

INTEGRATED POLICY

Quality, Sustainability and Diversity & Inclusion

ISO 9001 – ISO 20121 – UNI/PdR 125

Louder, an agency specialising in **event organisation, marketing and communication**, pursues sustainable, long-term development based on **service quality, client satisfaction, the enhancement of people**, and **responsibility towards the environment and society**. Since 2020, the organisation has adopted an Event Sustainability Management System compliant with ISO 20121; since 2025, it has strengthened its commitment to diversity, inclusion and gender equality in accordance with UNI/PdR 125; since 2026, it has integrated the principles of ISO 9001:2015 into its system, promoting an approach focused on continual improvement and the satisfaction of interested parties.

Our principles

In pursuing service quality, responsible event management and the enhancement of diversity, Louder carries out its activities in accordance with the following principles:

Inclusivity

Promote accessible workplaces and events that respect diversity and recognise the value of people.

Customer focus

Understand and meet client needs, ensuring their satisfaction by providing feasible, innovative and high-quality services.

Responsibility

Assess and manage the environmental, social and economic impacts generated by its activities and the events it organises, while complying with applicable requirements and commitments made to interested parties.

Transparency

Share information, results and good practices in a clear and responsible manner.

Monitoring and continual improvement

Monitor performance through measurable KPIs, manage risks and opportunities, and pursue continual improvement of processes and services.

Engagement

Actively engage all stakeholders in a path of sustainable and quality-oriented growth, integrating their needs into the design of services and events.

Responsible procurement

Select and monitor suppliers and partners according to criteria of quality, sustainability, reliability and inclusion.

Environmental impact management

Promote the recovery, reuse and optimisation of resources and materials, reducing waste, supporting proper waste management and promoting lower-impact mobility solutions.

Strategic objectives

In line with its Integrated Management System, Louder defines and reviews objectives aimed at improving service quality and client satisfaction, reducing, where possible, the environmental impacts of its activities, fostering positive social outcomes from the Company's activities, and promoting equity, inclusion and the enhancement of people.

The organisation is committed to periodically updating its objectives, which include:

- prevent and combat any form of discrimination, abuse or harassment;
- promote equal opportunities and equal treatment throughout all stages of the professional journey;
- promote people's wellbeing and support work-life balance by offering extensive organisational flexibility;
- promote skills development through training initiatives and inclusive leadership;
- develop training and awareness-raising programmes on D&I, unconscious bias, inclusive leadership and respectful language;
- monitor its results through specific performance indicators;
- engage stakeholders in a structured manner through periodic consultations and the sharing of results;
- improve service quality and client satisfaction;
- design events taking environmental and social aspects into account throughout the different stages of the process, with the aim of reducing, where possible, environmental impacts and fostering positive social outcomes;
- increase the reuse of materials and separate waste collection;
- monitor and manage residual CO2 emissions;
- document and integrate into improvement processes the evidence emerging from monitoring, feedback and audits.

Sustainable development and the 2030 Agenda

Louder considers the United Nations Sustainable Development Goals a cross-cutting reference framework for guiding service quality, responsible event management, environmental protection and the promotion of equity and inclusion. In particular, it contributes to the promotion and pursuit of the following goals:

- decent work and economic growth;
- innovation;
- reduced inequalities;
- responsible consumption and production;
- climate action.

The organisation defines a long-term strategic perspective over a 3-10 year horizon, aimed at guiding the planning and monitoring of activities according to rigorous standards of quality, inclusiveness and environmental and social sustainability. The primary objective is to consolidate a transparent management model based on responsibility and continual performance improvement. Over the next decade, Louder intends to reduce the negative externalities arising from its services, while working to create shared value and lasting benefits for communities and interested parties. Through the systematic adoption of sector best practices and ongoing alignment with applicable regulatory and technical frameworks, the agency intends to continue pursuing a path of progressive growth consistent with its institutional commitments.

Leadership and improvement

Top Management takes responsibility for the Integrated Management System, ensures the resources necessary to achieve quality, sustainability and gender equality objectives, and promotes responsible behaviours by actively involving employees, collaborators, clients, suppliers and partners in environmental, social and economic matters.

In line with UNI/PdR 125, Louder oversees its commitments to gender equality with reference to culture and strategy, governance, HR processes, opportunities for growth and inclusion, gender pay equity, parenthood support and work-life balance.

Top Management operates with the support of the D&I Steering Committee in defining, implementing, monitoring and reviewing the Strategic Plan for Gender Equality and the related KPIs.

This Policy provides the framework for defining corporate objectives and is periodically reviewed to ensure its adequacy, effectiveness and consistency with the organisational context and the expectations of interested parties.

Conclusions

This Policy works in synergy with Louder's Code of Ethics and translates corporate values into concrete commitments to service quality, responsible event management, environmental protection, respect for human rights and the enhancement of diversity.

Directors, employees and collaborators must actively promote the principles of quality, sustainability and inclusion.

Made available to all interested parties, this Policy provides the reference framework for responsible and competitive business development.

Top Management.

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louder 
Louder S.r.l.
Corso Brescia, 91 - 10152 Torino
P.IVA 12144850966