

Code of Effort

An innovative approach to identify, measure
and practice Ethical Business Endeavours



A Letter to the World: Our Legacy for the Future

In the pursuit of a sustainable and ethically responsible future, this document serves as a guide to lead individuals and entities alike to contemplate the profound impact of their actions on our planet. Its purpose extends beyond mere prescription; rather, it aims to instill a mindset fostering introspection, comprehension, strategic planning, and accountability in every endeavor. As we embark on this journey, delving into pivotal concerns that shape our present and, more importantly, our collective future, it becomes increasingly evident that the scope of our impact goes far beyond individual actions. The burgeoning awareness surrounding environmental and social responsibility heralds a paradigm shift, transcending superficial "green actions" to embrace the holistic ecosystem and its myriad sub-ecosystems, each of which is elaborately intertwined with every decision made. It is incumbent upon us to cultivate awareness, recognizing our potential for influence and strive for positive change. Thus, within these pages, we unveil a novel and progressive approach to crafting a robust Corporate Social Responsibility (CSR) program that embraces all essential elements to foster sustainability and ethical integrity in every facet of business activity.

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Scope and Approach

Guidelines for Interpretation

In today's intricate business landscape, navigating concerns has become increasingly complex. With a multitude of factors at play, including global resource challenges, the social impacts of globalization, cultural amalgamations, economic fluctuations, and market dynamics, determining what constitutes "the right thing" poses a significant challenge. The very concept of discerning between "right" and "wrong" presents its own complexities.

The scope of the Code of Effort

The overarching vision of this document is to establish a comprehensive and universal framework that governs the practice of wise and ethical business practices. Achieving this goal is indeed a daunting task. While sustainability initiatives, good practices, codes of conduct, and CSR programs have been prevalent for some time, we believe in the pursuit of innovation and the generation of new perspectives to improve the effectiveness and efficiency of our business efforts. Therefore, the Code of Effort emerges as a holistic approach to address these challenges.

The existential question of the Code of Effort

What does it mean to conduct business wisely and ethically? The answer to this question is nuanced and multifaceted. How can we ensure that our actions are aligned with ethical standards? How do our efforts impact the environment and society? How can we measure and verify the correctness of our actions?

We assume that the concepts of "truth" and "rightness" are subjective and subject to interpretation. To illustrate this concept, we outline the primary components of our theoretical approach:

- **Reality:** The ideal state of absolute truth and rightness, which remains elusive and unattainable.
- **Perception:** Each individual, entity, or organization perceives reality through its unique lens, shaping its understanding and interpretation of the world.
- **Interpretation:** Entities form opinions based on their interpretation of the perceived reality, influenced by their latest understanding of the matter.
- **Understanding:** Individuals and organizations use tools and methods to comprehend and interpret reality, which shapes their perceptions and guides their actions.

The mission of the Code of Effort

In alignment with its scope and the existential question it poses, the mission of the Code of Effort is to facilitate the attainment of the highest possible understanding of one's circumstances. By fostering informed interpretations and wise perceptions of reality, the code seeks to empower stakeholders to make informed decisions. While acknowledging the inherent limitations of human understanding, the code emphasizes the importance of timely decision-making, recognizing that the gap between events and responses impacts overall outcomes.

The code is based on credible sources and is grounded in a commitment to ethical principles, striving for universal acceptance and understanding among stakeholders worldwide.

Striving for Imperfect Excellence

This document embraces imperfection as a testament to the collective efforts of diverse entities and stakeholders committed to continuous improvement. As we move forward, it's imperative to remain vigilant for opportunities to enhance our efforts. The document serves as an open invitation for feedback from all who can offer insights. In a world where time, opinions, perceptions, and understanding evolve, progress is not just about action but also about embracing the ongoing evolution of our world and society.

Guidelines for Regulation

A statement and a document acquire their importance and relevance only on the basis of their management and the way in which they implement the information covered. The Guidelines for Regulations provides a code of management for how this document is handled in relation to all stakeholders involved in its implementation.

Entities

GASTOgroup

As the entity responsible for proposing and providing the framework for the Code of Effort, GASTOgroup is committed to fostering ethical business practices and continuous improvement. GASTOgroup shall ensure that the Code of Effort reflects the highest standards of integrity, transparency, and accountability, and shall regularly review and update the code to adapt to changing circumstances and emerging best practices.

Primary Stakeholder

The primary stakeholder, as the entity that adheres to and interprets the principles outlined in the Code of Effort, is entrusted with upholding the values and standards set forth in the code. The primary stakeholder shall integrate the principles of the Code of Effort into its policies, procedures, and decision-making processes, ensuring alignment with the overarching goals of ethical conduct, sustainability, and social responsibility.

Other Stakeholders

All individuals and entities that engage in business activities with, within, or outside the organization of the primary stakeholder are considered other stakeholders. These stakeholders are expected to familiarize themselves with the principles of the Code of Effort and strive to align their actions and behaviors with its guidelines. By adhering to the principles of the Code of Effort, other stakeholders contribute to fostering a culture of integrity, collaboration, and mutual respect in all business interactions.

Through the collaboration and commitment of all entities involved, the Code of Effort serves as a guiding framework for promoting ethical conduct, responsible business practices, and positive societal impact.

Regulation of Changes

In our commitment to continuous improvement and adaptation, we outline the following regulations:

Annual Review

An annual review of the Code of Effort will be conducted to assess its effectiveness, relevance, and compliance with evolving standards and best practices. This review will involve gathering feedback from stakeholders, analyzing any changes in laws or regulations, and evaluating the impact of the Code on business operations and social responsibilities. The results of the review will inform updates and revisions to ensure the Code remains current and effective.

Constant Review

In addition to the annual review, the Code is continuously monitored and evaluated to respond to emerging issues, feedback, or changes in circumstances. This constant review process allows for timely adjustments and enhancements to the Code in response to evolving needs and expectations. Stakeholders are encouraged to provide feedback and suggestions for improvement at any time to facilitate this continuous review process.

Suggestions

Stakeholders are invited to submit suggestions for enhancements or modifications to the Code of Effort at any time. Suggestions can be related to clarifications, additions, or revisions aimed at improving the clarity, effectiveness, or relevance of the Code. All suggestions will be considered as part of the review process, with decisions made based on their potential impact, feasibility, and alignment with the objectives of the Code and the organization.

By adhering to these regulations for changes, we ensure that the Code of Effort remains a dynamic and responsive framework for guiding ethical business conduct and promoting continuous improvement in our organization and beyond.

Regulation of Affirmation

In our commitment to upholding ethical standards and fostering a culture of accountability, we establish the following regulations:

Annual Confirmation

All stakeholders, including primary stakeholders and other stakeholders, are required to annually review and acknowledge their understanding and adherence to the Code of Effort. This annual confirmation serves as a reaffirmation of their commitment to ethical business conduct and ensures ongoing awareness of the principles outlined in the Code. Stakeholders will be provided with the opportunity to review the Code and acknowledge their acceptance of its terms on an annual basis.

Acceptance of Updates

Stakeholders are required to accept updates to the Code of Effort as they are introduced. Updates may include revisions, additions, or clarifications aimed at improving the effectiveness, relevance, or clarity of the Code. Upon the introduction of updates, stakeholders will be notified and provided with the opportunity to review the changes and acknowledge their acceptance. Acceptance of updates demonstrates a commitment to staying informed and aligned with the latest ethical standards and best practices.

By adhering to these regulations for affirmation, stakeholders reaffirm their commitment to ethical business conduct and demonstrate their ongoing dedication to upholding the principles outlined in the Code of Effort.

Regulation of Compliance

In our commitment to maintaining ethical standards and ensuring accountability, we establish the following regulations:

Compliance by All Stakeholders

Every stakeholder, including primary stakeholders and other stakeholders, is required to adhere to the principles outlined in the Code of Effort. Compliance with the Code is mandatory and forms the basis of ethical conduct within our organization and in all business dealings. Stakeholders are expected to familiarize themselves with the Code and ensure that their actions and decisions align with its provisions at all times.

Reporting of Potential Issues and Violations

Stakeholders have a responsibility to report any potential issues or violations of the Code of Effort promptly. This includes instances where they become aware of unethical behavior, non-compliance with regulations, or breaches of the Code by themselves or others. Reporting channels will be provided to facilitate the confidential and timely reporting of concerns, ensuring that appropriate action can be taken to address any identified issues and uphold the integrity of the Code.

By adhering to these regulations for compliance, stakeholders demonstrate their commitment to ethical conduct, accountability, and the principles outlined in the Code of Effort. Reporting potential issues and violations ensures transparency and integrity within our organization and fosters a culture of trust and responsibility among all stakeholders.

Regulation of questions and who to ask

In our commitment to transparency and accessibility, we establish the following regulations:

About the Code of Effort as a Whole

For inquiries regarding the Code of Effort in its entirety, stakeholders can contact info@gastogroup.ch. This email address serves as the designated point of contact for questions, clarifications, or concerns related to the overarching principles, guidelines, and provisions outlined in the Code. Stakeholders can expect prompt responses and assistance in understanding and interpreting the Code in its entirety.

About the Policies and Compliance by the Primary Stakeholder

For inquiries specific to the policies and compliance of the primary stakeholder, stakeholders can contact info@egoconsulting.ch. This email address is dedicated to addressing questions, inquiries, or requests for information related to the policies, procedures, and compliance measures implemented by the primary stakeholder. Stakeholders can seek guidance on how to adhere to these policies and ensure compliance with ethical standards and regulatory requirements.

By adhering to these regulations for questions and who to ask, stakeholders can access the necessary information and support to navigate the ethical framework outlined in the Code of Effort. These designated points of contact ensure clarity, consistency, and responsiveness in addressing inquiries and promoting understanding and adherence to ethical principles and standards.



A Modern Business Ecosystem

Defining Ecosystems

An ecosystem, as elucidated by National Geographic (2024), encompasses a geographical domain where the harmonious interplay of flora, fauna, weather phenomena, and terrain intricately weave together to form a vibrant web of life.

Understanding Business Ecosystems

Similarly, within the realm of commerce, a business ecosystem constitutes a dynamic network of entities including suppliers, distributors, customers, and competitors, collaborating and competing to offer specific goods or services. As articulated by Adam Hayes in Investopedia, each constituent within this ecosystem exerts influence upon, and is influenced by, others, fostering a perpetually evolving landscape. Much akin to natural ecosystems, adaptability and flexibility emerge as quintessential traits for sustenance within this milieu.

Navigating Complexity in Modern Society

In the contemporary context, it is imperative to acknowledge the complexity of the business ecosystem that pervades our world. It transcends mere production, transactions, and daily living; instead, it is deeply entrenched in multifaceted intricacies that often elude direct measurement and identification. Moreover, this complexity extends beyond a singular ecosystem, as the overarching ecosystem is inexorably linked to numerous subsidiary systems, each with its own unique functions and equilibriums.

Holistic Understanding for Effective Engagement

Hence, a comprehensive understanding of each layer of these ecosystems becomes imperative – discerning the nuanced influences shaping each element and, ultimately, how they collectively impact our global ecosystem.

Terminologies for Clarity

For clarity and coherence, we will classify the different elements within an ecosystem using standardized terminologies and approach them through the lens of distinct ecosystem levels:

- **Regional Ecosystems:** These ecosystems are delineated based on geographical regions, ranging from local to global scales, often delineated by deliberate cartographic boundaries.
- **Organisational Ecosystems:** This category refers to ecosystems organized around initiatives and human endeavors, characterized by varying measurable parameters including economic indicators, geographical scope, and participant demographics. These ecosystems typically originate from human ingenuity and represent the genesis of organizational dynamics.
- **Industrial Ecosystems:** Divided by industries and markets, this category defines ecosystems based on measurable economic outcomes and value generation. It is an inevitable consequence of different institutional ecosystems, which generate the existence of different macro and microeconomic sectors.
- **World Ecosystem:** Including the entirety of our planet, the world ecosystem serves as the paramount environment within which all other ecosystems operate. It constitutes the ultimate interconnected framework within which human societies and natural environments operate.

Interconnected Influence

It is essential to recognize that each ecosystem category exerts influence upon one another, with ramifications that impact the broader world ecosystem. Understanding these interconnections is fundamental to fostering sustainable practices and responsible corporate citizenship.

Understanding Ecosystem Characteristics

At the pinnacle of ecosystem influence lies the intricate interplay of various characteristics that define their essence. To clarify the role of smaller ecosystems in shaping the larger landscape, it becomes imperative to establish a comprehensive set of definitions outlining the core attributes of an ecosystem.

Key Definitions

- **Main Stakeholder:**
 - At the heart of the ecosystem under consideration stands the main actor, the primary stakeholder whose actions and decisions wield significant influence over the entire landscape. This pivotal figure not only shapes the direction and ethos of the ecosystem but also plays a critical role in driving its overarching objectives forward. Within this framework, the main actor assumes a position of leadership and responsibility, endeavoring to advance the collective vision of sustainability and ethical integrity. To further clarify the scope of this ecosystem, it is imperative to delineate its landscape and stakeholders across institutional, regional, and industrial domains.
- **Landscape & Stakeholders:**
 - **Organisational Level:** Identification of primary organisational actors and their centrality within the ecosystem that have close interactions with the main stakeholder. This entails understanding the magnitude and significance of their role.
 - **Industrial Level:** Classification of the ecosystem within specific industry parameters. This involves discerning the industry's scale and relevance within the broader economic landscape.
 - **Regional Level:** Delimitation of the geographical scope within which the ecosystem operates. Understanding the regional context aids in gauging the ecosystem's potential impact on the global ecosystem.
 - **Stakeholders:**
 - Encompasses all entities engaged within the different levels of landscape, ranging from suppliers and producers to consumers. Each stakeholder's role and relevance

within the ecosystem must be meticulously examined to comprehend the ecosystem's dynamics fully.

- **Leadership:**
 - Underscores the overarching approach and values guiding entities within the ecosystem. Leadership sets the tone for interactions and dictates the overarching purpose driving collective efforts.
- **Value Creation Process:**
 - Identification of synergies and energies within the ecosystem culminating in value creation. This encompasses delineating the processes and values inherent in the ecosystem dynamics, accentuating the significance placed on quality and effective value output. The value creation process generally encompasses the following principles:
 - **An Entity:** A collective term encompassing individuals, organizations, or groups identified as the Primary Stakeholder within the Code of Effort framework.
 - **Operating:** The execution of actions, whether singular or repetitive, resulting in tangible outcomes driven by defined objectives, structured processes, and resource transformation systems.
 - **Creating Value:** The production of meaningful outcomes and contributions to the world as a result of the actions and operations undertaken.
 - **Providing an Experience:** The delivery of services or products aimed at offering satisfying or problem-solving encounters. This encompasses all stages of interaction, from initial marketing efforts and sales processes to service provision and final customer relationships.
 - **Recipient:** The intended beneficiary of the value generated, referred to as guests, clients, customers, or any other individual with whom a reciprocal relationship or exchange of values occurs, even extending to personal relationships outside of professional contexts. Recognised in Other Stakeholders within the Code of Effort framework.
- **Resources:**
 - Evaluation of available and requisite resources essential for ecosystem functionality. Emphasis is placed on resource management considering the inherent scarcity. Resources are broadly categorized into three main dimensions:
 - **planet** (tangible assets);
 - **people** (human resources);
 - **profit** (economic value and liquidity).

Interconnected Dynamics

The delineation of these core characteristics not only facilitates a deeper understanding of individual ecosystems but also underscores their interconnectedness and collective influence on the overarching world ecosystem. Recognizing and comprehending these intricate dynamics is paramount for fostering sustainable practices and promoting responsible corporate citizenship within the global business landscape.

A Consequent and Pragmatic System for Influence

Upon delineating the myriad elements comprising an ecosystem, it becomes imperative to establish a framework wherein each stakeholder is held accountable for their actions, ensuring the sustainability of the entire system. Central to this endeavor is the formulation of tailored sets of consequences for each stakeholder, designed to align their operational models with overarching sustainability objectives. Thus, it becomes paramount to articulate clear goals, guidelines, and rules for every element within the ecosystem, providing transparency regarding expectations and delineating pathways to achieve these objectives.



Primary Stakeholder



Foreword

Operare in modo sostenibile non è una scelta, ma una filosofia di vita che abbraccio pienamente. Tanto nella mia carriera professionale quanto nella vita privata, ho sempre attribuito grande importanza all'impatto che le azioni delle mie imprese possono avere sulla società e sull'ambiente. La salvaguardia delle nostre risorse e della nostra cultura è cruciale. È per questo motivo che sono lieto di aderire con il mio impegno personale e professionale a questa iniziativa di Responsabilità Sociale d'Impresa.

Operating sustainably isn't an option but a philosophy of life to adhere to. Both in my professional career and private life, I've always emphasized the importance of the impact my businesses' actions can have on society and the environment. Safeguarding our resources and culture is crucial. That's why I'm pleased to commit myself and my business to this Corporate Social Responsibility initiative.

Fausto Mondin

CEO Ego Consulting sagl

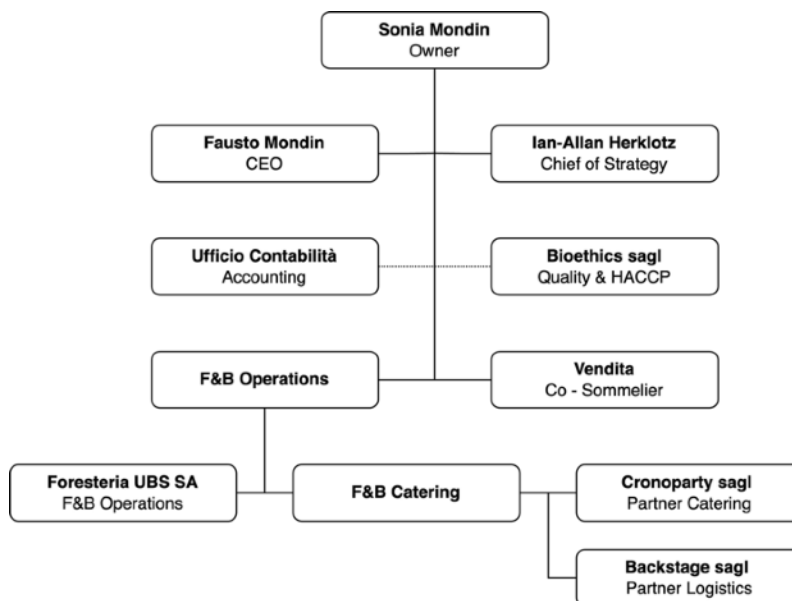


General informations

Company name	ego consulting sagl	
Legal Form	Sagl	
Foundation	2022	
Main activity	<p>La consulenza, il commercio, l'assunzione di rappresentanze e di mandati di gestione, la progettazione, la ricerca, lo sviluppo, il servizio tecnico nel ramo ospitalità, food & beverage, ristorazione e catering, il project management in tali settori; l'organizzazione, la gestione e l'implementazione di servizi logistici per conto proprio e per conto terzi, pubblici e privati; l'acquisto, il possesso, la vendita, la locazione di immobili a fini industriali e commerciali. Lo scopo societario è perseguito promovendo e implementando la sostenibilità ambientale e rispettando i principi del Global Compact ONU in campo energetico, economico e sociale. La società può creare succursali o filiali, collaborare e/o assumere partecipazioni in altre società con scopi analoghi o affini, e ciò sia in Svizzera che all'estero, nonché svolgere ogni altra attività connessa o idonea al conseguimento dello scopo sociale e per l'investimento del suo patrimonio.</p>	
Slogan		
Unit Addresses	Administrative	Piazza del Sole 5 6500 Bellinzona
	Operative	6900 Lugano
Ownership	Sonia Mondin, socia e gerente	
Management	Fausto Mondin, con procura individuale	
Website	egoconsulting.ch	
Email address	info@egoconsulting.ch	
Intellectual property	Lentiniservices®	

Company Structure

Organigram



Staffing: 4 staff members 100%; 2 staff members 50%; "su chiamata" 10

Responsibilities & Accountability

CEO	The CEO oversees all aspects of the company's business endeavors, decisions, and operations, providing strategic direction and leadership to drive organizational success and growth.
Chief of Strategy	The Chief of Strategy is responsible for developing and implementing strategies that promote sustainability, innovation, and overall development while optimizing the company's resources and capabilities.
Quality & HACCP	The Quality & HACCP team ensures compliance with regional hygiene standards and the implementation of a legitimate Hazard Analysis and Critical Control Points (HACCP) system, safeguarding the integrity and safety of our products and services.
Foresteria Manager	The Foresteria Manager is tasked with overseeing the day-to-day operations and ensuring the smooth delivery of services at Foresteria Lugano UBS SA, maintaining high standards of service excellence and guest satisfaction.
Partners	The Partners are responsible for ensuring the seamless operation of catering services, collaborating closely with internal teams and external partners to deliver exceptional experiences to our clients and customers.



Landscape & Stakeholders

Organisational Level

Organisational focus: Catering

The organisational landscape of a catering business encompasses a multitude of operations involved in the preparation, transportation, and service of food items. Within this landscape, several key areas warrant evaluation:

- Resource Delivery and Conservation: This entails the procurement and delivery of resources, including food items and other necessary supplies, as well as the implementation of effective conservation methods to maintain their quality and freshness.
- Production Areas: These designated spaces serve as hubs where raw food materials are transformed into finished dishes. Here, culinary experts meticulously craft menus, prepare ingredients, and execute cooking processes to ensure the creation of delectable and visually appealing culinary offerings.
- Service Areas: The service areas represent the front lines of interaction between the catering business and its clientele. Here, food items are expertly plated and presented to guests, with a focus on delivering exceptional service experiences that exceed expectations.
- Logistics for Large-Scale Events: In the context of larger events and catering engagements, additional logistical considerations come into play. This may involve the utilization of storage units to accommodate bulk food supplies, as well as the implementation of comprehensive internal logistic models to streamline operations and ensure seamless execution.

Organisational Stakeholders

Guests

Our guests are not merely recipients of our services; they are the individuals whom we eagerly anticipate delighting with our offerings.

Key accounts

The key accounts represent a cluster of guests for whom communication primarily flows through a designated key contact.

Suppliers

Service and product suppliers enable the creation of our offerings, encompassing materials, food items, consultants, and various other necessities.

Employees & Management

The individuals within the company who hold responsibility for executing systems and utilizing resources to ensure smooth operations within the organizational structure.

Industrial Level

Industrial focus: F&B and Hospitality Business

The industrial landscape of an F&B and Hospitality Business is expansive, offering a plethora of options and diverse interests. Within this landscape, several key areas can be identified:

- **Contenders:** Given the fundamental nature of eating and hosting, there exists a myriad of alternatives to satisfy these needs. These include take-away options, a vast array of restaurants and venues, as well as convenience food available in retail markets.
- **Centers of Interest and Development:** Educational institutions such as schools, universities, and research centers play a pivotal role in driving progress within the industry, shaping trends and fostering innovation.
- **Industry Organizations:** Numerous organizations within the industry aim to safeguard the interests of stakeholders. These encompass labor unions, industry associations, and various other smaller entities dedicated to advocacy and protection.
- **Industry Reputation and Media:** The industry is influenced by various media platforms that contribute to shaping the reputation of F&B and Hospitality businesses. This ranges from widely recognized social media channels to specialized platforms tailored for the free market, such as TripAdvisor and The Fork. Additionally, certifications from esteemed entities like the Michelin Guides and Fourchette Verte can significantly impact reputation. Regardless of the media utilized, establishing an effective feedback system remains paramount to gauging the direct perception of guests and ensuring continuous improvement.

Industrial Stakeholders

Contenders

These encompass other restaurants and catering services in the vicinity that fulfill similar needs as those offered by the main stakeholder. In the realm of a free market, maintaining fair competition is paramount, requiring a collective commitment to respectful attitudes and equitable practices towards one another.

Industry associations

GastroSuisse, HotellerieSuisse, and Hotel&GastoUnion are the three largest associations that play a significant role in representing the hospitality and restaurant industry in the Swiss region. Additionally, there are numerous more specialized associations that cater to specific segments within the industry.

Industry Specific Media

From traditional newspapers to the array of digital media platforms available, it is crucial to approach each with discernment and tact.

Regional Level

Regional focus: Switzerland, Ticino, Lugano

The regional landscape of Switzerland, Ticino, and Lugano, provides abundant readily available resources and knowledge essential for operating with prudence and insight. Within this landscape, several key areas stand out:

- Federal, Cantonal, and Communal Entities: Government bodies at all levels offer crucial support and organisation, making it imperative to consider and stay informed about their roles and activities.
- Other Non-Governmental Infrastructures: Financial institutions, postal services, and other general service providers constitute another important pillar of support readily available in Switzerland.
- admin.ch: The official Swiss website, along with its cantonal and communal counterparts, serves as a valuable source of information, offering insights to assist businesses in making wise and sustainable decisions.
- Cantonal Laboratory: Given the specific focus on foodstuffs, the Cantonal Laboratory plays a pivotal role in regulating and overseeing tasks related to hygiene and safety in food handling, ensuring compliance with HACCP programs.
- Hospitality National Contract: To regulate the hospitality industry comprehensively, Switzerland has instituted the L-GAV, which upholds the highest standards of human rights and advocates for sustainable work practices across all contractual agreements within the hospitality sector.

Industrial Stakeholders

Switzerland; Ticino; Lugano

At every level, the primary stakeholders pledge to adhere to all regulations and rules mandated by various governmental entities. Maintaining open communication and fostering transparency with these entities is essential.

Banks, Post, Insurances

The primary stakeholders are committed to selecting the most legitimate and optimal options when choosing infrastructure, while also nurturing positive relationships with these entities.

Intelligence and research tools

The primary stakeholder's priority is to ensure the organization remains abreast of the latest market changes and innovations. This entails staying informed through the most pertinent and up-to-date resources available.

L-GAV & Cantonal Laboratory

The primary stakeholder is dedicated to not only adhering to but surpassing all regulations set forth by L-GAV and the Cantonal Laboratory. This commitment ensures the delivery of services that generate significant value for customers.



Leadership

Purpose

At the nucleus of the ecosystem lies the core purpose, serving as the guiding principle that dictates the actions and strategies of the main actor. It represents the fundamental "why" behind the inception of the business endeavor—a beacon illuminating the path towards a meaningful legacy for the world. This core purpose transcends mere profit motives, encapsulating a deeper commitment to societal and environmental well-being. It serves as the moral compass steering the main actor's decisions and initiatives, ensuring alignment with broader sustainability goals and ethical imperatives. Embracing this core purpose imbues the business endeavor with a sense of purpose and direction, fostering enduring impact and resonance within the global ecosystem.

Vision

Our unreachable ultimate vision to reach with our endeavours is...

To serve the highest form of quality within every single meal.

Mission

...and to get there we strive for it by...

Determining Production and Service standards for anyone working under the Lentini Services[®] Brand.

Values

...while following those values which will influence the whole company culture:

1. **Wise and thoughtful procurement**
2. **Guest Relations**
3. **Professionalism**
4. **Continuous Development**
5. **Resources Control and Management**
6. **Commitment on reducing our Ecological Impact**

Culture

Based on all that, our culture will then regulate each element as follow:

Personality	<ul style="list-style-type: none">- Wise and thoughtful Management- Customer Centricity in the service given- Openness on change and innovation- Leadership in Resource Management, ensuring good control and implementation
Planet	<ul style="list-style-type: none">- Good Procurement planning- Control and Analysis on the companies impact on ecological ecosystem- Stakeholder Awareness about all the most important details
People	<ul style="list-style-type: none">- “Ladies and Gentlemen serving Ladies and Gentlemen” (cit. Ritz-Carlton)- Openness and awareness of all stakeholders on culture and embrace diversity- Good Work conditions, with all the instrument needed to excel in serving
Profit	<ul style="list-style-type: none">- Transparency and analytical view on evaluations- Legit business practices- Resources Awareness and wise investments planning
Value generation	<ul style="list-style-type: none">- Awareness of all stakeholder on the centra value generated- Creation of a legacy: a culture of excellence in serving and delight- Operative clarity and organisation: a clear guide and protocol to operate the day-to-day business and deliver on customer experience

Personality

As a professional service-oriented company, it is incumbent upon us to establish a robust framework governing the conduct of all stakeholders within our organisation. Central to our mission of delivering exceptional and legitimate services is the delineation of our company's personality—an internal Code of Conduct and Ethics that guides every facet of our operations for all stakeholders within and outside the company.

1. Individual Attitudes and Behaviours

In our commitment to fostering a culture of integrity and excellence within our organization, we uphold the following principles regarding individual attitudes and behaviors:

Internal Locus of Control:

We encourage all stakeholders to cultivate an internal locus of control, emphasizing personal accountability and empowerment. By taking ownership of their actions and decisions, individuals contribute to a positive and proactive work environment.

Integrity

Integrity serves as the cornerstone of our organizational ethos. We expect all stakeholders to act with honesty, transparency, and ethical conduct in all their interactions, both within and outside the organization. Upholding integrity builds trust and fosters strong relationships with colleagues, customers, and the community.

Responsibility

We recognize the importance of individual responsibility in fulfilling one's duties and obligations. Each stakeholder is entrusted with specific roles and tasks, and we expect them to carry out their responsibilities diligently and with a sense of duty towards the organization and its stakeholders.

Personal Grooming

Personal grooming reflects our commitment to professionalism and maintaining a positive image of the organization. We encourage all stakeholders to present themselves in a neat, tidy, and appropriate manner, reflecting the values and standards of our organization.

Professionalism

Professionalism encompasses a range of attitudes and behaviors, including respect, punctuality, and effective communication. We expect all stakeholders to conduct themselves in a manner befitting their roles, demonstrating professionalism in their interactions with colleagues, customers, and partners.

Self-Organization

Self-organization reflects our emphasis on personal accountability and efficient task management. We encourage individuals to take initiative, prioritize tasks effectively, and manage their time and resources efficiently to achieve organizational goals.

Continuous Learning

Continuous learning is essential for personal and professional growth. We support and promote a culture of lifelong learning, providing opportunities for skill development, training, and knowledge acquisition. Embracing continuous learning enables individuals to adapt to changing circumstances, enhance their capabilities, and contribute to the overall success of the organization.

By adhering to these principles of individual attitudes and behaviors, we collectively strive to uphold the highest standards of conduct and ethics, fostering a positive and inclusive workplace culture that empowers individuals to excel and contribute to the success of our organization.

2. Team Dynamics & Work Environment

In our commitment to fostering a collaborative and inclusive work environment, we uphold the following principles regarding team dynamics and work environment:

Acceptance and Diversity

We value and celebrate diversity in all its forms, including but not limited to race, ethnicity, gender, age, religion, sexual orientation, and physical ability. We embrace an inclusive culture where all individuals are respected, valued, and given equal opportunities to contribute and thrive.

Health and Safety

The health and safety of our employees, customers, and visitors are paramount. We are committed to providing a safe and healthy work environment, adhering to all relevant health and safety regulations, and implementing appropriate measures to prevent accidents, injuries, and occupational hazards.

Respect of the Other

Respect for one another forms the foundation of our work culture. We expect all team members to treat each other with courtesy, empathy, and professionalism, fostering a supportive and respectful workplace where differences are celebrated and conflicts are resolved constructively.

Collaboration

Collaboration is key to our success. We encourage open communication, teamwork, and knowledge sharing among team members, departments, and external partners. By working collaboratively, we harness collective intelligence and expertise to achieve our shared goals and objectives.

Fair Competition

We believe in fair and ethical competition. We compete vigorously in the marketplace while adhering to laws, regulations, and ethical standards. We reject dishonest or unethical practices that undermine fair competition and tarnish our reputation.

Respect of Resources

We are stewards of resources entrusted to us, including financial, environmental, and human resources. We strive to use resources efficiently, minimize waste, and adopt sustainable practices that promote long-term viability and responsible stewardship.

Behavior Toward Inventory and Appliances

We maintain respect and care for company inventory and appliances. We expect all team members to handle inventory and appliances responsibly, ensuring their proper use, maintenance, and protection from damage or loss. Any misuse, theft, or neglect of company property is strictly prohibited.

By upholding these principles of team dynamics and work environment, we create a culture of respect, collaboration, and integrity that fosters a positive and inclusive workplace where all individuals can thrive and contribute to our collective success.

3. Hospitality & Guest Service

In our pursuit of excellence in hospitality and guest service, we prioritize the following principles:

Customer Centricity

Customer centricity is at the heart of everything we do. We prioritize understanding and anticipating the needs and preferences of our guests, and we tailor our services to exceed their expectations. Every

decision and action is guided by our commitment to delivering exceptional experiences that delight our customers.

Service Excellence

We strive for excellence in all aspects of service delivery. Our team is dedicated to providing prompt, courteous, and personalized service to every guest, ensuring their comfort, satisfaction, and loyalty. We continuously seek ways to improve and innovate, setting high standards for service quality and consistency.

Going the Extra Mile & Customer Delight

We go above and beyond to create moments of delight and exceed our guests' expectations. Whether it's a thoughtful gesture, a personalized touch, or a surprise amenity, we are committed to going the extra mile to make our guests feel special and valued. We believe that memorable experiences are created through genuine care, attention to detail, and a willingness to exceed ordinary service standards.

By embracing these principles of hospitality and guest service, we create a welcoming and memorable experience for every guest, fostering loyalty, satisfaction, and positive word-of-mouth recommendations that contribute to the success and reputation of our establishment.

4. Rules Abidance

In our commitment to upholding laws, regulations, and internal policies, we emphasize the following principles:

Laws & Regulations

We are committed to complying with all applicable laws and regulations governing our industry, business operations, and interactions with stakeholders. We recognize that adherence to legal requirements is fundamental to maintaining trust, integrity, and accountability in our organization.

Internal Policies

In addition to legal obligations, we adhere to internal policies and procedures established to promote ethical conduct, ensure operational efficiency, and safeguard the interests of our stakeholders. We expect all employees to familiarize themselves with and abide by these policies in their day-to-day activities.

Being a Good Citizen

As responsible members of society, we strive to be good corporate citizens by contributing positively to the communities in which we operate. We support initiatives that promote social responsibility, environmental sustainability, and ethical business practices, recognizing our role in creating a better world for current and future generations.

Good Attitude: Managers Are Also Humans

We recognize that managers, like all employees, are human beings with their own strengths, weaknesses, and challenges. We promote a culture of empathy, understanding, and support, where managers are encouraged to lead by example, communicate openly, and foster a positive work environment that values integrity, fairness, and mutual respect.

By adhering to these principles of rules abidance, we demonstrate our commitment to ethical conduct, accountability, and responsible corporate citizenship, thereby earning the trust and confidence of our stakeholders and contributing to the long-term success and sustainability of our organization.

5. Protection of Information

In our commitment to safeguarding the confidentiality and integrity of information, we prioritize the following principles:

Client Confidentiality and Management of Information

We recognize the importance of maintaining client confidentiality and managing information securely. We pledge to handle sensitive information with the utmost care and discretion, ensuring that it is accessed only by authorized individuals and used solely for legitimate business purposes. We adhere to strict protocols for data protection, including encryption, access controls, and regular audits to mitigate the risk of unauthorized disclosure or misuse.

Communication Within the Company: Information Flow

Effective communication is essential for fostering collaboration and driving organizational success. We promote transparent and open communication within the company, ensuring that relevant information flows freely among departments, teams, and stakeholders. We encourage employees to communicate openly, share ideas and insights, and seek clarification when needed, fostering a culture of trust, accountability, and collaboration.

Distances with the Guests: What to Talk About and What Not

Maintaining appropriate boundaries with guests is essential for preserving professionalism and protecting privacy. We provide guidelines and training to employees on what topics are appropriate for discussion with guests and what information should be treated as confidential. We emphasize the importance of respecting guests' privacy and refraining from discussing sensitive or personal matters unless invited to do so by the guest.

By upholding these principles of information protection, we demonstrate our commitment to safeguarding the privacy, confidentiality, and integrity of information, earning the trust and confidence of our clients, employees, and stakeholders, and preserving our reputation as a trusted and responsible organization.

6. Adversities

In navigating adversities, we uphold the following principles:

Rules of Human Decency

We adhere to the fundamental principles of human decency, treating others with respect, kindness, and empathy. We reject discrimination, harassment, and any form of behavior that undermines the dignity and well-being of individuals. Our actions are guided by integrity, compassion, and a commitment to upholding ethical standards in all circumstances.

Conflict of Interests

We recognize and disclose any potential conflicts of interest that may arise in our professional endeavors. We avoid situations where personal interests may compromise our objectivity, impartiality, or loyalty to the organization and its stakeholders. Transparency and accountability are essential in managing conflicts of interest, ensuring that decisions and actions are made in the best interests of all parties involved.

Competition and Corruption

We engage in fair and ethical competition, adhering to laws, regulations, and industry standards that govern competition. We reject bribery, extortion, collusion, and other forms of corruption that undermine fair competition and erode trust in our organization and the marketplace. We uphold the principles of integrity, honesty, and transparency in all our business dealings, striving to maintain the highest ethical standards and integrity in our conduct.

By upholding these principles in the face of adversities, we demonstrate our commitment to ethical behavior, integrity, and accountability, fostering trust, respect, and sustainability in our organization and the broader community.

7. Violations and Disciplinary Procedures

In ensuring compliance and addressing violations, we adhere to the following principles:

Compliance is Part of the Contractual Obligations

Compliance with laws, regulations, and internal policies is a fundamental aspect of our contractual obligations. We expect all employees and stakeholders to uphold their commitments to compliance, recognizing that adherence to rules and standards is essential for maintaining trust, integrity, and accountability in our organization.

Complaints and Reporting: The Door is Always Open

We encourage open communication and transparency in reporting violations or concerns. Our organization maintains an open-door policy, welcoming feedback, complaints, and reports from employees, customers, and stakeholders. We take all complaints and reports seriously, conducting thorough investigations and implementing appropriate corrective actions to address any identified issues.

Disciplinary Procedures

In instances of misconduct or violations of policies and regulations, our organization follows established disciplinary procedures. These procedures are fair, transparent, and consistent, ensuring that disciplinary actions are proportionate to the severity of the offense and applied equitably to all individuals. We prioritize due process, providing individuals with opportunities to respond to allegations and present their perspectives before any disciplinary action is taken.

By upholding these principles in addressing violations and implementing disciplinary procedures, we demonstrate our commitment to accountability, fairness, and integrity, fostering a culture of compliance and ethical behavior in our organization.



Value Creation Process

Value Generation

Value creation is the enduring outcome of one's endeavors, whether in business or personal spheres. While measuring value can be complex due to its diverse manifestations, the Code of Effort Framework is dedicated to identifying key considerations for effective value generation across all resources.

Purpose-Driven Value Generation

As emphasized in the Leadership section, defining a clear purpose for our endeavors and establishing a distinct organizational personality are essential tasks for businesses. Delving deeper into the concept of value generation, it becomes imperative to identify a purpose that provides a comprehensive understanding of the impact our products and services will have.

Purposeful People & Culture: A Maslowian Perspective

Maslow's Hierarchy of Needs, proposed by Maslow in 1954, offers a compelling framework for understanding the fundamental needs of individuals. In the context of business frameworks and the exchange of energies aimed at fulfilling a purpose and creating value, Maslow's hierarchy provides valuable insights into the various levels of human needs:

1. **Physiological Needs:** These encompass basic survival needs such as air, water, food, shelter, clothing, sleep, and reproduction.
2. **Safety and Security:** This level involves needs related to health, employment, property, resources, and social stability.
3. **Love and Belonging:** Needs at this level include friendship, intimacy, and a sense of connection with others.
4. **Self-Esteem:** This level pertains to needs related to confidence, achievements, respect from others, and a sense of uniqueness.
5. **Self-Actualization:** The highest level involves needs related to morality, creativity, purpose, experience, meaning, and the realization of inner potential.

Businesses have the opportunity to address one, some, or all of these levels of needs for individuals. It is crucial for the Primary Stakeholder to identify their own purpose and make a commitment to serving their customers to the best of their ability.

The quality of the purpose, from ideation to implementation, can be measured by the impactful experiences of the products and services delivered, as well as the overall experience provided to the people involved. This emphasizes the importance of aligning business objectives with the fulfillment of human needs, ultimately leading to greater satisfaction and success.

A Purpose for the Planet & Environment: A Commitment to Global Stewardship

In today's society, there is a growing awareness of the significant impact of human activities on the environment. Even the most basic societal needs inevitably have consequences for the planet. Recognizing this reality, the world and its leading organizations have developed critical guidelines to mitigate negative environmental impacts and promote sustainability. Examples of such initiatives include Agenda 2030 - Goals for Sustainable Development, the Paris Agreement, the Kyoto Protocol, Net Zero commitments, among others. These guidelines not only address the importance of Purposeful Value Generation for People but also emphasize responsible practices for Profit-oriented endeavors.

In the Code of Effort Framework, these documents serve as essential pillars for meaningful endeavors. Therefore, the Primary Stakeholder is fully committed to integrating these guidelines into its practices wherever feasible.

The quality of the purpose, from conception to implementation, is gauged by measurable criteria such as the preservation of planet resources and the environmental impact of production processes. By adhering to these principles, stakeholders demonstrate their dedication to global stewardship and sustainable practices, ensuring a positive impact on the planet and future generations.

A Purpose for Profit & Economy: Navigating the Dynamics of Value Exchange

Understanding the purpose behind profit is essential for both profit-driven and non-profit organizations. In our modern, developed society, there has been significant progress in comprehending and quantifying the generation of value, often translated into monetary terms. This evolution stems from years of exchanging value through various methods tailored to individual capabilities. While this has facilitated the exchange of value, it has also given rise to a complex landscape of economic possibilities.

Drawing from the accumulated knowledge and experience of the global economy, there now exist tangible sets of best practices and universally accepted norms for conducting business. It is crucial to acknowledge and adhere to these standards, striving to conduct business in the most ethical manner



possible. Therefore, the Primary Stakeholder is dedicated to practicing in the best interests of all stakeholders, steering clear of unethical practices and pitfalls.

The quality of purpose, from conception to execution, is gauged by measurable outcomes expressed in monetary terms. This includes how value is distributed, allocated, and invested throughout transactions, ensuring transparency and fairness in economic interactions.

Value - Primary Stakeholder Statement

People & Culture

At ego consulting, we understand that our business operations are fundamentally rooted in fulfilling people's most basic needs by providing Food & Beverage services. However, our commitment goes beyond mere sustenance; we strive to cater to all levels of human needs. This includes ensuring the provision of Safe and Secure F&B within a safe and secure environment, fostering connections through our offerings, and even inspiring individuals to enhance their self-esteem and self-actualization through our hospitality and service.

Planet & Environment

In the F&B Industry, our operations inevitably impact the environment in various ways. We are dedicated to identifying opportunities for positive change and minimizing our environmental footprint wherever possible. Our goal is not just to reduce harm but to actively contribute to environmental preservation and sustainability.

Profit & Economy

We are committed to conducting our business with the utmost integrity and transparency. It is our priority to deliver products and services in a legitimate manner while adhering to ethical practices. Through stringent policies and financial practices, we strive to ensure that our operations contribute positively to the economy while upholding the highest standards of accountability.

Fausto Mondin

CEO ego consulting sagl



Operations Framework

A robust and seamless Operations Framework is essential to guarantee consistent and effective Value Creation. This framework is integral to the Code of Effort, as it encompasses all operations involved in delivering goods and services of significant value. However, it is imperative to consider not only the processes directly involved in value production but also those preceding and concurrent with it.

Purposeful Operations

Operations encompass all the necessary actions required to consistently deliver the value we aim to offer. However, within this domain lies a complex framework fraught with potential challenges. Therefore, it is crucial to identify key areas within operations and devise clear strategies for their implementation. Effective management and leadership are essential components to ensure the successful execution of these plans.

Alignment of Goals, Structures, Systems, and Resources

At the core of our operational strategy lies the principle of effective leadership, which necessitates clear guidelines to ensure alignment with our overarching objectives. To achieve this, we will adhere to a structured model outlined below:

- **Goals:** Each operational unit will be equipped with a defined set of goals that articulate the unit's ultimate purpose and contribution to the broader organizational objectives.
- **Structure:** The organizational structure encompasses various elements, including personnel, regional divisions (ranging from national to smaller kitchen stations), allocation of materials, appliances, and inventory, as well as financial budgets.
- **Systems:** We will implement robust systems and procedures tailored to the specific needs of each operational unit, facilitating efficient task execution and performance optimization.
- **Resources:** Adequate resources will be allocated to each operational unit, encompassing the tangible assets and support necessary to fulfill their respective tasks effectively.

A Commitment to People, Planet, and Profit - Pursuing Clarity

In an increasingly intricate world, characterized by evolving industries and markets, achieving clarity across all facets of business operations becomes a formidable challenge for organizations. However, it is imperative that every stakeholder adopts an inquisitive approach, probing into the multitude of elements



that may influence business operations. Through this steadfast commitment, clarity regarding job tasks and procedures will naturally emerge, fostering a conducive and wholesome work environment.

Operations - Primary Stakeholder Statement

Operational Unit: Administration

Goal: Our primary aim is to ensure the smooth functioning of the business operations, guaranteeing the delivery of products and services promised to our valued customers and guests.

Structure: Under the leadership of the CEO, our administrative team operates from our office in Bellinzona or remotely, as necessary, to effectively manage all administrative tasks.

Systems: Our operational guidelines and policies are meticulously outlined in the "Raccolta di Direttive," with the designated senior manager responsible for their implementation and oversight.

Resources: We have access to all necessary resources required for business operations, including financial budgets allocated by the company.

Operational Unit: Catering and Production Sites

Goal: Our primary objective is to ensure the efficient functioning of our F&B unit, guaranteeing the delivery of high-quality products and services to our customers and guests.

Structure: Each unit is led by its respective senior manager, overseeing operations directly from the designated venue.

Systems: Our operational procedures are outlined in the "Raccolta di Direttive," with the unit manager responsible for ensuring adherence to these policies.

Resources: We have access to all essential resources required for our operations, along with the necessary budgetary allocations provided by the company.

Fausto Mondin
CEO ego consulting sagl



Customer Experience Journey

The significance of the value we create is truly realized only when it is perceived in the most impactful manner by those who receive it. Therefore, it is crucial to gauge the quality of value generation experienced by stakeholders on the receiving end of our transactions. Our approach involves mapping out the entire customer experience journey, outlining each interaction and touchpoint with the value generated by the Primary Stakeholder.

Meaningful Experiences

An experience is the culmination of the energy emitted by the value throughout the entire duration of interaction with a potential customer or other stakeholders. This energy is quantified by the impact it has, shaping the overall enjoyment and lasting impression on the recipient. Just like in other aspects outlined in the Code of Effort, our aim is to create the most positive impact possible. To achieve this, we will develop a straightforward framework for understanding and consistently implementing key points across different stages and aspects of the experience.

Navigating Marketing, Sales, Service, and Relations

When discussing the customer experience journey, we encompass every interaction from the moment an individual first encounters our value proposition to the eventual formation of a relationship. To streamline the understanding of each crucial stage, we've outlined the key points as follows:

- **Marketing:** This phase commences when an individual becomes aware of our value proposition. It's crucial that our messaging aligns seamlessly with the actual value we deliver, fostering a reputation built on integrity and authenticity.
- **Sales:** Once a lead expresses interest in engaging with our value proposition, the sales process begins. Transparency and clarity are paramount during this stage, ensuring that the true value we offer is effectively communicated and understood.
- **Service:** The service phase begins when a prospect transitions into a customer by making a purchase. This is where the essence of our value proposition comes to life through exceptional service delivery. Hospitality and excellence in service are paramount, affirming the integrity and authenticity of our value proposition.
- **Relationship:** Beyond the transaction, the relationship phase involves maintaining ongoing engagement with our customers. It's essential to respect their information, remain open to feedback, and continuously strive to enhance their experience. This phase is an opportunity to cultivate lasting relationships built on trust and mutual benefit.

A Commitment to People, Planet, and Profit - Upholding Integrity

While operational clarity is imperative, integrity takes center stage when it comes to the customer experience. Businesses must align their actions with their promises, demonstrating consistency and sincerity in every interaction. It's a continuous effort to not just aspire to do more, but to actively follow through on those aspirations. In line with the Code of Effort Framework, it's essential to clearly articulate and implement SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals to uphold the integrity of our plans. This commitment extends beyond delivering excellent services; it encompasses promoting ethical business practices and fostering sustainability in all our endeavors.

Experience - Primary Stakeholder Statement

As the CEO of Ego Consulting, I am deeply committed to ensuring that our business practices and communication methods are not only efficient but also cohesive and aligned with our core values. Our utmost priority is to maintain integrity in the delivery of our services and the execution of our practices. To achieve this, we pledge to prioritize transparency and uphold legitimate business practices in all aspects of our operations.

Transparency is the cornerstone of our approach, as it fosters trust and accountability among all stakeholders. By providing clear and honest communication, we aim to establish a strong foundation of credibility and reliability in our interactions with clients, partners, and employees alike.

Furthermore, we recognize the importance of adhering to ethical standards and legal regulations in our industry. By conducting our business with integrity and in compliance with established norms, we not only protect our reputation but also contribute to the overall sustainability of our operations.

In essence, our commitment to transparency and legitimate business practices underscores our dedication to serving our clients and stakeholders with the highest level of professionalism and integrity.

Fausto Mondin
CEO ego consulting sagl



Resources

Statements

Inspiration and World Commitments

The Primary Stakeholder is firmly committed to making a positive impact on a global scale by aligning its efforts with key international initiatives aimed at addressing pressing environmental and societal challenges. Central to this commitment are the Paris Agreement, Net Zero initiatives, and the United Nations' 17 Sustainable Development Goals (SDGs).

1. Paris Agreement

Embrace the objectives outlined in the Paris Agreement, which seeks to combat climate change and limit global warming to well below 2 degrees Celsius above pre-industrial levels. The Primary Stakeholder pledges to support and implement measures aimed at reducing greenhouse gas emissions, transitioning to renewable energy sources, and enhancing climate resilience.

2. Net Zero

Embrace the goal of achieving Net Zero emissions, whereby the amount of greenhouse gases emitted is balanced by the amount removed from the atmosphere. The Primary Stakeholder is committed to implementing strategies and initiatives that promote carbon neutrality and minimize its environmental footprint.

3. UN Sustainable Development Goals

Embrace the United Nations' 17 Sustainable Development Goals (SDGs), which provide a blueprint for addressing global challenges such as poverty, inequality, climate change, environmental degradation, and sustainable development. The Primary Stakeholder pledges to align its activities with the SDGs, contributing to their achievement through responsible business practices, social initiatives, and community engagement.

By embracing these global commitments, the Primary Stakeholder demonstrates its dedication to driving positive change and fostering a more sustainable and equitable world for present and future generations. Through proactive engagement and collaboration, it seeks to play a meaningful role in addressing the most pressing challenges facing our planet and humanity as a whole.

Planet Statement

Code of Effort on Planet & Environmental Stewardship

In light of the finite nature of our planet's resources, it is imperative that all stakeholders prioritize the protection and preservation of our environment for future generations. As discussed in previous sections addressing Ecosystem and Value, the depletion of natural resources poses significant challenges, necessitating a collective commitment to sustainable practices.

Therefore, it is incumbent upon the Primary Stakeholder to adopt a proactive stance in comprehending, advocating, and consistently implementing measures that promote environmental sustainability. This involves understanding the interconnectedness of human activities with ecological systems and acknowledging our responsibility to minimize negative impacts.

By taking deliberate and decisive actions, the Primary Stakeholder can contribute to the preservation of the planet and its delicate ecosystems. Embracing sustainability not only safeguards natural resources but also fosters long-term viability and resilience in the face of environmental challenges.

Essential Principles for Environmental Stewardship

While each stakeholder may have unique approaches, there are fundamental principles that must be embraced and upheld to ensure effective environmental stewardship:

1. **Commitment:** Clearly articulate the organization's dedication to environmental protection through formal communication and policy declarations.
2. **Compliance:** Ensure adherence not only to internal policies but also to local environmental regulations and laws.
3. **Goals and Objectives:** Develop a comprehensive plan that identifies environmentally sensitive areas within the business operations. Strive for sustainable solutions, emphasizing circular material usage and minimizing one-time use items. When disposables are necessary, ensure their handling aligns with sustainability standards.
4. **Strategic Plan:** Establish short, medium, and long-term plans to implement environmental improvements. These plans should outline specific actions to be taken to enhance the organization's environmental performance over time.
5. **Key Performance Indicators (KPIs):** Define and track KPIs to measure the organization's progress in environmental sustainability. These metrics provide valuable insights into the effectiveness of environmental initiatives and guide future decision-making.
6. **Organizational Structure:** Designate an entity within the organizational structure responsible for overseeing the implementation of environmental policies and procedures. This ensures accountability and facilitates effective enforcement of environmental practices.
7. **Stakeholder Engagement:** Foster awareness and understanding among all stakeholders regarding the organization's environmental goals and initiatives. Encourage active participation and collaboration to collectively drive positive environmental outcomes.

The efficacy of these principles hinges on the transparent dissemination and adoption of the official Code of Effort, serving as a guiding framework for environmental responsibility within the organization.

Primary Stakeholder Planet Statement

1. Commitment

At Ego Consulting, we are deeply committed to environmental sustainability and responsible business practices. Our commitment extends beyond mere compliance with local laws; it encompasses a proactive approach to minimizing our environmental footprint and contributing positively to the well-being of our planet.

2. Compliance and Exceeding Expectations to Local Laws

We not only adhere to all local environmental legislation but also strive to exceed these requirements wherever possible. Compliance is the foundation of our environmental stewardship efforts, ensuring that we operate within the boundaries of legal and ethical standards.

3. Goals and Objectives

Our environmental goals are multifaceted, covering various aspects of our operations to promote sustainability and minimize environmental impact. These goals include:

- Implementing Hazard Analysis and Critical Control Points (HACCP) principles to ensure food safety and minimize risks to human health.
- Minimizing food waste through efficient inventory management, portion control, and eventual donation programs.
- Utilizing food scraps and organic waste for composting or bioenergy production to reduce landfill waste.
- Differentiating our business by offering sustainable and environmentally-friendly products and services.
- Providing comprehensive awareness and training programs for our staff to promote environmental responsibility and sustainability practices.
- Ensuring responsible and targeted sourcing of materials to minimize environmental impact and support local economies.
- Providing financial incentives for staff to use public transportation, reducing carbon emissions from commuting.
- Adopting wise and conscientious production practices, such as utilizing low-electricity consumption cooking techniques and equipment.
- Investing in energy-efficient equipment and technologies, such as induction cooktops, to reduce energy consumption and greenhouse gas emissions.
- Purchasing durable and long-lasting materials to minimize waste and promote circular economy principles.

- Collaborating with suppliers and partners to reduce single-use materials and promote sustainable alternatives.

4. Strategic Plan

Our environmental plan encompasses short-term, medium-term, and long-term initiatives to achieve our sustainability goals. This plan includes specific actions and milestones to reduce environmental impact, improve resource efficiency, and enhance sustainability across all aspects of our operations.

5. KPIs

To track our progress and measure our environmental performance, we have identified key performance indicators (KPIs) related to energy consumption, waste reduction, water usage, and greenhouse gas emissions. These KPIs allow us to monitor our environmental impact and evaluate the effectiveness of our sustainability initiatives.

6. Organisational Structure

Within our organizational structure, we have established clear roles and responsibilities for implementing our environmental policies and initiatives.

- The CEO is responsible on the overall application of our environmental plan, ensuring accountability and transparency in our sustainability efforts;
- The Chief of Strategy overlook the efficiency and effectiveness of the plan and coordinate accordingly;
- The Operational Unit Managers oversees the development and implementation on a practical level.

7. Stakeholder Awareness

We actively engage with our employees, clients, suppliers, and the wider community to raise awareness about our environmental goals and initiatives. By fostering a culture of environmental responsibility and sustainability, we aim to build support and collaboration among all stakeholders to achieve our sustainability objectives.

Fausto Mondin

CEO ego consulting sagl

People Statement

Code of Effort on People & Cultural Empowerment

Recognizing the intrinsic value of individuals as vital contributors within the business ecosystem, it is paramount to address the prevalent risks of mistreatment and inequality prevalent in today's global landscape. Thus, the Primary Stakeholder is dedicated to cultivating a sustainable and inclusive workplace environment that places utmost importance on the well-being, safety, and cultural diversity of its workforce.

In a world where human capital is the cornerstone of success, fostering a culture of respect, equity, and empowerment is not only ethically imperative but also strategically advantageous. Therefore, the Primary Stakeholder commits to championing initiatives that prioritize employee welfare, promote diversity and inclusion, and uphold fundamental human rights.

By nurturing an environment where every individual feels valued, respected, and supported, the Primary Stakeholder aims to unleash the full potential of its workforce and drive sustainable business growth. Through proactive measures and unwavering commitment, it endeavors to create a workplace where talent thrives, innovation flourishes, and collective success is achieved.

General Principles for People and Cultural Well-being

While each stakeholder may adopt its unique approach, certain fundamental principles and commitments must be universally upheld to ensure the well-being and empowerment of individuals within the organization.

1. **Commitment:** It is imperative to formally communicate the organization's dedication to safeguarding human rights, health, and safety, fostering an environment where every individual is respected and protected.
2. **Compliance:** In addition to internal policies, strict adherence to local laws and regulations is essential to uphold ethical standards and legal obligations.
3. **Goals and Objectives:** A comprehensive plan must be devised to address critical issues such as eradicating child labor, ensuring freely chosen employment, combating modern slavery, and guaranteeing fair wages, working hours, and benefits. The plan should encompass measures to promote humane treatment, nondiscrimination, and diversity across all facets of the organization. Furthermore, establishing grievance procedures and supporting freedom of association are integral to fostering a transparent and inclusive workplace culture. Priority must also be given to supporting the physical and mental well-being of employees.
4. **Strategic Plan:** To drive continuous improvement, short-term, medium-term, and long-term plans should be formulated, outlining actionable steps to enhance the organization's standing in terms of people and cultural well-being.
5. **Key Performance Indicators (KPIs):** Identifying and analyzing KPIs can provide valuable insights into the organization's progress and direction concerning its people and cultural initiatives, enabling informed decision-making.
6. **Organizational Structure:** Designating specific entities within the organizational structure to oversee the implementation of policies and practices related to health, safety, and cultural well-being, along with the involvement of senior management to integrate these aspects into all workplace activities.
7. **Stakeholder Awareness:** Clear and transparent communication of the organization's goals and objectives is essential to ensure alignment and engagement among all stakeholders, empowering them to contribute positively to the organization's mission.

The effectiveness of these initiatives hinges on the publication and dissemination of the official Code of Effort, serving as a guiding framework for all stakeholders involved.

Primary Stakeholder People Statement

1. Commitment

Ego Consulting is committed to upholding human rights, promoting diversity and inclusion, and ensuring the health, safety, and well-being of all our employees. This commitment extends to compliance with local laws and international human rights standards, including the Universal Declaration of Human Rights.

2. Compliance and Exceeding Expectations to Local Laws

We are dedicated to meeting or exceeding all local human rights legislation and labor rights standards. Our commitment to ethical business practices includes ensuring no child labor, freely chosen employment, and humane treatment for all employees. Additionally, we provide comprehensive benefits, including minimum wage, hours, and holidays, to support our workforce.

3. Goals and Objectives

Our goals encompass a comprehensive approach to promoting a safe, inclusive, and supportive work environment. These goals include:

- Implementing rigorous training programs on workplace safety and health for all employees, with clear guidelines on proper attire and behavior in kitchen and dining areas.
- Providing annual health check-ups paid for by the company to prioritize the well-being of our staff.
- Offering clear guidelines and prevention measures regarding alcohol consumption in the workplace.
- Providing staff with financial support for public transportation to promote sustainable commuting practices.
- Encouraging employees to participate in cultural activities both within and outside the workplace to foster appreciation for diversity and inclusion.

4. Strategic Plan

Our environmental plan outlines short-term, medium-term, and long-term strategies to achieve our sustainability goals. This includes initiatives to minimize food waste, utilize renewable energy sources, and reduce our carbon footprint. We are committed to continuous improvement and innovation in our environmental practices.

5. KPIs

Key performance indicators (KPIs) related to employee health and safety, diversity and inclusion, and sustainability will be tracked to measure our progress and guide our decision-making processes.

These KPIs will help us evaluate the effectiveness of our initiatives and identify areas for improvement.

6. Organisational Structure

Within our organizational structure, we have designated roles and responsibilities for overseeing the implementation of our human rights and labor rights policies.

- The CEO is responsible on the overall application of our environmental plan, ensuring accountability and transparency in our sustainability efforts;
- The Chief of Strategy overlook the efficiency and effectiveness of the plan and coordinate accordingly;
- The Senior management and/of Operational Unit Managers oversees the development and implementation on a practical level and is committed to integrating health and safety into all workplace activities.
- Human Resources Department as in the Administration office is responsible for ensuring compliance with local laws and international standards, while senior management

7. Stakeholder Awareness

We are dedicated to promoting awareness and understanding of our organization's goals and initiatives among all stakeholders. By fostering open communication and transparency, we aim to engage employees, clients, suppliers, and the wider community in our efforts to create a positive impact on society and the environment.

Fausto Mondin

CEO ego consulting sagl

Profit Statement

Code of Effort on Profit & Governance

Acknowledging the pivotal role of profit and economic resources in gauging value exchange and creation, it becomes evident that they can also serve as avenues for illicit and opaque transactions. As delineated in the preceding discussions within the Ecosystem and Value Sections, profit stands as a crucial metric, requiring conscientious management to ensure sustainability, ethical practices, transparency, and legitimacy.

Hence, it is incumbent upon the Primary Stakeholder to adopt a proactive stance, comprehensively understanding and advocating for sound governance practices. This necessitates a commitment to fostering an environment characterized by integrity, accountability, and adherence to legal and ethical standards.

In this vein, the Primary Stakeholder must take decisive actions to promote good governance, ensuring that business endeavors are conducted in a manner that upholds the principles of transparency, accountability, and ethical conduct. By doing so, the organization can safeguard its reputation, foster trust among stakeholders, and contribute to the broader societal welfare.

The adherence to these principles not only fortifies the organization's financial stability but also underscores its commitment to fostering a culture of responsibility and ethical conduct in all facets of its operations.

General Profit Principles to Consider and Commit

While stakeholders may each have their own approaches and actions, there are fundamental principles and commitments that must be universally upheld:

1. **Commitment:** Formal communication of the organization's dedication to conducting legitimate business operations, devoid of any unethical or unlawful practices.
2. **Compliance:** Beyond internal policies, ensuring compliance with local laws and regulations is paramount to uphold ethical standards and legal obligations.
3. **Goals and Objectives:** Establishing a comprehensive plan to address critical issues, including combating bribery and corruption in alignment with company values. This entails ensuring that all parties involved in business dealings with the organization are aware of the expected standards outlined in the Code of Effort. Regular review of suppliers' code of conduct is essential, alongside prudent financial management practices.
4. **Strategic Plan:** Developing short, medium, and long-term strategies to implement improvements and enhancements to the current state of the business, ensuring ongoing growth and sustainability.
5. **KPIs:** Identifying and elaborating on key performance indicators, particularly those related to financial metrics, to gain insights into the organization's direction and performance.
6. **Structure:** Designating an entity within the organizational structure responsible for overseeing the implementation of policies and ensuring adherence to ethical and legal standards.
7. **Stakeholder Awareness:** Transparency in communicating organizational goals and objectives to all stakeholders, enabling them to actively contribute and support initiatives that drive positive outcomes.

The efficacy of these principles hinges on the publication and adherence to the official Code of Effort, serving as a guiding framework for ethical conduct and sustainable business practices.

Primary Stakeholder Profit Statement

1. Commitment

Ego Consulting is committed to conducting business in a transparent, ethical, and legitimate manner. We uphold the principles of good governance and strive to exceed legal requirements in all aspects of our operations.

2. Compliance and Exceeding Expectations to Local Laws

We are dedicated to complying with all local laws and regulations governing business practices. In addition to our legal obligations, we set high standards for ourselves and actively seek opportunities to exceed expectations in areas such as anti-bribery, corruption prevention, and financial transparency.

3. Goals and Points

Our goals include:

- Ensuring compliance with anti-bribery and corruption laws and regulations.
- Regularly reviewing and updating our Supplier Code of Conduct to reflect our commitment to environmental and social responsibility.
- Implementing wise financial planning and investment strategies to promote sustainable growth and stability.
- Investing in cultural, research, and development initiatives to foster innovation and stay abreast of emerging technologies and trends.

4. Plan

We have developed a comprehensive plan outlining short-term, medium-term, and long-term strategies to achieve our profit and governance goals. This plan includes initiatives to improve financial transparency, enhance corporate governance practices, and strengthen our commitment to ethical business conduct.

5. KPIs

Key performance indicators related to financial transparency, compliance with anti-bribery and corruption laws, and supplier sustainability will be tracked to assess our progress and guide our decision-making processes.

6. Structure

We have designated roles and responsibilities within our organizational structure to oversee the implementation of our profit and governance policies. Our senior management team is responsible for ensuring compliance with legal requirements and promoting a culture of integrity and accountability throughout the organization.

7. Stakeholder Awareness

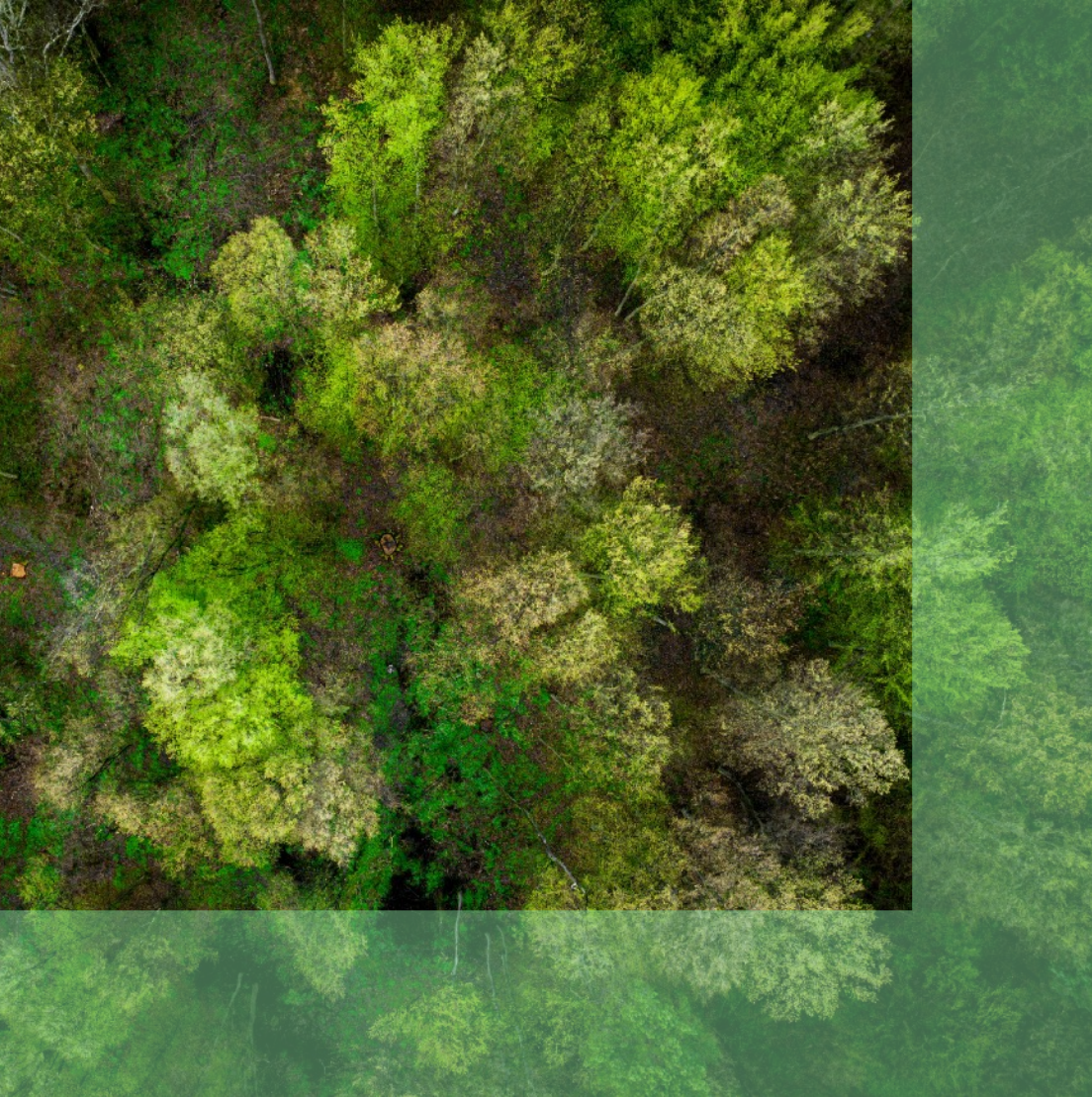
We are committed to promoting awareness and understanding of our organizational goals and values among all stakeholders. Through transparent communication and engagement, we aim to build trust and foster collaboration with employees, suppliers, customers, and the wider community.

Supplier Code of Conduct

We have established a Supplier Code of Conduct to outline our expectations regarding environmental and social practices. Suppliers are required to prevent and mitigate risks related to environmental performance, human rights, health and safety, and anti-corruption. We conduct regular reviews of the Supplier Code of Conduct to ensure its effectiveness and monitor compliance with its provisions.

Fausto Mondin
CEO ego consulting sagl





info@gastogroup.ch

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