

# smart report



Lovespitality, since 1982.

October 2023





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EVER MORE SUSTAINABLE,  
NATURALLY

# introduction

*The Human Company  
Smart Report*

The aim of this first sustainability report is to **share the path of sustainable evolution that we have undertaken and in which the entire Human Company Group believes deeply.** An initial effort of analysis and transparency, to make all our stakeholders aware of the objectives we have set for ourselves and of the choices we make every day and that we will make in years to come.

The document is described as “smart” because it describes our commitment in a simple and active way.

We are aware that the current climate calls for solid business impact assessment models. This is why, in 2022, we launched **a programme to develop our sustainability performance,** focusing on assessing our social and environmental impacts and defining a multi-year improvement strategy.

**The three main chapters of the document are dedicated to three of our key stakeholders, namely:**

**the people**  
who work with us and our guests, who make the Human Company experience possible and live it year after year,

**the communities**  
where we live and work, which make the Human Company experience unique,

**the environment**  
that hosts us and makes the Human Company experience truly natural.

For each of these stakeholders, we share with you **THE CHALLENGE** that we have decided to tackle and **THE STORIES** of what we are already doing in that area. Finally, we report **the goals** which we are committed to pursuing to continue generating value in the future.

Given the variety of business models that Human Company encompasses, we have decided to focus our efforts on the area of hospitality, which is our core business and constitutes the vast majority of our services.



# I

# lovespitality

the Human Company group





Hospitality: what we do. Lovespitality: how we do it. We welcome our guests with **commitment**, with **passion** and above all with **love**. Because it's not enough for us to offer wonderful stays: we want to provide **unforgettable, adaptable and tailor-made experiences**. Whether it's in a mobile home, a glamping tent, a hostel room or an estate in the Chianti countryside. By the sea, in the hills, or a stone's throw from the city. **With Human Company, it's natural to feel at home.**

This is the vision that has guided us since 1982, when the Cardini-Vannucchi family chose to step away from a business in the textile sector to purchase a campsite in Figline Valdarno, Tuscany. This is now the *hu* Norcenni Girasole village. From the chaotic and industrial Prato to the peace of the hills, within easy reach of Flor-

ence, Arezzo and Siena and not too far from the sea. From a simple campsite with pitches, the site has been transformed into a village nestled in 31 hectares of greenery and equipped with comfortable mobile homes, with a wide range of services and experiences.

It's a winning formula. The vision of **a place that builds bonds, connecting guests with nature and the tranquillity of the countryside with the beauty of the city** is wholeheartedly welcomed. Human Company becomes the Italian benchmark for open air tourism.

Passion for the beauty and local delights of the areas in which the sites are located has led the Group to diversify its business, adding catering to the hospitality sector and playing a key role in the development of the innovative **Central Market** format.

Today, with over 40 years of experience and thanks to bold investment activity, the Group has 10 open-air sites including villages and camping in town, in Tuscany, Veneto, Lazio and Luxembourg. In addition to these are two next-generation PLUS Hostel hostels in Florence and Prague and the rural Palagina estate, at the gateway to the Chianti region.



# Our way of doing business

The Group's values

## 1.1

**Creating a welcoming environment** is our mission, and **helping people feel at home** our primary goal. This is at the heart of Human Company.

**We have chosen to put people at the centre**, whether they are guests or colleagues, because human beings are our most precious resource. We do it every day, always remaining faithful to the pillars that guide our way of doing business.

### Focus

We are committed to understanding the **needs** and **expectations** of our **guests** and **colleagues**, so that we can meet them in the most effective way.

### Co-creation

We actively involve **guests** and **colleagues** in the **development** of our experiences, services and in **resolving** any critical issues, to make the most of every contribution.

### Responsibility

We operate in a **socially and environmentally sustainable** way, through corporate policies oriented towards **collective and community well-being**.

### Authenticity

We offer holiday **experiences** and working **environments** where everyone can feel free to express themselves and be themselves.

### Well-being

We promote the **work-life balance** of employees and guests, thanks to **environments** and **services** that promote comfort, sociability and harmony of mind and body.

### Passion

We bring **enthusiasm, dedication** and **an innovative spirit** to all activities, to offer guests **unforgettable experiences** and provide our colleagues with a workplace that is always inspiring.

### Relationships

We encourage **opportunities** for **exchange, sharing** and genuine **connections** between guests, colleagues, suppliers and local communities.

## FOCUS

Feel good,  
live long

We believe that our guests' well-being is found in **connecting with nature and reconnecting with themselves**. For this reason – in collaboration with Daniele Tognaccini, athletic trainer and creator of Milan Lab – we have developed **ANTS (Activity Nature Training Sense)**, an innovative approach based on combining physical activity, nutrition and rest. The goal is to stimulate neuroplasticity, or the ability of our brain to change over time in response to its experiences.

And it is this philosophy and the approach of ANTS – together with the presence of the professionals who have devised, tested and developed that methodology – that we find in the special project **La via della longevità felice (The path to a long and happy life)**, dedicated to the health of the over 65s, to live their third age to the fullest. Small steps, habits and activities to create **a lifestyle that regenerates the body, mind and spirit**.

An experiential path created by “La Grande Via”, an association founded by epidemiologist Franco Berrino.

With the guidance of doctors and experts, the project aims to help guests to **stay active both mentally and physically**, providing them with specific knowledge on natural remedies, eating habits, movement exercises and meditation, to combat age-related diseases and the general ageing of the body.



# Shared values, different realities

The Group brands

## 1.2



Discovering the area, the freedom of nature, the charm of the most beautiful artistic cities. A wide range of destinations, facilities, holiday types, for **authentic and tailor-made experiences**, where everything is aimed at well-being and where every moment is priceless. This is our idea of open air hospitality, with **10 destinations including villages and camping in town.**

*hu* openair is pronounced you, because **at the centre of our universe are people** who deserve a tailor-made holiday and that means family holidays – as well as **discovering** the area, authentic **experiences** and **unique services**, from **water parks** to activities.



All the atmosphere of a **hostel** with the **services** and **comfort** of a **hotel**: this is PLUS Hostels&Hotels.

Real **experiences** to be **lived** and **personalised**, discovering the **beating heart** of the city with its **cultural and historical heritage**, immersed in the **local atmosphere.**



A **historic and rural residence**, overlooking the hills of **Chianti**, in the heart of Tuscany. Palagina is a hotel, agricultural tourism, an educational farm and much more. Its yesterday has its roots in an ancient 18th century monastery, its today is made up of **ties with the local area, activities for adults and children and events in a unique setting**. Surrounded by hills, rows of vineyards and centuries-old olive trees. Immersed in the colours, peace and sounds of nature.



The Mercato Centrale (Central Market) is an idea that becomes a place, **a point of reference for those who love, live and want to discover food at its most authentic**<sup>1</sup>. Launched in 2014 on the first floor of the historic San Lorenzo market in **Florence**, it has been replicated in **Rome** in Termini station, in the “I Gigli” shopping centre in Campi Bisenzio with the “Ai Banchi del Mercato Centrale” formula, inside the Centro Palatino (ex PalaFuksas) in **Turin** and in Milan Central Station.

The Mercato Centrale (Central Market) is a winning formula for promoting **outstanding artisan food and wine products**. The idea came from Umberto Montano, a restaurant entrepreneur who has been working with high-quality food for over forty years. By joining forces with the Cardini-Vannucchi family, he has been able to invent a new language, that makes simplicity its greatest strength. Mercato Centrale is not just somewhere to **eat** and **shop**, it's a **community centre where food and culture come together**. A place of meeting and discovery, an **oasis of goodness** in constant dialogue with the urban area.

<sup>1</sup> As mentioned in the introduction to the document, the catering sector is not included in the analysis, which focuses on the hospitality sector.



# From the first step to the next goal

The Group's story

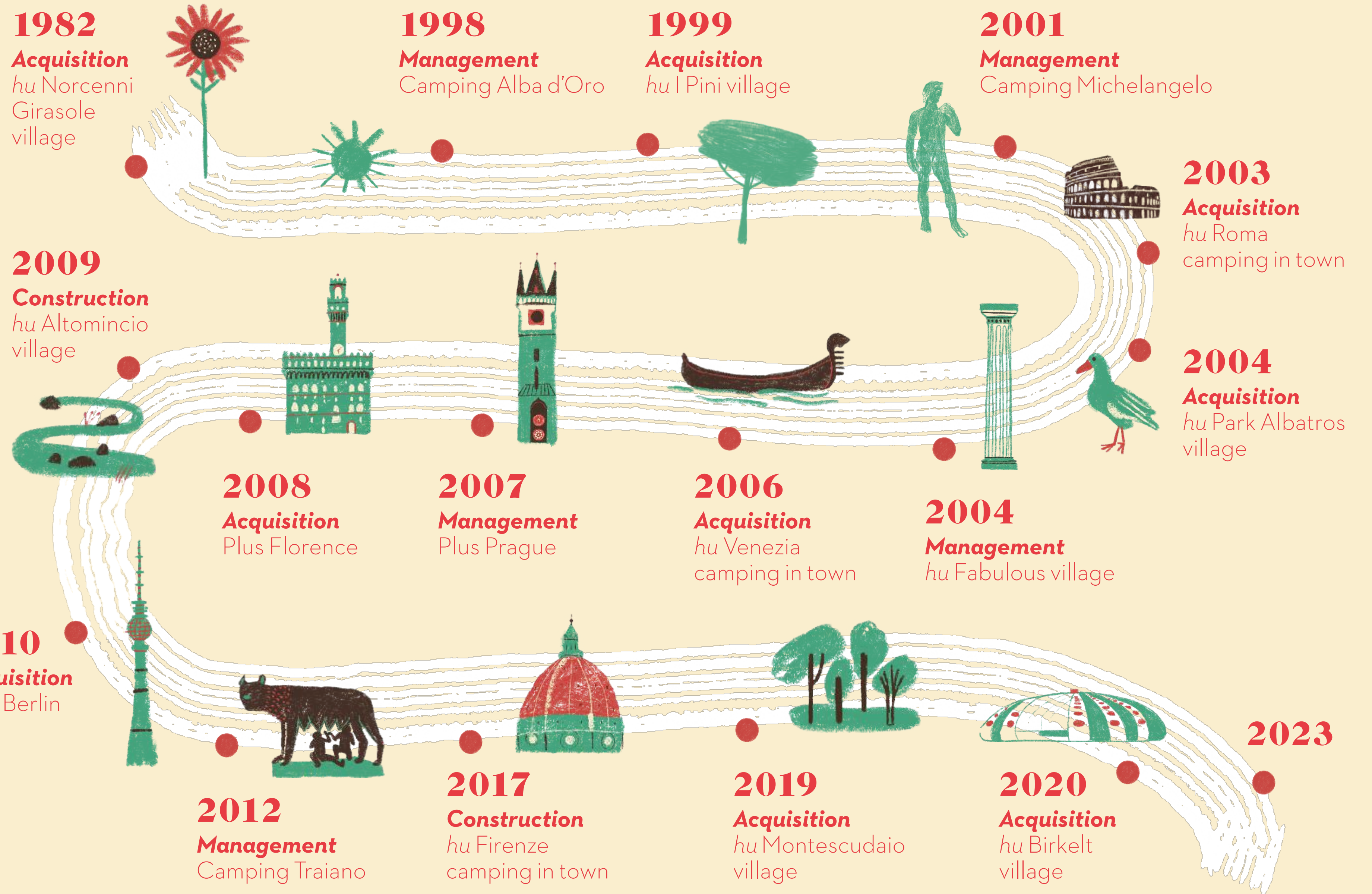
## 1.3

**Acquisition**  
the site has been acquired by HC

**Management**  
HC only operates the site

**Construction**  
the site has been built by HC

*\*Does not include events involving the Palagina complex.*



# Key Facts 2022

# 1.4

The Human Company group closed 2022 with turnover of **127 million euros**, up 46% compared to 2021 and 14% compared to 2019 and a **EBITDA** of 35 million euros, **up 44% on 2021**.

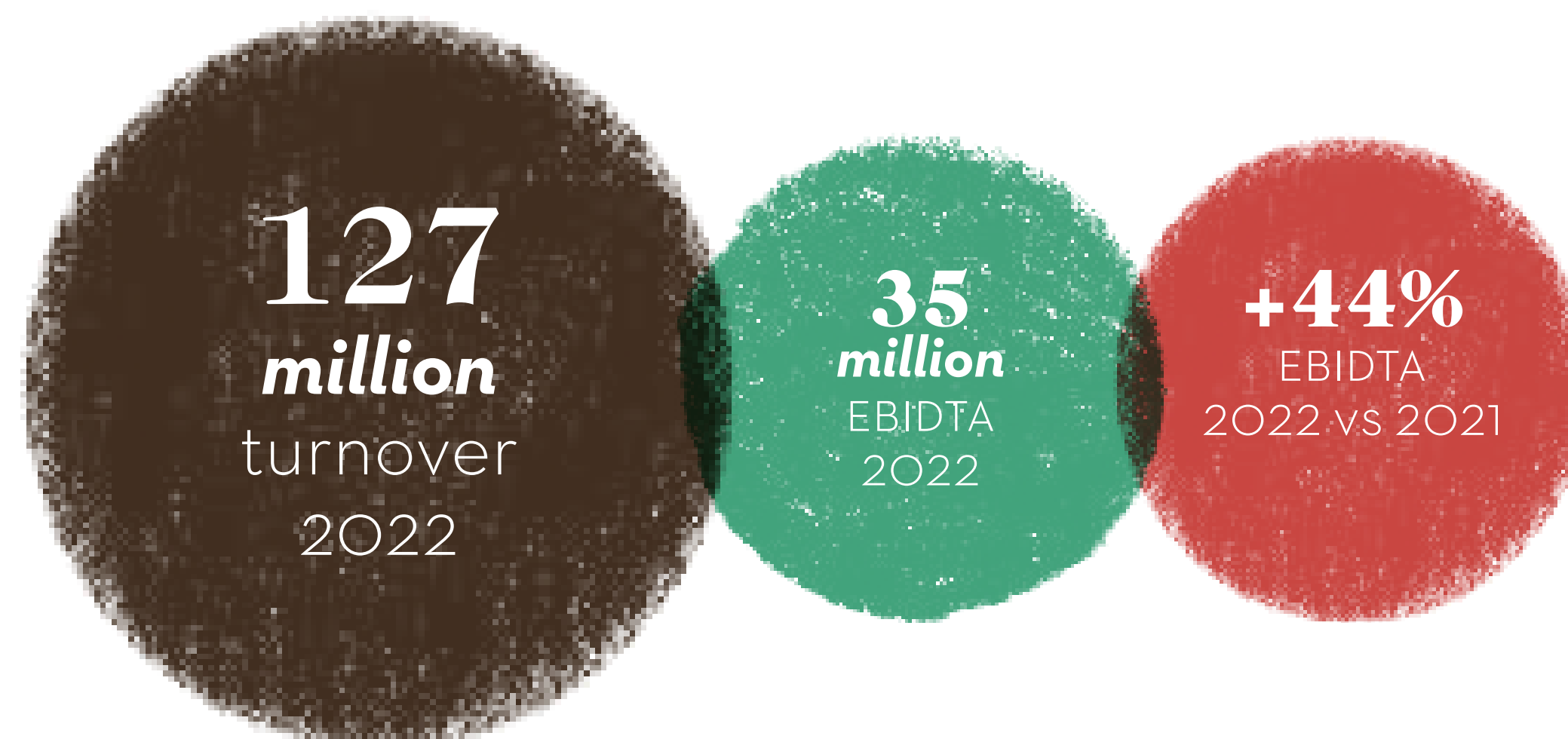
**Visitor** numbers have also returned to pre-Covid levels, at a little **over 4 million**.

## Hospitality visitors 2022

4 million in Group sites forecast at 31.12.2022

1,800 colleagues

68% between 18 and 38 years old (with an average age of 33 years)

















# Exploring the open air

the Outdoor tourism observatory

# 1.5

For years now, Human Company has been producing the **Outdoor Tourism Observatory**, a publication that has become a point of reference for industry operators and stakeholders, defining **figures, trends** and **tendencies** for the benefit of the entire **outdoor tourism sector**.

The Observatory was created to **analyse and understand** this sector through the collection, analysis and monitoring of specific data.

The goal is **to anticipate market needs through continuous research**, allowing the entire sector to pool "sector intelligence" to **improve services, seize opportunities and create new synergies**.

The observatory is created in collaboration with Istituto Piepoli and Thrends, and in partnership with ENIT, the National Tourism Agency.

Among the data that emerged from the Observatory, the following are of particular interest and importance: **focusing on the insights of the past 50 years and the projection for the next 10 years**.

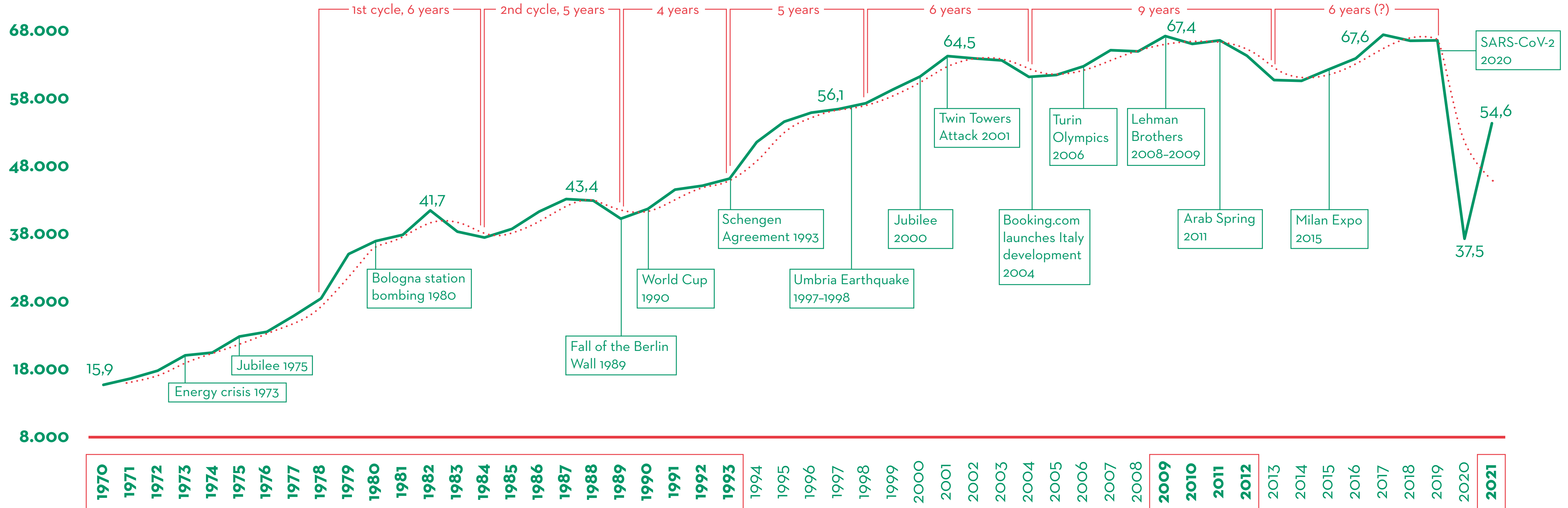


# Sector trend last 50 years

Over the last 50 years the sector has continued to grow. The long-term growth rate of open air was 3.0% until 2019. In the hotel industry it was 1.7%. Demand follows a natural

cyclical pattern. Typically, cycles run in about 6.5 years. Strong resilience in the long term.

Camping-village visitors (mln, 1970-2021)

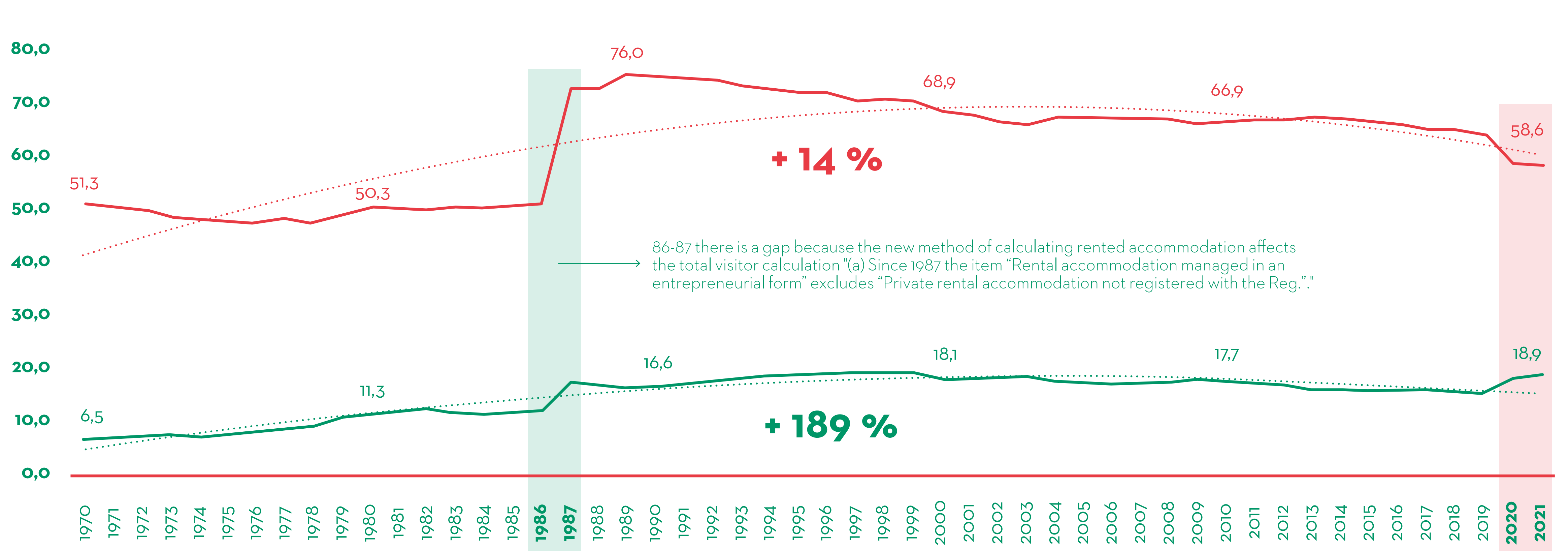


# Much more promising demand than the hotels

The weight of hotel demand within the whole of Italy has grown little in the last 50 years. The weight of camping demand however has tripled, going from 6.5% to approximately 19%. While the hotel industry is

growing less than other formulas, **the demand for camping is keeping pace with volume growth**. The pandemic period explains the ability of this segment to attract demand more than others.

Hotel and camping demand: % weight of total tourist demand (1970-2021)





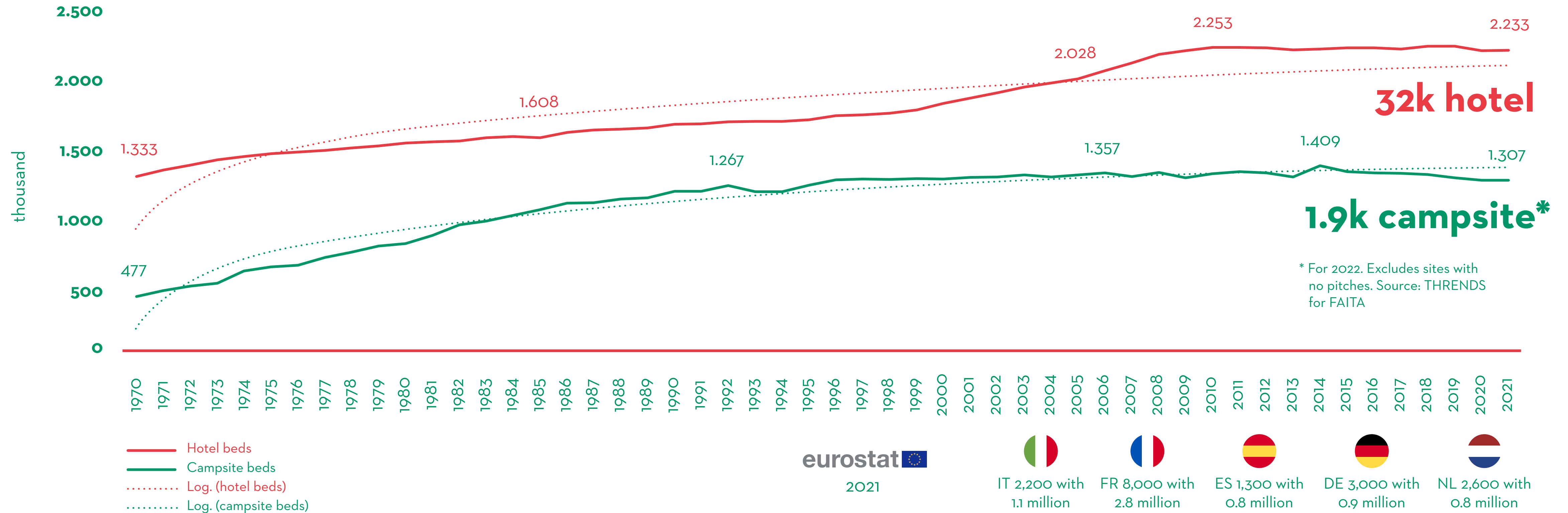
# Open air offer: a difficult maturity

**In Italy there are approximately 2,000 campsites. Second largest in the EU.**

The Italian hospitality industry is entering a phase of maturity. The hotel industry growth curve has been flat for over 10 years. The camping segment curve is flat

after the peak in 2014. A trend that does not reflect the promising prospect of demand, perhaps indicative of development difficulties (regulations?), excessive seasonal concentration or incorrect assessment by investors.

**Beds: evolution of hotel vs camping offer (000) (1970-2021)**





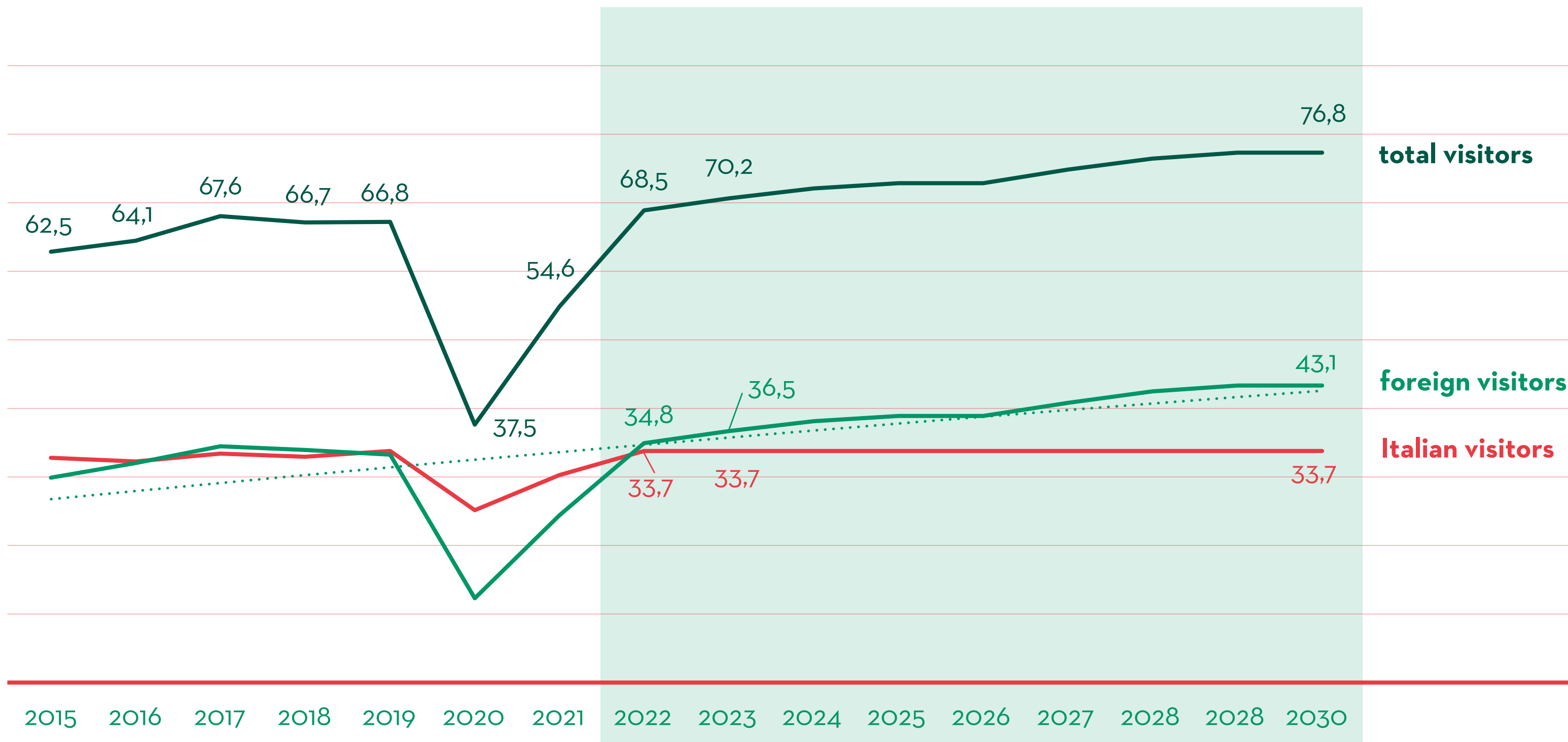
# Scenarios

In an outlook looking ahead to 2030, i.e. the next cycle, **we can expect an upward trend in the open-air segment.** Growth that will be driven by the foreign market which, by design and habit, has a greater interest

in this type of product. Discounting the rebound effect, the trend will settle into a **steady rhythm** given the future drivers mentioned above which determine the variables at play in the sector. We can forecast **profits never**

**achieved before by the sector** with specific challenges to be addressed in order to establish ourselves on a new level and achieve a new standing in the national arena.

## Baseline hypothesis evolution of camping demand 2030 (mln)



### TOTAL Volumes

Overall growth is expected from the current 68.5 million (2022, est.) to approximately 76-77 million in 2030 (CAGR period: 1.45%)

### FOREIGN Volumes

Cyclical trend of 7 years in growth, as already demonstrated in the last twenty years. Immediate recovery of volumes lost during the covid-19 crisis and further growth at a rate between 2 and 5%. Growth anchored to Northern European demand for central and northern Italian regions. (CAGR: 2.73%)

### ITALIAN Volumes

No drivers to predict an increase in domestic volumes which, according to long-term trends, have reached maturity (CAGR: 0%). Possible trend reversal if the segment is positioned differently.

# Looking forward

The Group's new openings

## 1.6

Innovation and sustainability have always been the drivers behind the Group's challenges and projects. We want to continue investing in Italy, emphasising the environmental and social context and cherishing the heritage, natural resources and landscape of each location.

Human Company's strategic development plan includes three ambitious new openings:

*hu Eraclea village*

*hu Cavriglia Sport village*

*hu Porto Tolle village*



## hu Eraclea village

### Veneto

With a **total area of 250 hectares**, Valle Ossi is an area of exceptional natural value. Its strategic location – between the Laguna del Mort, the Piave River and the Eraclea Mare coastline – makes the area the ideal place to develop a tourist resort.

The project involves the creation of two distinct areas.

**The tourist-accommodation area**, which will be an open-air village covering a total surface area of **94 hectares** and which is the heart of the project, will have a 5-star classification and will focus strongly on restoring the existing buildings, which bear witness to the area's history and culture. The facility will also be open to the local resi-

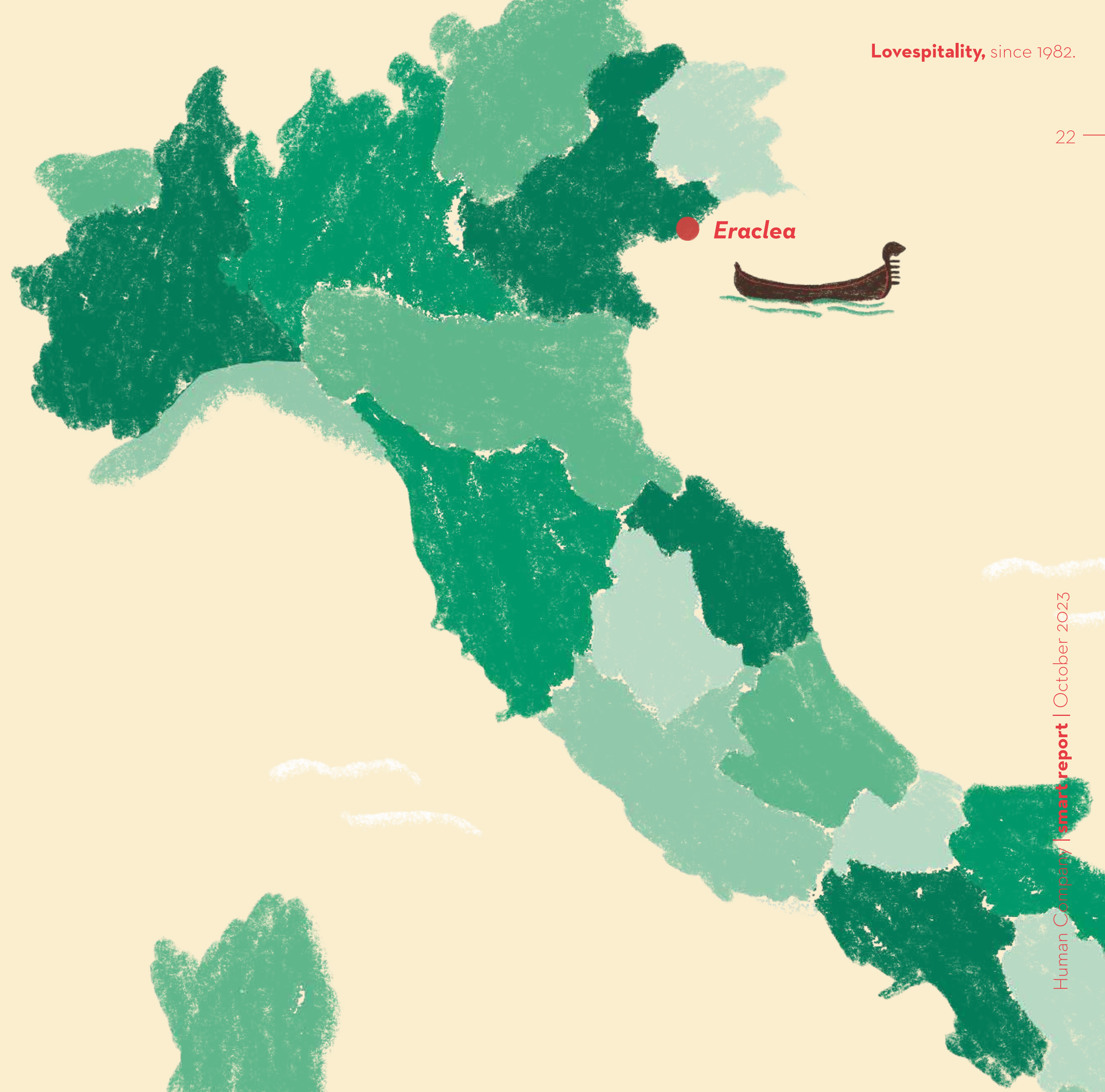
dents of Eraclea, who will have access to a range of services connected to the village.

**The nature area**, designated as the Valle Ossi Rural and Territorial Tourism Park, covers an area of approximately **150 hectares**. The area will retain the characteristics of the **landscape**, the **enhancement** of the pine forest, and the Laguna del Mort.

**Mobility within the Village will be 100% green.**

### hu Eraclea village in numbers:

- 250 hectares total area
- 94 hectares of open air village
- 3,000 pitches for campers and mobile homes
- Up to 12,000 visitors per day





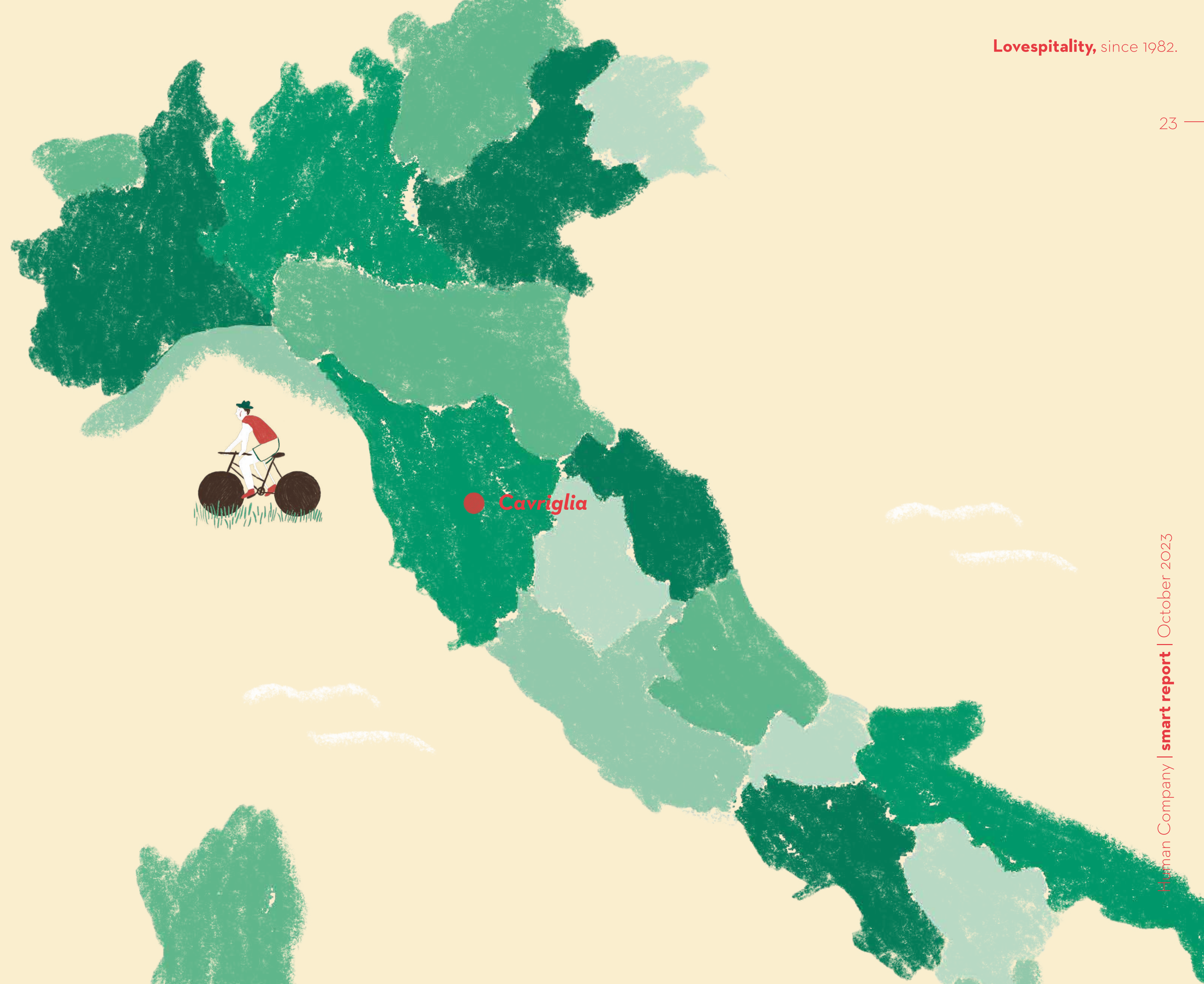
## hu Caviglia sport village

### Tuscany

The Caviglia sports village will be built in the **heart of Tuscany**, over a total surface area of **116 hectares**. An open-air tourist village **entirely dedicated to sporting activities** – professional and otherwise – and to psycho-physical well-being. The sports offering will be extremely broad and designed to create **constant interaction** between the **guests** and the surrounding environment.

### hu Caviglia sport village in numbers:

- 116 hectares total area
- 26 hectares of open air village
- 43 hectares dedicated to sports activities
- 1,200 pitches for mobile homes
- Up to 5,000 visitors per day





## hu Porto Tolle village

### Veneto

The hu Porto Tolle village project started with Futur-E, the program promoted by ENEL with the aim of **converting 23** Italian thermoelectric power plants **into innovative and eco-sustainable places.**

The village will be built on an area of **380 hectares**, in a unique environmental location: the Po Delta area.

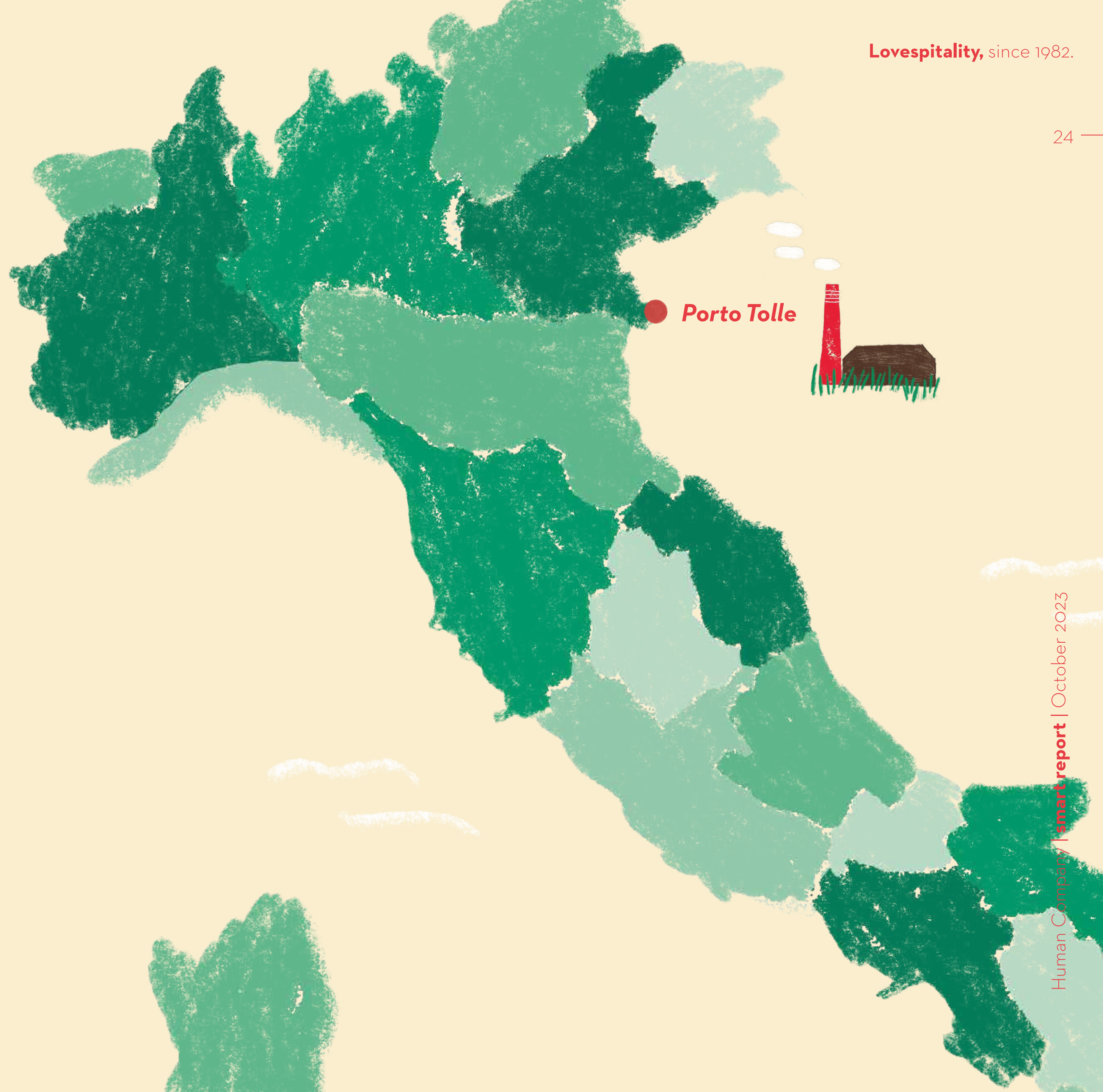
Already **UNESCO heritage** site, the area is a reserve of exceptional importance for the biodiversity of the local flora and fauna.

The project includes the development of a **open air village**, a **sports centre** and a **research centre.**

Based on the circular economy model, it will offer **new opportunities** for the local community, with the promotion of **scientific, artistic** and **cultural** activities.

### hu Porto Tolle village in numbers:

- 380 hectares total area
- 117 hectares of open air village
- 20 hectares of wooded area
- 2,200 pitches for campers and mobile homes
- Up to 8,000 visitors per day





# For a new way of doing hospitality

The vocation of Human Company

## 1.7

**Human Company is passionate about designing and promoting a regenerative tourism model, based on the combination of People being happy and Nature thriving.**

To translate this vocation into actions, we have defined the main **impact areas** that affect one or more stakeholders:

**impact on the people** who work with us and on our guests, to create a **friendly and inclusive working environment**, to promote **hospitality, care** and **quality** of services, and to spread the **culture of sustainability**;

**impact on communities**, to create **favourable conditions for** local socio-economic **development** and to **enhance** their traditions and distinctive characteristics;

**impact on the environment**, to **protect it** with **innovative solutions** and **reduce the impact** of our activities, also with the aim of **achieving climate neutrality**.

Today we are publishing this report to transparently share with all our stakeholders the progress of our developmental path, along with the milestones we have achieved and the objectives for the future.



# The partnership with Argo

FOCUS

With the aim of stimulating continuous innovation in the hospitality sector, **Human Company has decided to become a corporate partner of Argo**, a startup accelerator that is part of the Cassa Depositi e Prestiti National Accelerator Network, launched in December 2022 by Cassa Depositi e Prestiti Venture Capital in collaboration with the Ministry of Tourism.

The three-year accelerator program, the result of a significant investment by the Group, is managed by LVenture Group, one of the leading startup accelerators in Europe, and VeniSIA, the sustainable innovation ecosystem of Ca' Foscari University of Venice.

**Together with Human Company**, Argo is supported by main partners, Intesa Sanpaolo and Intesa Sanpaolo Innovation Center, with the Italian Hospitality School as the technical partner.

**Argo aims to identify and select the most promising Italian or international traveltech startups intending to open an operational office on the Italian market.**



# 2

## youspitality

human beings and Human Company





# the challenge

*People's  
Happiness  
and Well-being*

We believe that the company has a responsibility to **contribute to the happiness and well-being** of the people it comes into contact with, whether they are guests or colleagues.

Driven by this belief, we work to **build and ensure a friendly and inclusive work environment**. A place providing **attention** and **care** for each individual who works and is involved with Human Company.

**People's well-being and involvement are central to the sustainable development we want to pursue.** For this reason, we contribute to the creation and promotion of a culture whose main objectives are to increase **financial, salary and welfare satisfaction**, together with the facilitation of **professional** and **personal growth** practices for our employees.



# the stories

## Growing together every day

Open Mind Academy

### 2.1

**Open Mind Academy** was created with the aim of **responding to the demands** of a world in continuous transformation and evolution such as **open air hospitality**.

**Watch, learn, know:** these are the three pillars on which OMA is built, a training platform for exploring, discussing and addressing the challenges of innovation.

Opening your mind - and keeping it open - is the only way to influence and be influenced, to develop a constructive spirit, to be able to experience and put into action the knowledge acquired.

Hence **OMA was created, an online training platform for Human Company staff**, consisting of courses, webinars, podcasts and e-books designed and selected to stimulate the **professional** and **personal growth** of each of our employees.

By participating in the courses, Human Company employees receive badges that are recognized even outside the company.

The platform is constantly evolving, partly to progressively facilitate engagement activities and the **relationship** between people.



# People, our most precious resource

Corporate welfare

## 2.2

At Human Company we believe that our **workers' welfare** is fundamental, so we put it at the centre of our strategy. Our employee benefits also include a **corporate welfare plan**, renewed annually in line with an analysis of employee satisfaction and needs.

**Among the benefits included in the plan are:**

- **supplementary health care**, to have access to subsidies and health benefits in addition to the public service;
- a **supplementary pension plan** to the closed pension funds, supplementary to the public pension;
- **financial support for school expenses**, such as books, canteen services and transportation;

- **legal assistance**;
- economic incentives for **sustainable mobility**;
- **stress-relief** programs to promote health, well-being and sport;
- **financial subsidies** that can be spent in shops, on fuel and training.

Human Company is one of the very few companies in the tourism sector that has chosen to offer **the same welfare support for both permanent employees and seasonal workers**, thus confirming its commitment to creating an equal and rewarding working environment.





# knowspitality

human beings and Human Company





# the challenge

The very existence of Human Company is inextricably linked with the **well-being of areas and communities** in which the sites are immersed. The **food and wine, cultural and scenic** heritage of these places is a key attraction. **A precious asset to be safeguarded** and cherished.

Our challenge is to develop **a relationship of continuous exchange** with the ecosystems surrounding the sites, to create the most favourable conditions for **local socio-economic development and the promotion of its unique features**. We want to make this relationship increasingly open, fostering a continuous exchange between the communities and our **guests**. This requires a **shared vision** and common **goals** to be built with all stakeholders in the area, setting out investments and activities together.

*Building bonds,  
growing together*



# the stories

## In the city, in green spaces

Camping in town

### 3.1

The camping in town model is an innovative **format**, a **new concept** in **outdoor tourism**. These are accommodation facilities – campsites designed according to the high quality standards of Human Company – which are located in **green spaces** within cities and close to **urban centres**.

This new hospitality model offers numerous **benefits to the visitors**, the **local community** and the **public authorities**, both in the short and long term. In particular:

- Visitors can **enjoy the outdoors** and at the same time quickly reach the **historical and urban centres**, having access to the services they offer, including mobility within the region.
- Projects that **redevelop brownfield sites** enable local residents to benefit from **new services**. By protecting **green areas**, expanding them and increasing the **safety** and **habitability** of the area, new **employment opportunities** are created and economic synergies are stimulated.
- The **historic centres** are **decongested** thanks to the decentralization of part of the hospitality – especially in artistic cities which are increasingly subject to phenomena of overtourism. **Redesigning tourism logistics, taking into account the development and redevelopment of the suburbs, makes it possible to develop policies and promote economic, real estate and service investments that are less dependent on waves of tourism and more focused on the needs of residents.**
- **Public authorities** are given the opportunity to develop **targeted initiatives** in centres and de-localised areas, along with the ongoing transformations.



# hu Firenze camping in town

A case study of management and impacts

## 3.2

**In-depth analysis:**  
**Urban Camping case study.**

**Example of management of the hu Firenze camping in town and its impacts (THRENDS elaboration).**

To better understand how urban camping works, the following is an example of management of **hu Firenze camping in town**. Management achievements are highlighted, as well as the impacts on the destination, in terms of services that can also

be used by residents and in terms of employment.

The site has a surface area of over **6 hectares** and is located at a distance of less than 5 km from the city centre (accessible via a convenient cycle path,

using the bicycle hire provided). hu Firenze camping in town has over 400 accommodation units (including pitches) and a restaurant open to the public with a seating capacity of about 500.

### Occupancy

Average occupancy of the facility: 90%  
Average restaurant occupancy: 80%

### Staff employed

Staff employed: 150 people

### Services

*(also accessible to the public)*

Restaurant and bar  
Lounge & Pool bar

### Facilities

*(also accessible to the public)*

Bike and e-bike rental  
Sports facilities  
Shuttle service to the city centre  
Dog area

### Green areas

60% of the total surface area

### Sales

Average revenue per mobile home pitch: €70  
Average revenue for an open pitch: €37  
Total revenue (hospitality + services): 10 million









hu via Milano

  
noleggjo bici  
rent a bike

→

tariffe generali	
tempo	prezzo
1h	0,50
2h	0,70
3h	0,90
4h	1,10
5h	1,30
6h	1,50
7h	1,70
8h	1,90
9h	2,10
10h	2,30
11h	2,50
12h	2,70
13h	2,90
14h	3,10
15h	3,30
16h	3,50
17h	3,70
18h	3,90
19h	4,10
20h	4,30
21h	4,50
22h	4,70
23h	4,90
24h	5,10







## For the area

Tourism as civic engagement

### 3.3

Human Company has always been committed to **organising initiatives and events that are also open to local people**, in order to promote **sustainable and high quality tourism**. We have supported civic participation initiatives, certain that our taking responsibility can be an example for others present in the ecosystem and for those who, from time to time, enrich it: our guests.

Among the **initiatives implemented**, we want to share some stories that we believe have had **the most** impact, thanks to the collaboration of various stakeholders and the participation of tourists and local people.

#### **A new ambulance for the Red Cross**

With the contribution of *huPark* Albatros village, the Volunteer Association of the Italian Red Cross of San Vincenzo has equipped a **new ambulance** to ensure the continuity of the local transport service. The service is used for both specialist medical consultations and the transport of patients on stretchers or with walking difficulties, in order to optimise the service to help the elderly.

#### **The beaches of San Vincenzo still have a Blue Flag**

Thanks to the support of *huPark* Albatros village a **new lookout post has been installed** on the public beach at Rimigliano. An initiative that strengthens the municipal plan to develop the rescue service and is functional to keeping the Blue Flag. The award is given every year by the FEE (Foundation for Environmental Education) to seaside resorts that stand out for **the excellence of their water, ser-**

**vices and the cleanliness of their coastline**, in 2022 it was also awarded to the beaches of the Municipality of San Vincenzo. The inauguration of the lookout post was accompanied by **activities raising awareness** of the issues of environmental protection and beach safety, organised **by Human Company** together with local associations, such as the Oasi WWF RNR Padule Orti-Bottagone and the dog units of the SAUCS Costa Maremmana.

#### **Tourism that encourages art and culture**

One of our local area enhancement success stories concerns the city of Florence. In 2021, **Palazzo Strozzi** hosted the American Art exhibition, which celebrated modern American art through more than 80 works by 53 artists, from Andy Warhol to Kara Walker. To mark the occasion our **hu Firenze camping in town and the PLUS Florence Hostel&Hotel** gave away exhibition entrance tickets to site guests.



## With the area

Human Company events

### 3.4

**Through our villages and our** present and future actions, we aim to **generate positive value** in the communities in which we operate.

To do this in the best possible way, we look for a **valuable blend** of local uniqueness, artisanal knowledge and the associations that are responsible for our areas.

The involvement of local organisations and a positive relationship with the authorities have allowed us to create **thematic events**, replicable throughout the season and **open to everyone**.

These events are supplemented by a **mapping** of the initiatives organised by the municipalities and other bodies that operate in the areas adjacent to our sites, selecting **the most important ones** from a historical, artistic, natural, food and wine and sporting point of view, in addition to those aimed at **sustainability** and the **environment**. To this end, we organize workshops in collaboration with associations such as the **WWF and Legambiente** in the areas surrounding the villages, with the aim of raising awareness among the participants of **nature conservation**.



# Rural by nature

Palagina

## 3.5

Surrounded by hills and immersed in over **100 hectares of vineyards and centuries-old olive trees**, Palagina is made up of a hotel, agricultural tourism, and an educational farm.

The hotel is located in the historic residence, dating back to the 18th century.

It has rooms and apartments furnished in the most classic Tuscan style, as well as two swimming pools and a restaurant. The agricultural tourism centre, which also has a swimming pool, offers rooms in a more modern style.

**The educational farm** organizes activities for adults and children, to rediscover the beauty of the countryside with tours of the vegetable garden and vineyards and by meeting the animals.

Today, La Palagina tells its story through the shoots in its logo, which encapsulate the history of the residence, the activities of the farm and the small world of fields and vines **at the gates of Chianti**. In this sense, the shoots become the symbol of the Palagina system, expressed in the concepts of:

- **area**
- **children and nature**
- **welcome**
- **social commitment**
- **the area and its products**
- **events**

The three parts of the Palagina estate work together in a continuous dialogue, offering guests a range of **experiences** that are **unique** in the field of tourism and agricultural tourism, such as yoga sessions in the vineyard and the **Honey Room**, a room designed to immerse oneself in the world of bees, their sounds, the life of the colony and to raise awareness about these animals, which are indispensable for a healthy and flourishing ecosystem.

**All the activities have the common thread of the connection between man and nature, expressed in the discovery of the local area, and with the utmost attention to inclusivity.**

In fact, for some years now, children with disabilities in the **ODA Foundation** (Opera Diocesana Assistenza) have been helping with the farm's agricultural activities, under the guidance of our

team. Harvesting grapes, bottling and labelling wine and the managing the vegetable garden – the products of which are used in the restaurant – are just a few examples.

This social project fully represents the idea of **creating an effective and genuine synergy with the local area** and providing practical answers to the social needs of the community. Furthermore, inside the farm children and teenagers can experience **nature** and learn about environmental issues.

In the **summer centres**, children learn to take care of the organic garden, experience orienteering in the woods and climb trees. Then there are the **artistic activities** such as creative recycling, kite-making workshops and making labels for wine and oil bottles. We are confident of the value that these experiences can have in **developing children's curiosity, sense of adventure and of respect for the environment**. This is why we offer discounts for children of our employees to take part in Palagina Farm summer camps.



# F

# greenSPIritality

nature and Human Company





# the challenge

*Preserve,  
protect, reduce*

One of the distinctive features of the Human Company model is the close relationship between the sites and the surrounding natural environment; being present in and surrounded by Nature makes us responsible for the relationship we want to have, and for how we can actively support the ecosystem. Only by preserving and caring for natural environments can we ensure that the benefits we enjoy today **will not be lost for future generations**.

This is perhaps the biggest challenge for Human Company: **preserving the environmental quality** of the places in which it operates, being mindful of the morphology of the terrain and taking action on sites to make them safer, more protected and environmentally sound, **without the need for concrete**.

The Group is committed to **progressively reducing the impacts** linked to its activities, limiting the use of natural resources and making its facilities more efficient. The goal is a progressive evolution of its business model towards **an economy with zero greenhouse gas emissions**, in line with the European objectives of climate neutrality and with the national objectives of ecological transition.



# the stories

## The natural landscape

The relationship

### 4.1

Our open air model, **intrinsically linked to the natural habitat** where our sites are located, is underpinned by a close and profound relationship with the natural landscape, based on three principles.

#### Conservation

First of all, Human Company's legacy on the landscape is of a conservative nature: we want to **improve the environmental quality of the places that welcome us** and in which we operate, so that they become safer, more protected, more environmentally sound and progressively **less impactful**.

#### Integration

Secondly, our hallmark has always been **sensitivity and care in integrating with the morphology and balance of the area**, which is embodied in our constant commitment to leave the landscape **as authentic and natural as possible**.

#### Enhancement

Thirdly, the value of our offer in Human Company sites is inextricably linked to the **enhancement of the landscape, food and wine and cultural heritage** of the communities in which we operate. A distinctive and unique approach in which **we strongly believe**.















# Human-sized

Mobile homes

## 4.2

The open air model is a by-design model that includes **close interdependence with the environment** and, more broadly, with **sustainability** issues. **Mobile homes are the main type of accommodation on our sites and so must naturally correspond to our principles of sustainability.** Mobile homes – or maxicaravans – are currently the most popular type of accommodation in Italian open-air accommodation sites. They are temporary, minimal, mobile accommodation, built on wheels and without foundations, using lightweight dry assembled materials. Unlike traditional buildings, **mobile homes are structures that are not permanently attached to the land.** For this reason they do not use up any land and their environmental impact is significantly lower.

### Human Company mobile homes

- They are made with construction elements **that are largely recyclable and reusable** at the end of the product life cycle, being dry assembled. In particular, the *hu* stay premium Greeny model is made of **cork, wood panels and corten**, and represents an important evolution of housing models towards an increasingly sustainable future, as well as being testament to the sector's efforts to find highly innovative solutions.
- They encourage a model of **circular economy**, allowing great **flexibility of use and reuse** thanks to the fact that they are transportable.
- They can be easily customized to ensure the **best possible landscape integration in different locations.**

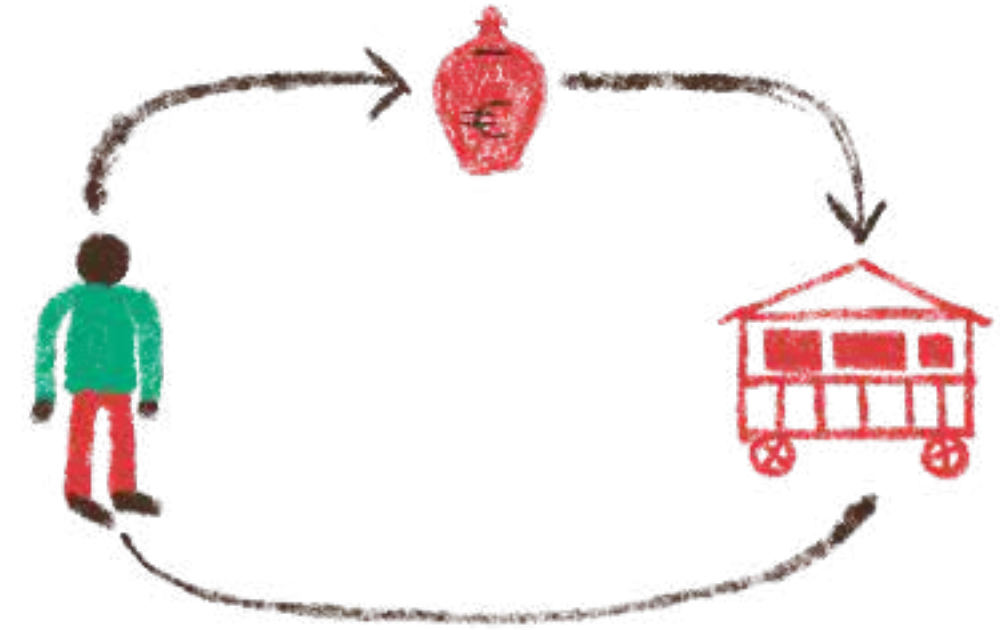




The mobile home leaves the company,



is moved to the accommodation site,



then can be resold to other sites for a second lease of life.



Thanks to its dry construction, the constituent elements can be broken down



and the materials can be recycled or reused.





Plus  
stay  
premium

335

♻️

ochef











# S

# truespitality

Human Company's commitment





# For people.

## 5.1

In 2023 we are working to **strengthen the bond with the people** who make up Human Company and bring it to life.

### ***Implementing a Diversity & Inclusion development plan through:***

- **establishing** a responsible internal team;
- **monitoring** D&I actions and objectives;
- **including** D&I issues in training plans.

### ***Broadening the training offered through Open Mind Academy by:***

- **integrating** sustainability and D&I topics into the platform;
- **developing** new delivery methods compatible with working rhythms.



## For the community

### 5.2

In 2023 we are working to **structure our bond with the local area.**

*Mapping existing sustainability practices with suppliers.*

*Initiating a supply chain co-evolution plan through:*

- the **development** of supplier qualification procedures;
- the **formalization** of an environmental procurement policy.

*Developing community frameworks by:*

- **establishing** community investment objectives;
- **formalising** a corporate citizenship strategy;
- implementing a results monitoring **plan.**



## For the environment

### 5.3

In 2023 we are working to implement the first **impact reduction practices** in our operations.

***Implementing an environmental metrics monitoring program***  
(water, energy, waste).

***Implementing a program to monitor guest consumption at our sites.***

- Developing new sustainability concepts to be applied to the world of outdoor living.



**increasingly  
sustainable,  
naturally**

Believing that business plays a key role in helping to tackle the challenges we are facing, we are keen to do our part, and this first report is the beginning of a dialogue that we want to grow over the coming years and an important step on the path towards the sustainable evolution of the company.

Next year will see us engaged in various working groups that involve the entire organization, such as Human Resources, Supply Chain, Operations, so that the development of a responsible culture and approach can gradually spread to all Human Company employees and become deeply rooted in each individual's everyday choices.





Lovespitality, since 1982.