

# FAITA Open Air 2030 Project

Key ESG results

together toward excellence

# What are the main goals of the project?

- The main objectives are:
- **ESG assessment** and facility **benchmarking**;
- Understanding the main **starting points** from which improvement and definition of a plan of action can be identified;
- **Easier access to the credit** based on ESG performances;
- The final output is to define an **ESG Protocol** with an **assessment tool** of reference that allows FAITA to introduce a **guarantee mark** on the market, that would then be shared with the associates.

# Who is participating in the pilot project?

The main stakeholders involved are:

- 1) **FAITA Federcamping**
- 2) **IMQ eAmbiente**
- 3) **Banca Intesa**
- 4) **10 open air structures** participating in the pilot project



<b>La Rocca</b>	Bardolino VR
<b>Du Parc</b>	Lazise VR
<b>Piani di Clodia</b>	Lazise VR
<b>Marina di Venezia</b>	Cavallino Treporti VE
<b>Ca' Berton</b>	Cavallino Treporti VE
<b>Villaggio Turistico Internazionale</b>	Bibione VE
<b>Adriatico</b>	Sottomarina VE
<b>Sabbiadoro</b>	Lignano Sabbiadoro UD
<b>San Francesco</b>	Desenzano del Garda BS
<b>Fornella</b>	San Felice del Benaco BS

# The project phases

The pilot project was divided in **4 phases** aimed at drafting an **ESG Protocol** to meet the Sustainability Goals of the **Agenda 2030**.

## PHASE 1 – DEFINITION OF ESG ASSESSMENT

November – December 2022

- Context analysis and research of sectorial indicators
- Construction of the ESG survey calibrated on the open-air tourism sector

## PHASE 2 – PILOT PROJECT

## STEP 3 – VERIFICATION AND RESULTS

## STEP 4 – ESG PROTOCOL

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**PHASE 1 – DEFINITION  
OF ESG SURVEY**

**PHASE 2 –  
PILOT PROJECT**

**STEP 3 –  
VERIFICATION AND  
RESULTS**

**STEP 4 –  
ESG PROTOCOL**

January – February 2023

- Identification of 10 structures to start the pilot project
- Training event
- Pilot: auto-assessment
- Analysis of preliminary data

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March – April 2023

- ESG Assessment Audits
- Data analysis and final score calculation
- Drafting of the report "Open Air Protocol 2030"
- Identification of areas for improvement and potential investments for funding

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**PHASE 1 – DEFINITION  
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May – June 2023

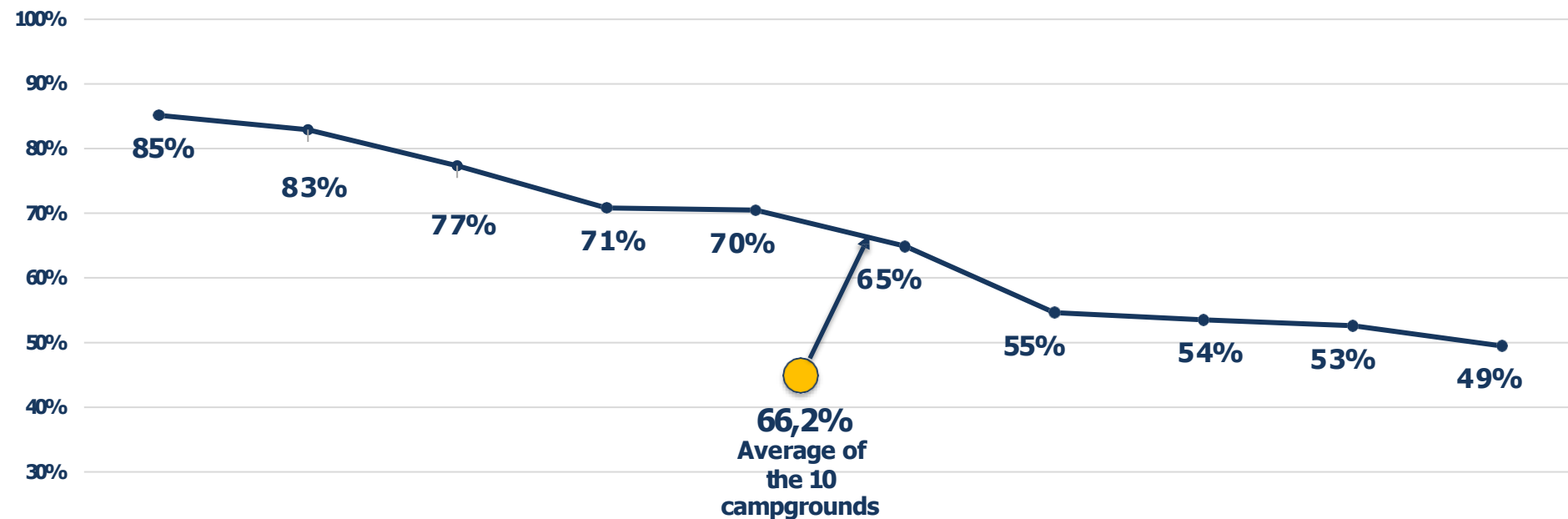
- General presentation of final results and operator training
- Presentation of the Strategic Plan of Action

# **What is the purpose of this ESG analysis?**

**Besides providing an overview of how structures perform in ESG terms, the aim is to define benchmarks for the open air facilities to understand their maturity in terms of sustainability.**



# Score distribution

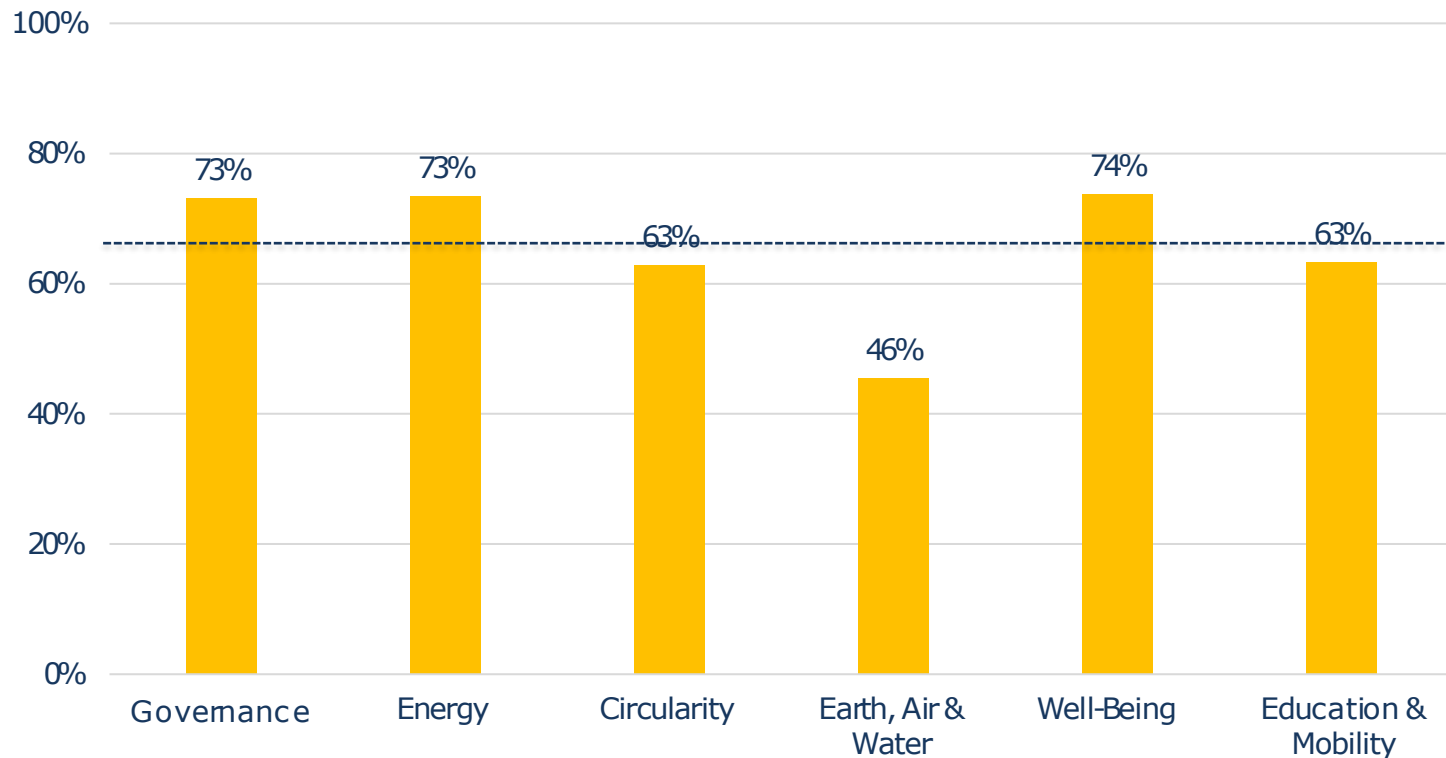


# What are the criteria analyzed?

1. Legal and Governance Aspects
2. Energy
3. Circularity
4. Soil, Air and Water
5. Well-being, happiness and health
6. Education and Mobility



# Average evaluation per criteria



# Average evaluation per criteria

- The analysis focused on 6 criteria;
- The Governance, Energy and Welfare criteria are characterized by medium-high levels of rating;
- None of the facilities is disregarding the minimum legal requirements (Governance);
- The Soil, Air and Water criterion is the most critical area of analysis;
- Several Best practices have emerged, such as self-generation energy plants, recycling of (small) percentages of swimming pool water and circular economy initiatives;
- Only 2-3 facilities are starting to monitor systems their GHG emissions.

## Soil, Air, Water

This is the criterion with the lowest scores in both the areas of Venice and Garda. On average, the only facilities that exceed the 50% score are the facilities that present **revenues over 15ML or 5-stars facilities**.

This criterion consists of indicators such as:

- Presence and implementation of **environmental policy**
- **GHG emissions**
- **Climate change mitigation**
- **Efficient hydraulic devices**
- **Water consumption**
- **Supply Chain**

## What to do to improve:

- ✓ **Staff TRAINING**
- ✓ **Targeted SUPPLY CHAIN**
- ✓ **Effective COMMUNICATION to all stakeholders**

# Conclusions

- From a general perspective, the overall scores show a very wide range of performance among the sample (between 85% and 49%);  
Geographically (between Venice and Lake Garda), ESG performances result to be very similar;
- Considering a division of the structures by n. of stars, what emerges is that 4 and 5-star facilities have medium-high ESG performance, while 3-star structures have lower average levels;
- The analysis showed that the, on average, higher the turnover, the better the ESG performance.

# Conclusions

- At the **governance** level, a correlation emerged between **high average scores** and **managerial management** of structures
- At the **environmental** level, **5-star** structures have **much higher energy and water consumption** (even 4-5 times higher) than 3 and 4-star structures. However, when compared to the number of seasonal overnight stays, it emerges that the **intensity** – both of energy and water - is rather **aligned**.
- This means that, although according average absolute terms the 5-star structures have significantly higher consumption rates, they are still **more efficient** from an energy and water point of view.
- The production and consumption of **energy extracted from renewable sources** stops at **10%** of the total.

# Conclusions

- Regarding **waste production**, the collected data was not exhaustive (almost half of the sample did not provide the required information). Nonetheless, in terms of recycling, the majority of the facilities stops at a **recycling rate of 20% and 50%**
- At the **social** level, most of the personnel is composed of **seasonal employees (73%)** and in all the facilities, the seasonal labour force is predominantly recruited and employed **locally**.
- The **gender** composition is described as mostly **male** for the **highest positions** (Board of Directors / Shareholders' Meeting and managerial figures), while at employee level the situation is rather balanced.

# Assessment 2.0

After the pilot project, the ESG survey was integrated with new indicators and KPIs to improve the feedback on the specificities of the open-air tourism sector.

This integration was also the result of the synergy between IMQ eAmbiente, FAITA Federcamping, Village4All and Legambiente.



# What's new?

The most important aspect integrated into Assessment 2.0 is the issue of inclusion and accessibility. In fact, **a seventh criterion has been added: accessibility and inclusion.**

The **new indicators** for this criterion are:

- **Communication**
- **Connection and orientation**
- **Accommodation units**
- **Restaurant**
- **Swimming Pool, Beach and Play Areas**
- **Communal Toilets and Aids**

# What's new?

Some other criteria have also seen a slight review, including:

**LEGAL AND GOVERNANCE ASPECTS** → more KPIs within the «**Economics**» indicator (no. overnight stays and %turnover of guests with disabilities, investments in marketing)

**ENERGY** → improved the «**Energy Efficiency of Lighting**» indicator by also relating it to accomodation units

**SOIL, AIR AND WATER** → improved the indicators «**Water consumption and green management**» by adding KPIs related to irrigation and green management, and «**Supply chain**» by adding KPIs related to restaurant procurement

# What's new?

Some other criteria have also seen a slight review, including:

**WELFARE, HAPPINESS AND HEALTH** → some accessibility-related KPIs were integrated on the indicators «**Employment, Employee Training and Health and Safety**»

**EDUCATION AND MOBILITY** → some accessibility-related KPIs were integrated on the indicators «**Customer satisfaction**» and «**Communication**».

# Next steps

Involvement of the main European players in quality rating of open-air tourist accommodation facilities, i.e :

**ADAC CAMPING →** the largest motoring club in Europe with 21 million members, which provides a unified classification of European campsites and publishes the Camping Guide with a circulation of 65,000.

**ACSI →** an institution for camping enthusiasts that has been publishing its guide to the best outdoor accommodation in Europe for over 55 years, with detailed information constantly updated by over 300 contracted inspectors.

# Next steps

The sharing of the survey with the above-mentioned organisations is aimed at achieving greater transversality, with a view to **awarding a label for facilities complying with the minimum requirements of the Fita Open Air 2030 and a resulting mention in the respective guides.**

# Applied Case Studies

- **KnowShape Sustainability Protocol**
- **Crippaconcept Mobile Home Production**

### Firm

- ✓ Adoption of operational protocols defined by KnowShape to implement ESG sustainability into the firm according to European regulations

- ✓ IT Platform developed by KnowShape to apply the protocols



- ✓ Integration with firm's ERP (e.g. SAP, etc.)

NB: EU Taxonomy, CSRD and ISSB disclosures are voluntary and not mandatory for SMEs



### Sustainability Reporting Platform

- ✓ **Forward-looking report** consisting of:
  - AS-IS information section to assess the current sustainability gap (including ESG risk exposure)
  - ESG sustainability plans to bridge the gap
  - Financial plans which incorporate the impact of ESG sustainability plans
  - Plans' financing through instruments pursuant to EU Taxonomy art.5
- ✓ **Compliant** with:
  - EU Taxonomy (Reg. EU 2020/852)
  - CSRD (Directive EU 2022/2464)
  - Sustainability Disclosure Standards of IFRS - ISSB

### Bank

- ✓ Formulation of sustainability plans for credit application
- ✓ Acquisition of regulatory reports to allow the GAR calculation
- ✓ Physical and Transition Risk Assessment
- ✓ ESG adjusted credit rating

### Other stakeholder



## Protocol: «Art. 5 Finance Advisory»



### Protocol for financing sustainability plans (corporate & SME) with art.5 financial instruments entering in the investor's GAR (banks, funds, insurance companies)

KNOWSHAPE<sup>®</sup> advisory    Third parties    KNOWSHAPE<sup>®</sup> platform

- a. Taking charge of the sustainability «concept» to be financed (corporate & SME)
- b. Reformulation of the concept in a sustainability plan in two complementary sections:
  - b1) Taxonomy CapEx Plan: for compliance and GAR calculation purposes
  - b2) ESG Additional Plan: for objectives outside the scope of the EU Taxonomy
- c. Origination of art.5 financial instruments (bond & loan, equity)
  - Quantification of the amount to finance part (b1) Taxonomy CapEx Plan
  - Quantification of the amount to finance part (b2) ESG Additional Plan
  - Definition of instrument's features (contract type, duration, covenants, etc.):
- d. Preparation of documents compliant with the regulation (Taxonomy art. 5, CapEx Plan) entering in the investor's credit investigation process and its GAR calculation
- e. Support to the firm in the roadshow to illustrate the regulatory aspects of the operation
- f. Provision of Second Party Opinion (SPO) for CapEx Plan (b1) and Additional Plan (b2)
- g. Monitoring of art.5 financial instruments (bond & loan, equity): assessment of deviations from targets defined in the Taxonomy CapEx Plan and monitoring of contract covenants
- h. Formulation of monitoring reports compliant with the regulation (CapEx Plan)
- i. Operational management of third-party engagement:
  - financial advisor to include the sustainability plan in the firm's financial plan
  - operation's arranger



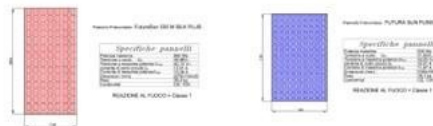
- The «Art.5 Finance Protocol» is being applied to Villaggio Turistico Internazionale. Currently, phases (a) and (b) of the protocol are being carried out. Below, some informations on the sustainability projects under assessment are reported:

✓ Three sustainability projects assessed as **eligible** under the EU Taxonomy:

1. Villas' renovation: the renovation project aims to modernize the villas and upgrade their energy efficiency. Thermal insulation and energy class improvement are planned.



2. Installation of photovoltaic panels on renovated villas: the project aims to make all the renovated villas energetically independent.

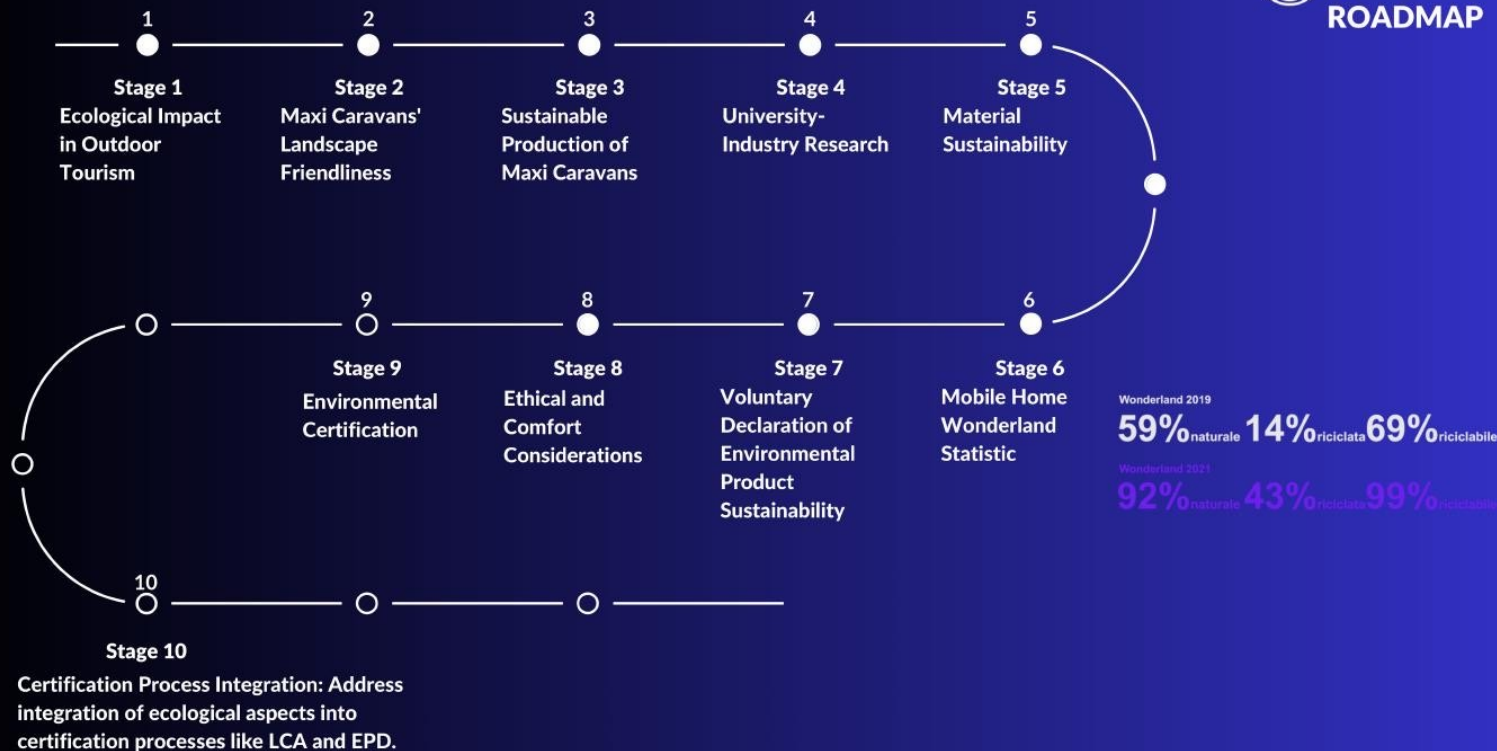


3. Installation of photovoltaic panels on the office building: the project aims to expand the photovoltaic system on the office building to increase VTI's energy consumption from renewable sources and its level of energy independence.



✓ The **alignment** of the sustainability projects to the EU Taxonomy technical screening criteria is currently under assessment.

# Crippaconcept Mobile Home production





IMPROVING  
YOUR SUSTAINABILITY

THAT'S OUR  
**IM**PERATIVE

**THANK YOU FOR YOUR ATTENTION**