

# Powering the change, Driving Sustainability



## **Case History #11 – Biodiversity**

*Promote sustainable use of natural resources and halt biodiversity loss*

## **Case History: Sustainable Sweetness – Inclusion & Biodiversity with Cascina Biblioteca**

### *Executive Summary*

“Dolcezza Sostenibile” (Sustainable Sweetness) is an innovative sustainable project that merges social inclusion with environmental sustainability. This initiative is a partnership between Nidec Conversion and a local social cooperative specializing in inclusive employment for vulnerable people and promoting sustainable, organic, and environmentally friendly agriculture to support biodiversity. The products obtained during the partnership were then delivered to our employees as a Christmas Corporate gift, accompanied by a leaflet to help them understand the added value derived from the choice of a sustainable product, encouraging employees themselves to make more sustainable choices in their purchases.

### *Dolcezza Sostenibile*

Nidec Conversion launched in December 2024 an initiative called “Dolcezza Sostenibile”, as a purpose-driven initiative that unites social inclusion and environmental sustainability through a partnership with Cascina Biblioteca - a Milan-based social cooperative specializing in inclusive employment for vulnerable people and promoting sustainable, organic, and environmentally friendly agriculture to support biodiversity. This initiative has facilitated the employment of two individuals belonging to vulnerable people, directly involved in producing and packaging 5,200 honey jars to be distributed as Christmas Corporate gifts to our employees.

This partnership linked

- Responsible Procurement: Sourcing honey from a social cooperative (Cascina Biblioteca) that prioritizes ethical labor and sustainable practices;
- Inclusive Employment: Creating jobs for marginalized individuals (e.g., people with disabilities, long-term unemployed) to promote economic dignity;
- Biodiversity conservation: Supporting sustainable beekeeping—critical for protecting bees, which are irreplaceable to ecosystems.

### *Bees as a cornerstone for a healthy ecosystem*

The importance of bees to the ecosystem cannot be overstated. Bees are responsible for pollinating ≈ 75% of global flowering plants, including more than 130 types of fruits, vegetables, and nuts, ensuring food security both for humans and wildlife. Their activity sustains plant biodiversity, which underpins entire ecosystems (from soil health to animal habitats).

Declining bee populations (due to pesticides, habitat loss, climate change and market-based only beekeeping techniques) threaten global food systems and ecosystem resilience. Responsible, sustainable beekeeping practices contribute to the protection and preservation of bee populations, thereby enhancing biodiversity and ecosystem health.

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## *Case Spotlight: Christmas 2024 Corporate Gift*

Our partner (Cascina Biblioteca) reinvested the 100% of Nidec Conversion fund into training programs and inclusive employment for 2 full-time jobs for vulnerable people belonging to “protected categories” (e.g., neurodiverse people, refugees) for tasks include beekeeping, honey extraction, and jar packaging.

They delivered a total 5,200 jars of organic, sustainably produced honey (no synthetic pesticides, minimal processing, hive management that respects bee welfare).

These jars were delivered as Christmas Corporate gifts to employees - replacing usual generic gifts with a “story-driven” product that highlights inclusion and sustainability; corporate gifting can be a force for good – every jar contributes to a job created and represents a step toward protecting biodiversity.

## *ESG Impact Analysis*

### Environmental Benefits

- Biodiversity Enhancement: By supporting sustainable beekeeping (e.g., natural hive materials, no chemical treatments), the project helps protect bee populations by reducing stress on their colonies
- Sustainable Agriculture: By promoting organic and environmentally friendly farming practices, we reduce the ecological footprint and support a healthier ecosystem
- Circular economy: minimal and recyclable packaging (glass jars and recycled cardboard) and local production reduce carbon footprint

### Social Benefits

- Inclusive employment: two full-time work positions are created for vulnerable individuals, granting them a stable income and work experience
- Education and Skill building: Our partnership with Cascina Biblioteca supports their activities in inclusion and vocational training, enhancing their skills to and employability of enhance long-term employability for vulnerable people
- Community Engagement: Distributing honey as Christmas gifts raises awareness about inclusion and sustainability among employees and stakeholders, fostering a culture of social responsibility.

### Governance Benefits

- Ethical Sourcing: Ensures that products (honey) are sourced ethically, with a transparent supply chain that supports social and environmental goals; our partner status as a social cooperative ensures full accountability (funds are tracked and reinvested in social goals)
- ESG Value alignment: The project directly reflects Nidec Conversion commitment to “profit with purpose” as stated in our Sustainability Policy and ESG Strategy

## *Alignment with SDGs*

This project aligns with several United Nations Sustainable Development Goals (SDGs):

- SDG 4 (Quality Education): Our partner training programs build skills for vulnerable workers.
- SDG 8 (Decent Work and Economic Growth): The integration of vulnerable individuals into the workforce supports fair-wage jobs and contributes to inclusive and sustainable economic growth (compliant with Italian labour laws).

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- SDG 10 (Reduced Inequalities): Promoting workplace inclusion for people with vulnerabilities helps reduce social inequalities, fosters a more inclusive society and bridges social gaps.
- SDG 12 (Responsible Consumption and Production): This project aligns with responsible consumption and production goals by using of sustainable beekeeping practices and ethical production of honey.
- SDG 15 (Life on Land): By protecting bee populations as key pollinators and supporting biodiversity, the project contributes to the conservation of ecosystems and the sustainable management of natural resources.
- SDG 17 (Partnerships for the Goals): Collaboration between Nidec Conversion and Cascina Biblioteca exemplifies multi-stakeholder partnerships to achieve sustainable development objectives.

## *Future Outlook*

Our project has a strong foundation and some potential for future growth and impact. We can expand the supply of Corporate Gift to additional sustainable products, such as other bee-related products (e.g., beeswax, propolis) or other organic products. The project can also be easily replicated to other regions or countries, promoting social inclusion and sustainability on a broader scale.

