

COMMUNITY RELATIONS - DONATIONS & VOLUNTEERING

Barilla has always promoted initiatives and projects aimed at ensuring access to food for vulnerable communities and those in economic difficulty or affected by humanitarian emergencies and natural disasters.



As a family business now in its fourth generation, it has adopted a long-term vision focused on the wellbeing of people, the environment and communities, especially those in which it operates directly.

The company's commitment goes beyond the mere donation of production surpluses, and includes the direct supply of products intended for regular sale to people or communities in need.

For Barilla, transparency, collaboration and sharing are distinctive and essential elements in the involvement of its stakeholders. To do so, the Company actively participates in working groups and collaborations with its local communities and entities representing civil society, such as non-profit organisations, public and other private sector stakeholders. The Group's social responsibility is also embodied in a structured approach that integrates **economic donations, contributions in food products, volunteering hours and co-planning** with the competent authorities.



The Group promotes food education and awareness projects on healthy lifestyles, especially in schools.

Over time, Barilla has built a consolidated network of collaborations with bodies and organisations, both nationally and internationally, for the supply of food products.

In particular, Barilla focuses its efforts on two major challenges of the global food system: access to food and over-eating.

A list of the main companies with which Barilla collaborates follows below:

FRANCE

Banque Alimentaire
Restos du Cœur

GERMANY

Food Bank Germany

AROUND THE WORLD

UNHCR
UNICEF
Caritas International

UNITED STATES

Feeding America
Food Bank of New York
Food Bank Texas

TÜRKIYE

TIDER Food Bank

BRAZIL

Bancos de Alimentos

ITALY

Banco Alimentare
Department of Civil Protection
Caritas Diocesana
Italian Red Cross

AUSTRALIA

Food Bank Australia

In 2024 over €2 million

donations to the local communities in which it operates amounted to



In 2024 over 3,700 t

products donated to support social vulnerabilities amounted to

The Group's actions have long been characterised by the adoption of a systemic co-planning approach. This process begins with community needs analyses, continues with co-design with the relevant local authorities for implementation and evaluation of results, aiming at continuous improvement. All activities are

carried out in compliance with regulations and maximum transparency: to this end, Barilla has adopted the "Non-Profit and Charitable Contributions" policy, which defines roles, responsibilities and operating methods for the management of charitable initiatives in all the countries in which it operates.

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In addition to donations, Barilla promotes a culture of corporate volunteering as a concrete tool to strengthen the link with the communities in which it operates and generate a positive social impact.

In 2024, the company totalled over 1,000 hours of volunteering, with local activities organised throughout Italy.

Through corporate volunteering, Barilla mainly supports three projects: Legambiente, Dynamo Camp and Banco Alimentare, providing employees with concrete opportunities to take part.



DYNAMO CAMP: SUPPORT FOR CHILDREN AND FAMILIES



Barilla actively participates in the volunteering programme at Dynamo Camp, the first Italian Recreational Therapy centre for children and young people with serious or chronic diseases. The initiative saw about 40 volunteers take part, engaging them in support for the Camp activities that provide their young guests with time for leisure and wellbeing in a safe and stimulating environment. Overall, over 400 hours of voluntary work took place.

“Dynamo’s partnership with Barilla is strategic: it is based on the sharing of values and decisions aimed at contributing concretely to the social impact for people, within companies and in communities.

Serena Porcari, CEO, Dynamo Camp

BANCO ALIMENTARE: FIGHT AGAINST WASTE AND SUPPORT FOR PEOPLE IN NEED



The collaboration with Banco Alimentare takes the form of various volunteering activities, including the preparation and distribution of food parcels for families in need. As part of this partnership, Barilla organised a national initiative that involved about 200 employees, including office and sales staff. For the “International Day of Happiness”, volunteers contributed to the preparation of food parcels distributed in 10 Italian regions. Thanks to the support of Mulino Bianco, about 16 tons of food products were donated, for a total of 400 hours of voluntary work.

“The partnership between Barilla and Banco Alimentare is historic and over the years has been consolidated thanks to a memorandum of understanding in 2013, through various initiatives. Created to minimise food waste (Barilla) and to maximise the recovery of surpluses (Food Bank), it is based on a shared vision of the responsibility everyone is expected to live up to, in the construction of a more sustainable and more inclusive society for the more vulnerable.

Giovanni Bruno, Chairman of the Food Bank Foundation, ETS

LEGAMBIENTE: COMMITMENT TO THE ENVIRONMENT



In conjunction with Legambiente, Barilla has promoted environmental volunteering activities for staff at the Pedrignano site. The main initiative concerned the cleaning of the Falcone Borsellino Park and the I Maggio Park in Parma, via the practice of “plogging”, an activity that combines physical exercise and waste collection. The event, held annually, involved over 70 employees for half a day, dedicating a total of over 160 hours to the protection of the local area.

“For some time now, Legambiente and Barilla have embarked on a shared journey that has extended from the importance of food for human health and the environment to the commitment to the protection of biodiversity, with the drafting of dossiers on endangered species and projects in the area such as the construction of the agri-forest at the Parma facilities. A collaboration that continues today with environmental volunteering for staff at the Pedrignano headquarters and that looks to the future to better face the challenges posed by the climate crisis.

Giorgio Zampetti, Director-General, Legambiente Nazionale

COMMUNITY RELATIONS - DYNAMO ACADEMY FOR BARILLA



“ A group of Barilla employees participated in the first stage of the Diversity Hub at our campus, a pathway dedicated to strengthening the issues of diversity, equity and inclusion within companies, with a particular focus on disabilities.

Dynamo Academy

“ We have collected four keywords that represent the meaning of this experience for Barilla, enhanced by the voices of employees who experienced this journey first-hand.

Dynamo Academy



1 LISTENING

“The experiential activity made me understand how essential it is to stand in others' shoes and listen actively, without taking anything for granted.”

-A participant

2 CONSCIOUSNESS

“The classroom training gave me a new perspective: inclusion is not only a value but also an everyday responsibility that requires commitment and constant training.”

-A participant

3 PRACTICALITY

“These few days at the camp enabled me to acquire practical tools that I can apply in my working environment, by transforming theory into genuine actions.”

-A participant

4 VULNERABILITY

“Putting ourselves out there and stepping out of our comfort zones isn't easy, but it's the first step in truly understanding the value of inclusion.”

-A participant

COMMUNITY RELATIONS - FOOD FARM 4.0

In 2019, with a total surface area of 3,000 m², six schools and 12 companies, associations and institutions in the Parma area all involved, Food Farm 4.0 was launched as the first local workshop for employability (LTO) in Italy in the Agri-food sector, co-managed through a joint-stock consortium company.

Public-private funding was essential for the implementation and launch of the project, which raised over €1.6 million. The main supporters include MIUR, the Cariparma Foundation, the "Parma, io ci sto!" social development association, Barilla, Stern Energy, Parma Corte Alimentare, Agugiaro & Figna, Opem, Galloni, together with other partners who believed in the vision and potential of the project. In November 2019, the **Food Farm scpa Consortium** was established thanks to the further adherence to the project of **Molino Grassi, Mutti, Parmigiano-Reggiano Consortium, Parma Union of Industrialists, Coldiretti, Confagricoltura, CIA** –

Italian Farmers, Confcooperative, Esselunga, Lanzi and GIA, to which employment agencies (**Umana, Randstad** and **Gi Group** have been added in recent years), who take on the task of co-managing the structure in synergy with the school.

The **Food Farm 4.0 facility** is equipped with **three pilot plants** for agri-food processing, a packaging line and a laboratory for chemical analysis. Food Farm enables students to develop skills and approach innovation through practice and is available to companies that can acquire professional skills on the main typical agri-food processes.



Local raw materials are used in the lines, respecting typical products of the Food Valley: **tomato purees, jams and fruit juices, short-fermented cheeses, baked goods**. These products are distributed on the market under the **Bontà di Parma** brand.

Students are the architects of these processes: from cultivation, harvesting and the transformation of the fruits of the earth into food, to quality controls, including compliance with food safety protocols.

“ Even schools have the courage to renew themselves and take a leap in quality. While maintaining its function as an educational, cultural and training institution, with Food Farm the students can acquire all the most innovative technological skills in the food sector, under the expert guidance of their teachers and consultants from the business world, partly because the workshop is equipped with cutting-edge and sustainable systems and lines.

Prof Anna Rita Sicuri, Headmistress of the Galilei Bocchialini Agro-industrial School Complex

“ The great innovation of Food Farm 4.0 consists in having been able to transform an experimentation and training workshop for students into a genuine micro-company that can sustain itself economically.

Luca Ruini, Chairman of the consortium company and Head of Safety and Environment for the Barilla group

Now, five years later, FoodFarm 4.0 is an acknowledged centre of excellence, cited by the Ministry of Education as a positive example for school reform and for its innovative value:

- the project is already economically self-sufficient by the end of its first year thanks to the sale of products and land has been purchased to expand the workshops;
- weekly with the “Solidarity Food Farm” project, part of the production is distributed to the Third Sector Entities in the area;
- annually with the **Together with you** initiative, a fundraiser is held for the Parma Hospital cancer centre.

Thanks to the analysis conducted by the “Parma, io ci sto!” association for social development, as part of the process of drafting the 2024 Sustainability Report, Food Farm 4.0 managed to measure the social value generated by the project. It used the internally recognised SROI method to assess the impact generated, using financial terminology.



In 2024, **Food Farm 4.0** generated a **social return of €2.93** for every euro invested in the project



September, Vice-President Paolo Barilla with Civil Protection volunteers from the Barilla Mobile Column during the G7 Agriculture in Ortigia.