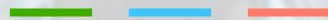




**Live local experiences and
make your business sustainable**



Pitch - 6th UNWTO
World Forum on
Gastronomy Tourism

Teresa Agovino
CEO FAROO
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Can we promote **destination development** and
create opportunities
for small scale rural businesses?



70%
of managers

say they want to make **more sustainable choices** for their company



Staff training on sustainability



Improvement of internal processes



Donations and support to NGOs



Compensation by reforestation



Certified sustainable experiences of one or more days

with which the company can



Carry out innovative **CSR activities** with measured and certified impact



Team building and **field training** on sustainability



Share the commitment internally and externally (certificate of impact)



CSR (Corporate Social Responsibility)

Real sustainability
or
greenwashing?



40% of consumers will choose by 2025 products based on the level of sustainability

Source: Report Growth from Knowledge



+100% the Benefits and B-Corp in 2020. These need to draw up the Sustainability Report

Source: Report Assobenefit



Faroo **certifies**
tour operators



Together **we save the Planet,**
one journey at a time

The company **chooses** sustainable
activity or accommodation



Employees / customers /
stakeholders **live the experience**



RE-FOOD



BEESOUND



FORAGING



SENSORIAL TASTING



NATURE TO THE TABLE



SOCIAL EATING



SOCIAL FARMING



HARVESTING



WHEATWORK



CHEESE MAKING



GRAPE HARVEST



TRUFFLE HUNTING



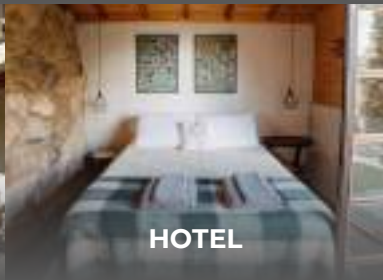
SOCIAL FOOD



BLIND TASTING



CIRCULAR-FOOD





Self-Assessment with which tour operators can **calculate their impact** and **require free certification**

Blockchain technology will ensure the **safety of the results** obtained and their veracity



A system of **gamification** will stimulate the **continuous improvement** of tour operators and the **creation of networks** on the territory



The **sustainability** of all **tour operators** is certified with our **free and voluntary standard** based on international criteria

Environment

34 criteria



Employees

21 criteria



Suppliers

9 criteria



Customers

8 criteria



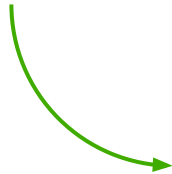
Community

10 criteria





For each Faroo experience we issue a **Sustainability Certificate**, which shows the positive impact on the environment and people





FAROO

Sustainability Certificate

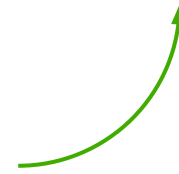
Here is the positive impact generated by your experience

 <p>Kg of CO2 saved 345</p>	 <p>Litres of water not used 1280</p>
 <p>Enhanced local products 6</p>	 <p>Hours of training provided 6</p>
 <p>Local people supported 16</p>	

Faroo company Benefit - VAT n. 2486780987 - www.faroo.it



Thanks to this certificate, companies can **share** their environmental and social commitment in their **Sustainability Report**





United Nations
Agenda 2030



**THE SUSTAINABLE
DEVELOPMENT GOALS**

UNWTO
Restart Tourism



**DEVELOPMENT OF
LOCAL COMMUNITIES**

IPCC
Climate report



**ACTION AGAINST
CLIMATE CHANGE**



High engagement



Low training

High training



Low engagement



We are the **only ones** to offer experiences as CSR tools



We do **sustainability training** during the experience



Our experiences also increase corporate **well-being**



We certify our travel partners with a **proprietary standard**



We issue an **impact certificate** for each experience



We offer activities and retreats in line with the **company's mission**

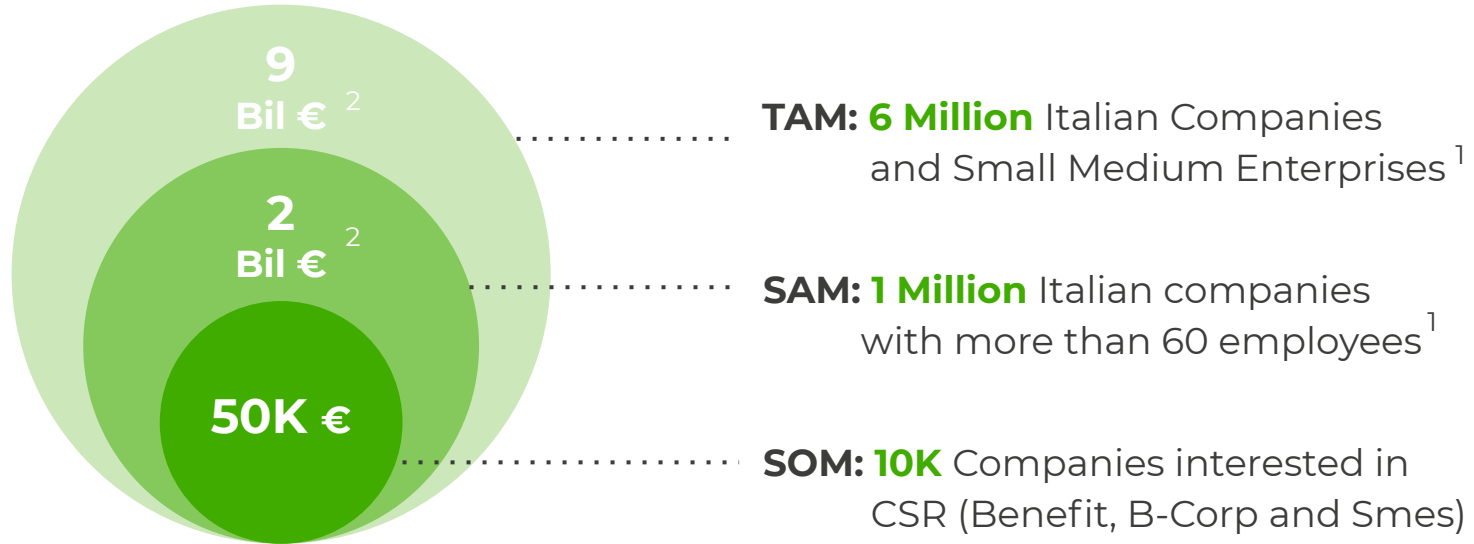


240K €

average budget for each
company in CSR in 2019



Growing interest in sustainability

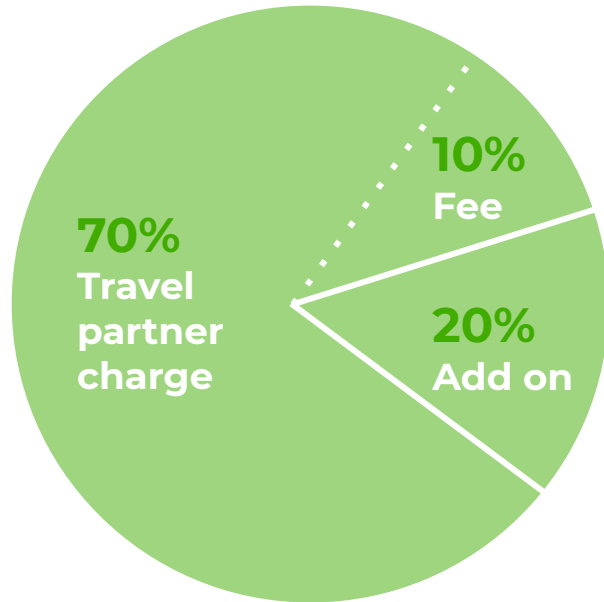


Source 1: ISTAT data 2018 by number of companies

Source 2: Reworking of the average expenditure data of the Osservatorio Socialis



We use a transactional revenues model



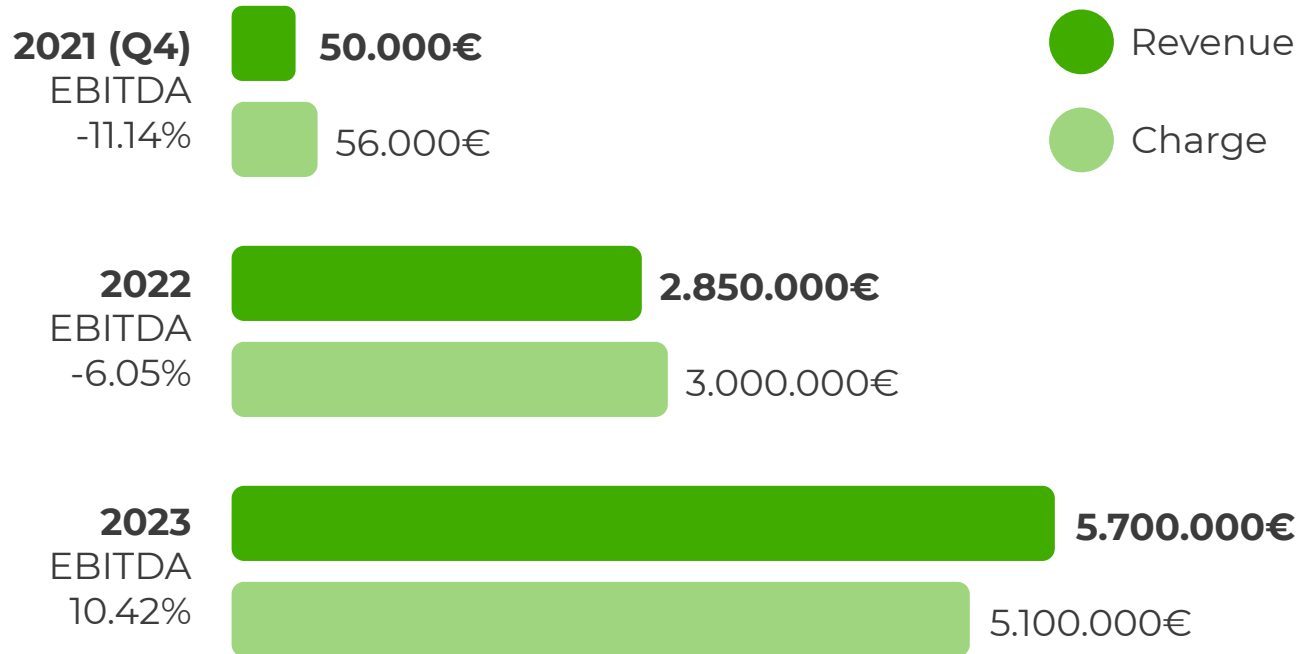
10%
Commission on our travel partner (Agency business model)

20%
Additional services to the customer for the certificate of impact, compensation, communication pack, etc.

30%
To Faroo

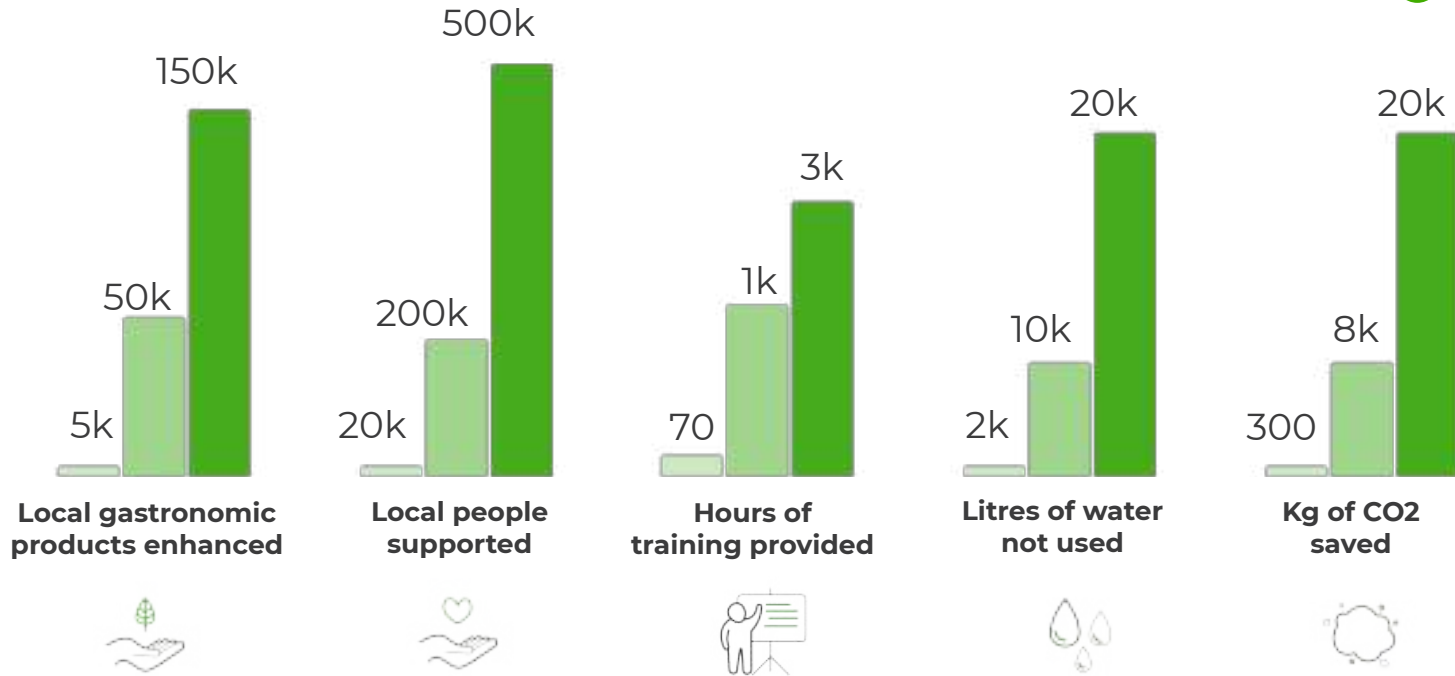


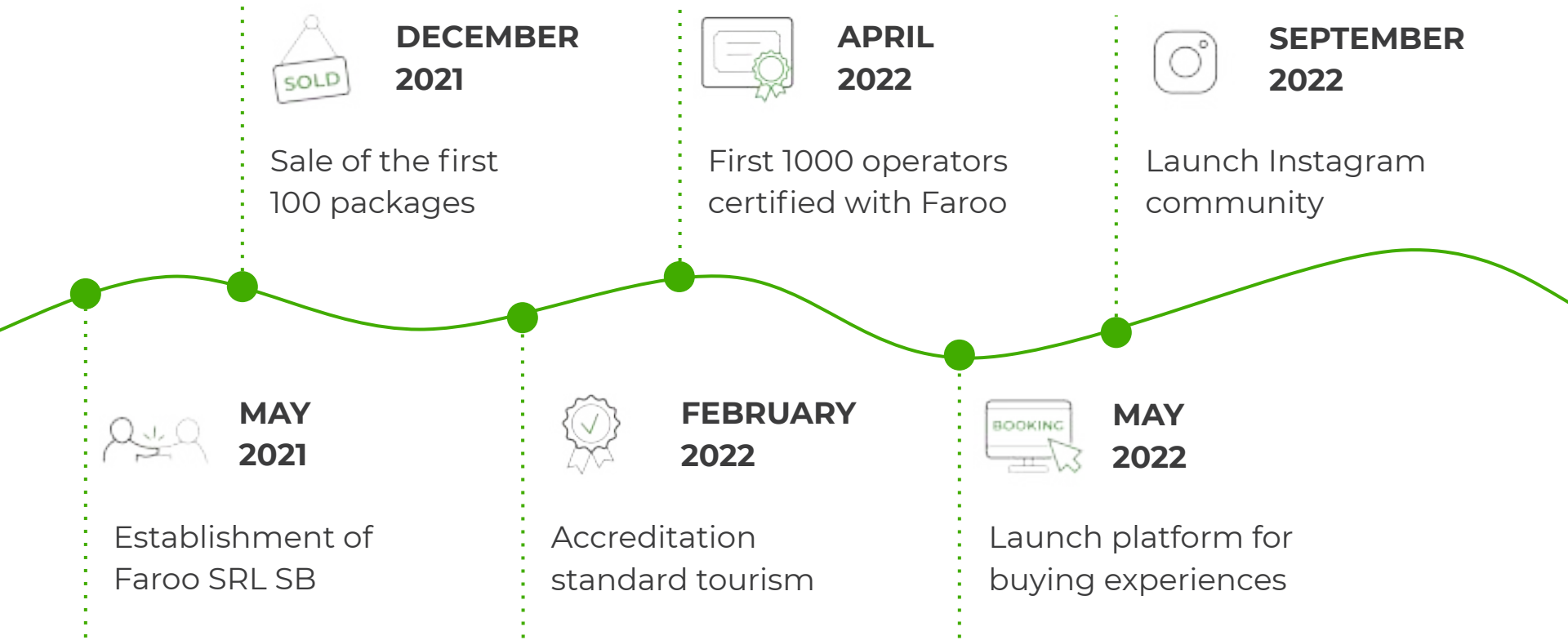
We will reach BEP in less than 3 years





Our impact in the first 3 years







TERESA AGOVINO

CEO & Co-Founder

Environmental Engineer
and UN-GSTC Sustainable
Tourism Consultant



GIUSEPPE BARBA

CTO & Co-Founder

IT consultant and
partner in Thinkfor
Mobile Agency

CAMILLA SIMONGINI

Sustainability Manager



FRANCESCA MARTINA

Auditor Expert



DIANDRA SACCO

CSR Manager



ERICA MURACA

Travel Designer





We're in business to **turn tourism**
into a force
for the **global good**



Sustainable hands-on
gastronomy activities



Touristic impact
measurements



Small scale
producer training



Our way to **enhance reputation of destination** and **empower local community**



**Are you ready to
join the loop?**



A person with their arms raised in a scenic mountain valley with a lake and a paper airplane graphic.

Thank you
for your attention

— — —
Teresa Agovino

CEO FAROO
teresa@faroo.it

The information contained in this presentation shall be presented on a confidential basis



Backup



2021

- Development of travel packages
- GoLive app Self-Assessment

2022

- (B2B) Product market fit
- Launch community

2023

- (B2B) Consolidation
- (B2C) Launch of B2C platform

2024

- Growth

2025

- Internalisation



The first **free** and **voluntary** sustainable tourism standard
inspired by 3 **international certification** models





Open to all tour operators



Local Experiences



Accommodations



● ENVIRONMENT

● WORKERS

● SUPPLIERS

● CUSTOMERS

● COMMUNITY



5

Areas

20

Categories

82

Criteria



ENVIRONMENT

Measure the level of environmental sustainability and social structure analysing the impact on different sectors (air, water, energy, waste and biodiversity)

7

Categories



Biodiversity



Facilities



Energy



Substances



Emissions



Water



Waste

34

Criteria



WORKERS

Measure the impact of the structure on the occupational and social well-being of workers

5

Categories



Contract



Health and Safety



Welfare



Rights



Inclusion

21

Criteria



SUPPLIERS

Measure the level of environmental and social sustainability of the structure by analyzing the choices regarding suppliers and products purchased

3

Categories

9

Criteria



Relations



Supply chain



Purchases



CUSTOMERS

Measure the impact of the structure on the well-being of customers and the level of involvement in sustainability practices

2

Categories



Communication

8

Criteria



Rights



COMMUNITY

Measure the level of social and economic sustainability of the structure by analyzing the impact on the local community and territory

3

Categories



Impact

10

Criteria



Enhancement



Rights



1. Self-Assessment



2. Virtual audit



3. Certification



4. Continual improvement



The first step is to measure the level of sustainability in the 5 areas

Through the **free online questionnaire** on the platform. The **minimum score** to proceed with the certification is **50 points out of 150**





1. Self-Assessment



2. Virtual audit



3. Certification



4. Continual Improvement



If the score is suitable, our certified internal auditors will validate it through:



Evaluation of the **company mission**



Document verification



Running the **Virtual Tour**



1. Self-Assessment



2. Virtual audit



3. Certification



4. Continual Improvement

Concluded with the **positive result** the operator receives the **certification of sustainable tourism** and enters the **Faroo community** signing the declaration of Interdependence





1. Self-assessment



2. Virtual audit



3. Certification



4. Continual improvement



Certification is only the beginning of the sustainability path: thanks to gamification there is continuous improvement



NETWORK

Initiating synergies with suppliers or other local stakeholders (e.g. purchase of km0 products or raw materials)



EVENTS

Organising sustainable events for travellers (e.g. plastic collection on the beach or visits to local producers)