MAVI TRADE
inspired by nature

09 July 2024

GENDER EQUALITY POLICY

COMPANY INFORMATION

Ma-Vi Trade S.r.l.
VAT No. 01235070339
Palazzo dell'Agricoltura
Via Cristoforo Colombo, 35
29122 Piacenza

Food:
Tel: 0523 400 687
Fax: 0523 482 508
E-mail: info@ma-vi-trade.it

Wood:
Tel: 0523 482 647
Fax: 0523 482 508
E-mail: ordini@ma-vi-trade.it

Quality and Safety:
Tel: 0523 400 687
Fax: 0523 482 508
E-mail: quality@ma-vi-trade.it

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MISSION AND STRATEGIC VISION

Ma-Vi Trade is a women-led company founded by Maria Rosaria Maestri in 1998. The company's initial activity consisted in importing wooden poles from Poland for vineyards and orchards.
A strong passion for Italian agri-food products later led to the creation of a new business branch dedicated to exporting high-quality Italian food abroad. Today, export activities account for approximately 90% of the company's total turnover.
Marta Vignati, the legal representative, together with six employees, works continuously to expand sales and revenue in new international markets by promoting the excellence of Made in Italy products.

THE PATH TOWARDS GENDER EQUALITY

With the aim of fulfilling its mission to the highest standard and in alignment with its strategic vision, Ma-Vi Trade has chosen to adopt a Gender Equality Management System (SGPG) in accordance with UNI/PdR 125:2022. This system serves as an effective tool to ensure gender equality in terms of women's presence and professional development, while fostering an inclusive culture and implementing processes that support female empowerment.
The achievement of certification will represent only the first step in a broader journey toward implementing gender equality policies aimed at continuous improvement and the promotion of equal opportunities.
The certification is designed to guide and encourage the organisation in adopting suitable policies to reduce the gender gap, generating benefits for employee well-being as well as positive reputational and ethical impacts.

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IINSPIRING PRINCIPLES

The fundamental principles underpinning Ma-Vi Trade's Gender Equality Policy are:

- IMPARTIALITY AND INCLUSIVENESS
- FAIRNESS AND TRANSPARENCY
- VALUING PERSONNEL
- PROTECTION OF THE INDIVIDUAL
- PREVENTION OF ALL FORMS OF VIOLENCE AND DISCRIMINATION

Ma-Vi Trade's commitment to ensuring that its Gender Equality Management System (SGPG) meets the requirements set forth in UNI/PdR 125:2022 is inspired—in line with the European Union's Gender Equality Strategy 2020–2025 — by the pursuit of the following objectives:

- increasing women's participation in the labour market;
- reducing the gender pay and pension gap, also as a means to combating female poverty;
- promoting gender equality in decision-making processes;
- combating stereotypes, gender-based violence, and ensuring protection and support for victims.

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MANAGEMENT COMMITMENT

Having always been committed to promoting female employment—countering prevailing labour market trends—and to supporting women's needs in balancing work and personal life, Ma-Vi Trade now intends to integrate specific procedures aimed at including and equitably fostering male employment as well.
To ensure the achievement of the principles and objectives outlined, Ma-Vi Trade's Management considers the continued implementation of the Gender Equality Management System (SGPG) essential for developing an organizational model that promotes gender equality and enhances fairness and inclusiveness.

Ma-Vi Trade is committed to:

- adopting tools to prevent all forms of gender discrimination and to counter any conduct that may undermine the dignity of personnel, regardless of their role or level of responsibility;
- valuing diversity throughout every company process: from recruitment and selection to access to training, from defining compensation policies to performance evaluation and the allocation of reward systems, from supplier selection to the provision of services and products;
- supporting employee family welfare through work arrangements (smart working, part-time arrangements, flexible working hours) that facilitate the balance between professional activity and private life;
- promoting actions of information, awareness, and employee engagement on issues related to equal opportunities and female empowerment, avoiding stereotypes and enhancing the visibility of women's contributions;
- promoting communication—also through marketing and advertising activities—that transparently reflects the Company's commitment to achieving gender equality, valuing diversity, and supporting female empowerment.

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SPECIFIC GENDER EQUALITY POLICIES

These policies define the more specific aspects of gender equality and provide the inputs needed to formulate the Strategic Plan for Gender Equality, as well as to identify, develop, and implement procedures specifically dedicated to gender equality, in accordance with the organization's context.
The gender equality policies, developed in alignment with the overall company policy, relate to the themes of the Strategic Plan:

- Recruitment and hiring
- Career development
- Pay equity
- Parenting and caregiving
- Work–life balance
- Prevention of all forms of physical, verbal, and digital (online) abuse or harassment in the workplace

Specifically, Ma-Vi Trade commits to the following:

Recruitment and hiring
Develop fair and gender-neutral recruitment procedures.

Work–life balance
Develop detailed work–life balance programmes addressed to all genders within the company.

Prevention of all forms of physical, verbal, and digital (online) abuse or harassment in the workplace
Implement a series of training programmes for all personnel on gender equality topics.

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MONITORING AND IMPLEMENTATION OF THE POLICY

The general Gender Equality Policy and the related policies—within the broader framework of the organisation's strategic guidelines—provide for the definition and periodic Review of gender equality objectives, carried out jointly with the Gender Equality Steering Committee.
This process aims to assess the adequacy of the Policy and determine whether modifications or integrations are necessary.

DISSEMINATION OF THE POLICY

The Gender Equality Policy is communicated and made available to all personnel and stakeholders through internal communication channels and publication on the company's institutional website.

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