI DELLE FATE  
per l'inclusione sociale



I'umanesimo che innova

# Environment

## Play for future, the future's at stake.

As major advocates of learning through play, we have chosen to actively promote a respectful attitude towards nature.

Therefore, after evaluating which approach would be the soundest and most effective, we turned words into actions. In 2019, we launched **Play For Future** on the market, a sustainable range of products made entirely from recycled materials.

We pay the utmost attention to the processing phases of our games and toys, from material sourcing to prototype design and from packaging to final manufacturing.



# Play for Future

“Play for Future” toys and games are:

- Manufactured in Italy at the Recanati plant;
- Packed in FSC®-certified boxes;
- Made up (i.e. at least 80% of the components by weight) of 100% recycled paper and/or cardboard;
- Made up (i.e. at least 80% of the components by weight) of plastic recycled by at least 80%.



## What does FSC® stand for?

FSC® (Forest Stewardship Council®) certification is an assurance that the entire wood–paper supply chain is based on forests that are managed in an environmentally appropriate, socially beneficial and economically viable manner.

# Here's what we do for the environment every day

## Materials

We meticulously examine and select the most innovative and environmentally-friendly raw materials (recycled, recyclable, biodegradable, compostable and devoid of S.V.H.C. substances) not only for manufacturing our toys and games, but also for packaging them.

## Less space and less energy

Our toys and games are lovingly designed and created and each single processing phase is monitored closely thanks to a work ethos based on a mixture of care, method, passion and a desire to keep bettering ourselves. Over the years, we have managed to reduce the volume and content of our products in order to reduce the amount of materials used and, consequently, the energy required to manufacture, transport and store them.

## Functional by nature

But not only. Our toys and games are educational and engaging as well. It's true. But they are also easy to clean, resistant and smart, because they do not have any fragile component and their refills are easy to find.



# Consumption

We constantly improve the efficiency of our production cycle and keep CO<sub>2</sub> emissions and manufacturing waste to a bare minimum.

Our work on products and processes has enabled us to reduce our impact on the environment\* in 2021 to the following extent:



\*Refers to envisaged impact for the same production conditions but without the implemented measures.



## Control

Environmental requirements for raw materials and products are also met via a specific management system integrated into the Quality Management System that entails checks and inspections on supplies, processes and products and guarantees that they fulfil the environmental requirements. The environmental measures that we adopted for our products meet the criteria defined in the UNI EN ISO 14021:2016 technical standard.

## We believe that results speak for themselves

The year 2021 was the second year that we were able to assess the benefits deriving from the use of sustainable materials and the initiatives linked to the Play For Future project. We managed to turn into hard figures and facts the pledge we made in 2019 which put us at the forefront of the toy sector as far as environmentally-friendly products on the market were concerned.



## Let's take a look at our achievements

**304**

Play For Future product codes (there were 17 in 2019)

**2M**

The Play For Future items manufactured (they were 64,000 in 2019)

**479**

The toys/games that obtained the FSC® (FSC®-C160338) certification (ref. Sep. 2021)

**2,551**

The tonnes of paper and cardboard recovered, equal to 100% of the scrap material generated

**238**

Tonnes of plastic salvaged, equal to 100% of waste generated

**420**

The tonnes of wood recovered, equal to 100% of the manufacturing scrap

**15.5%**

Recycled plastic

**95.4%**

Recycled cardboard

**99.5%**

FSC® (FSC®-C160338) cardboard

**98.8%**

FSC® (FSC®-C160338) certified paper



## Our next goals

To constantly reduce our environmental impact, with a view to ongoing improvement:

We undertake to increase, every year, the number of Play for Future products.

We will experiment with new eco-compatible green materials.

We will subject our products to inspections and assessments by international notified bodies.



**Green Star 2022**  
**La Repubblica**  
Affari&Finanza





 **Clementoni**<sup>®</sup>



[www.clementoni.com](http://www.clementoni.com)