

# From Italian Centromarca industries 73 billion of shared value

**The sector is strongly committed to sustainability,  
according to the Roma Tre University study**

**74% of the industries belonging to Centromarca publicly report, through the Internet, their activity in the field of environmental, social and economic sustainability**

The food and non-food industries belonging to Centromarca, an association of branded industries chaired by **Francesco Mutti**, represent an important generator of shared value for the grocery supply chain of large consumption and for the country. Concrete aspects of this commitment, from which economic growth, family well-being and quality of development derive, are documented by the surveys drawn up by Althesys Strategic Consultants and Roma Tre University presented in live streaming from the association's headquarters.

According to the evidence of the study drawn up for Centromarca by Althesys Strategic Consultants, the shared value produced in Italy by the branded industries along the supply chain is 73.1 billion euros, equal to 4% of GDP 2019. This is an amount equivalent to approximately 120% of the entire Italian production of agriculture, forestry and fishing and a third of the funds of the Recovery fund. Compared to the total, 12.5 billion euros are generated with the use of Italian suppliers, 16.2 billion in the production phase of the branded industries, 1.3 billion with logistics and 43.1 billion with the various distribution channels ( of which 10.3 with modern distribution). The tax contribution is also part of the shared value: € 30.2 billion, equal to 6.4% of Italian tax revenues in 2019. According to Althesys estimates, each employee of the brand industry generates 7 employees in the supply chain and 10 across the nation.

The food sector generates 28 billion euros of shared value (38.3% of the total), 11.7 billion in tax contributions and over 290 thousand jobs. 49% of the value generated in the distribution and sales phase is for modern distribution, where the largest volumes pass. However, industry remains the main creator of shared value when compared to individual distribution channels. Beverages create 34 billion euros in shared value, 14 billion in tax contributions and over 359 thousand jobs. The sector creates a conspicuous value for distribution - sales, in particular in Horeca where 57% of the wealth generated in the supply chain is concentrated. Chemical products for personal care and home care create 11.1 billion euros of shared value, 4.5 billion in tax contributions and over 103 thousand jobs. "The Italian brand industry is a development engine for the entire economic system, which

creates wealth and well-being far beyond the confines of companies”, underlines Alessandro Marangoni, CEO of Althesys Strategic Consultants. “Our study shows, numbers in hand, how the shared value generated by the companies belonging to Centromarca pervades the entire supply chain. The brand's ability to create shared value is a concrete element for Italy's resilience and relaunch”.

Furthermore, according to the evidence of the survey prepared by the business administration department of the Roma Tre university (drawn up in 2020 on the basis of public data), 74% of the industries belonging to Centromarca publicly report, through the Internet, their activity in the environmental, social and economic sustainability. 57% of these companies disseminate a sustainability report: this is a significant percentage if we consider that in Italy only 19% of companies do so (Istat data, based on declarations). 65% of reporting industries state their future commitments, indicating measurable quantitative targets. On the environmental front, 72% of the branded industries, which publicly document their activity, have implemented actions for the responsible procurement of raw materials; 69% for the containment of energy consumption and / or the use of renewable sources; 56% for the responsible use of water resources; 55% for the reduction of waste / waste; 50% for the reduction / recycling of packaging. In the corporate economic area, 42% of the brand industries have to their credit initiatives for training / updating staff; 43% for the pink shares; 42% for accident prevention; 37% to increase employment. In the social area, 61% of branded industries allocate economic resources to the community and territories.

In 2020, according to estimates drawn up by Centromarca, approximately 53 million euros were allocated by the associated industries to financial donations, the purchase of medical-scientific equipment, free supplies of high-consumption materials to support hospitals, institutions and research institutes engaged in assistance to the sick and in study activities to combat Covid-19. The activity of the reporting brand industries is currently focused on ten of the seventeen SDGs (Sustainable Development Goals) identified by the United Nations: clean and affordable energy (55% of the companies involved); responsible consumption and production (48%); health and well-being (46%); climate change (44%); protection of water resources (43%); quality of work and economic growth (43%); fight against hunger (35%); gender equality (35%); life on earth (35%); partnership for the achievement of sustainable goals (33%). "All branded industries are aware of the fact that competitiveness is linked to commitment not only on the economic and governance fronts, but also on the environmental and social fronts", notes Carlo Alberto Pratesi, professor of marketing, innovation and sustainability at Roma Tre university.