

**Ethicjobs**<sup>®</sup>

better jobs, better lives

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COMPANY PROFILE



“  
**People are the  
heart of the  
company.**”

## OUR WORK

Ethicjobs evaluates and certifies job quality perceived by the employees inside a company. The aim is to reward the companies that provide excellent job quality to their employees and help all the others to improve their social and therefore economic efficiency. In order to do so, we give Certificates of Excellent Workplace to companies which offer the highest working standards and support all the others to create an excellent work environment.

**We increase companies' brand reputation and we improve firms' performances through measurable and tangible data.**

We inform consumers about the level of working well-being inside a company.

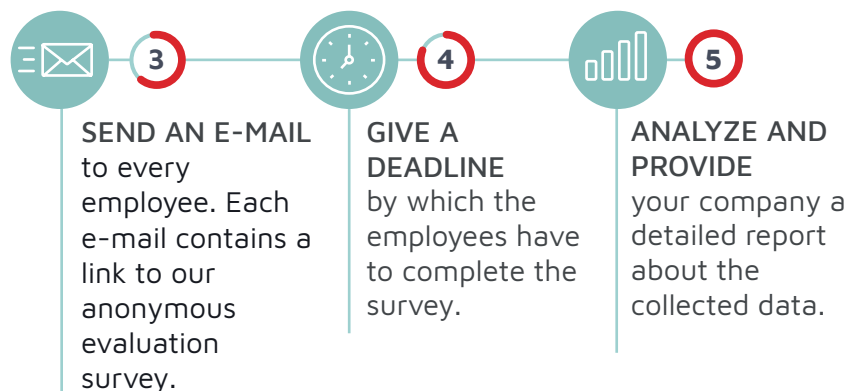
We improve employees' quality of life.

## OUR PROCESS

### YOU



### WE



### UP TO THIS POINT, IT IS ALL FREE

You can try our service, check your results and then decide if you want to go further.

## STEPS

**1**

**Free online registration:** on our website and complete evaluation of the company's work environment.

**Cost:** None.

**Privacy:** Complete.

## POSSIBLE OUTCOMES

**2**

### POSITIVE:

**Certificate of Excellent Workplace** valid for one year.  
Detailed report with all the data for each macro-area.

**Cost:** customized according to the company size.

### NEGATIVE:

**Detailed report** of the results achieved with inputs of improvement and practical actions to be done. Free second evaluation after 6 months.

**Cost:** customized according to the company size.

### PLUS

Bottom-up analysis of your company well-being – Productivity indices – Increase of your company's brand reputation – Enhance the Employer Branding

## SURVEY AREAS

Ethicjobs Job Quality and Satisfaction Assessment has been created in partnership with The Startup Training, sponsored by Bocconi University of Milan, as well as with professors and researchers of Alma Mater Studiorum of Bologna. The survey has also been validated by scientific experts.

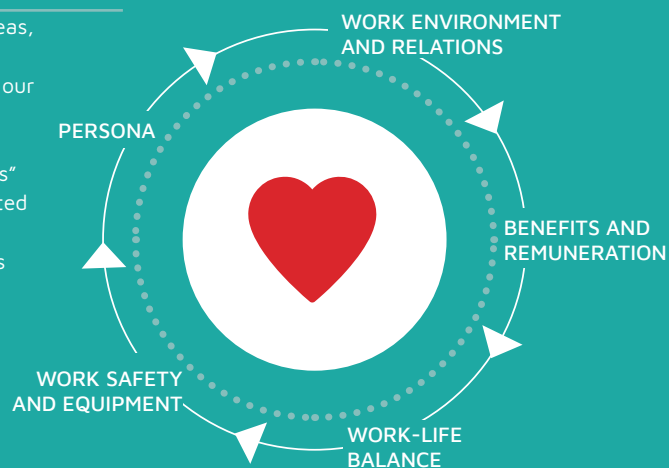
In order to choose and develop every examined area, we followed European Parliament's Committee on Employment and Social Affairs guidelines, in conformity with the Regulation EC n.2062/94 and with the subsequent Directives.

Work Environment and Relations  
Benefit and Remuneration  
Work-Life Balance  
Work Safety and Equipment  
Persona



These are the 5 macro-areas, which are split into micro-areas and investigated by our queries.

Example: The area "Work Environment and Relations" is composed of the weighted results of "Relations with the colleagues", "Relations with the superiors" and "Environment positivity". The questionnaire is comprised of 75 different questions and it does not require more than 15-20 minutes to complete.



## OUR ADVANTAGES

### AUTONOMY

Ethicjobs is the first job evaluation service that offers a level of autonomy equal to 100%. The entrepreneur – or someone else on his behalf – can access our website and begin the whole process autonomously. Sign up in our platform and supervise every step, from the beginning to the end.

### FLEXIBILITY

Ethicjobs offers a flexible and customized service based on the needs of each company. Directly through the platform you can choose when to start, which services to use and customize the analyzed areas. The product is fully tailored to your company.

### TRANSPARENCY

Unlike other certifications, Ethicjobs' process is fully transparent. In fact, the evaluation survey as well as the report sample are always available online. The price is clear from the beginning.

### AFFORDABILITY

Compared to the competitors, the service offered by Ethicjobs is not only more affordable, but it is also an investment for your company. The purpose of the investment is to create a measurable economic outcome for the enterprise. This is essential in order to realize our mission: to make employees' well-being a competitive advantage for all the companies around the world.

### INNOVATION

Future and innovation are inside Ethicjobs' DNA. The service is highly innovative, both for companies and for society. We are sure that all companies which look toward the future, with a particular focus on ethic and social innovation, will succeed in shaping the job market of tomorrow.

**AUTONOMY**

**FLEXIBILITY**

**TRANSPARENCY**

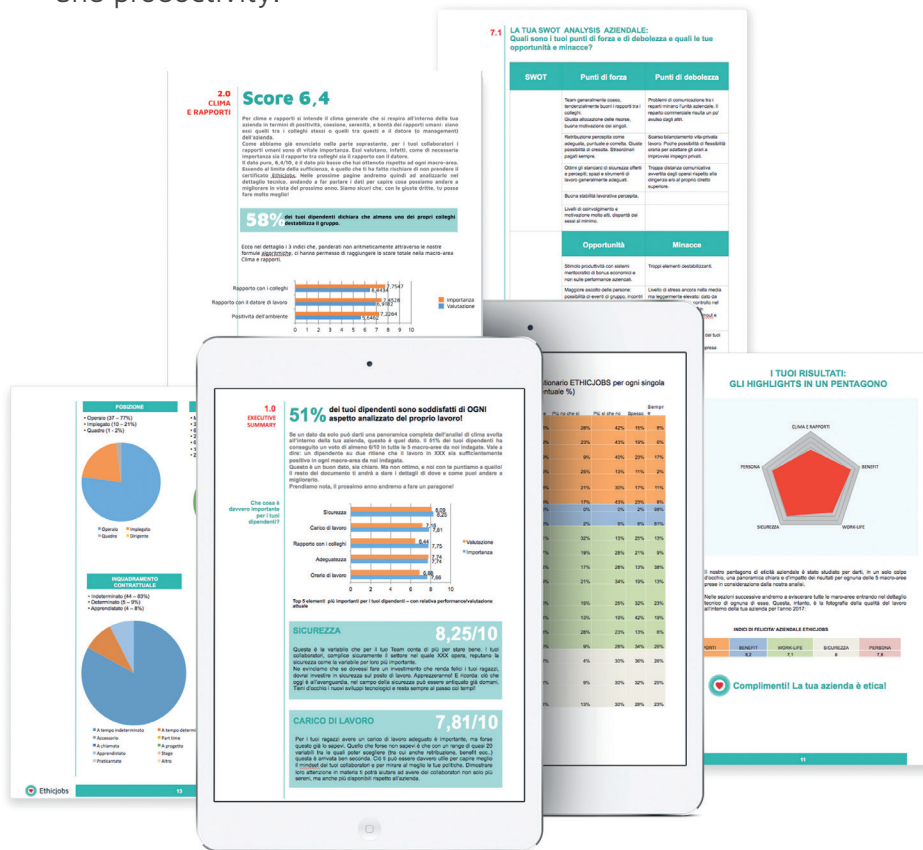
**AFFORDABILITY**

**INNOVATION**



# THE JOB SENTIMENT REPORT

The report obtained at the end of the evaluation process gives a complete overview of the company, as well as snapshots of every micro-area. The document shows in-depth analyses, diagrams and statistic indicators about the current status quo. The report also offers concrete solutions to issues such as demotivation, miscommunication and lack of safety in order to increase your firm's welfare and productivity.



**HERE YOU WORK WELL**  
 CERTIFICATE OF EXCELLENT WORKPLACE  
 RELEASED BY ETHICJOBS



## THE CERTIFICATE



## WHY A COMPANY SHOULD CARE

In 2017, Harvard Business Review demonstrated that companies which take into account employees' happiness, register an increase of more than 31% in productivity and more than 37% in sales.

HARVARD BUSINESS  
SCHOOL PRESS

64% of job seekers are influenced by the opinions of former and current employees while choosing the company to which apply. 7 out of 10 candidates immediately distrust a firm without online reputation at all.

indeed

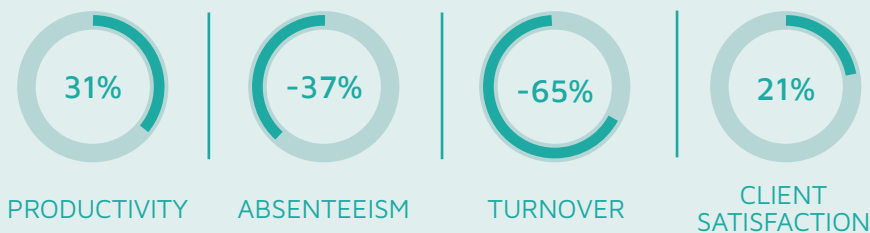
6 out of 10 people think they can make a difference through their own choices as a consumer and have very high expectations about corporate social responsibility. Consumers place more value than ever on what's under the label.



FAIRTRADE

## TANGIBLE ADVANTAGES

The data collected by Gallup point out that companies that focus on employees' well-being have a tangible comeback on:



And most importantly: companies adopting employee happiness policies increase their profitability by 22%.

GALLUP

On the other side **unhappy** and **disengaged** employees result in:



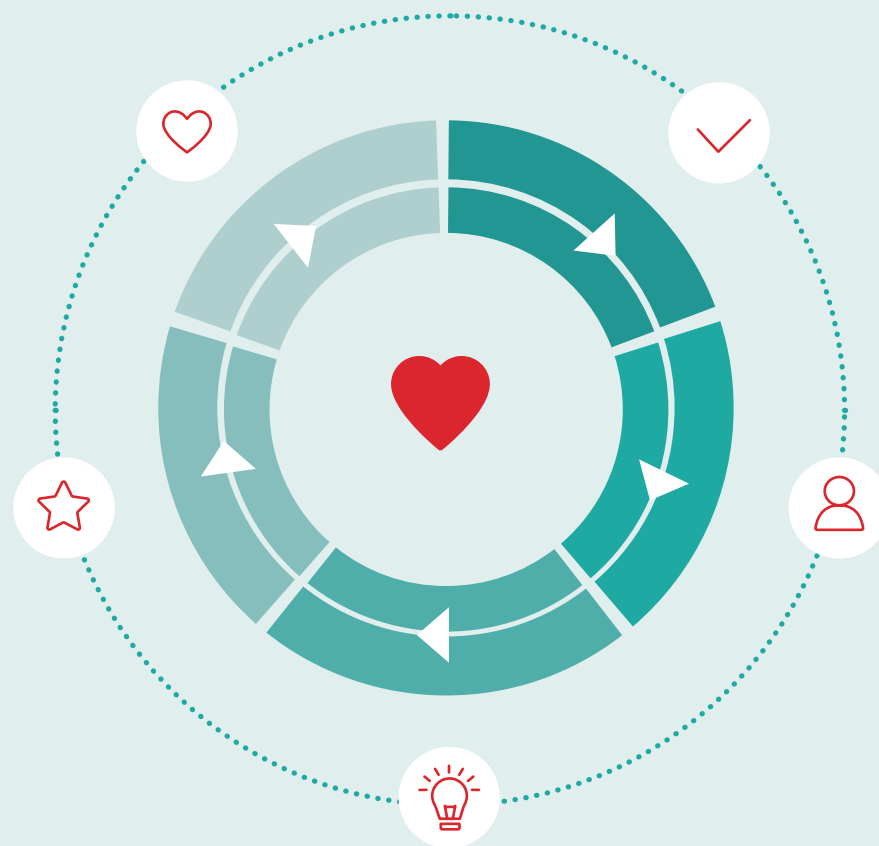
Queens School of Business and by the Gallup Organization

GALLUP

## 10 GOOD REASONS TO BECOME AN ETHICJOBS' COMPANY

- 1** Significantly increase your brand identity and brand reputation.
- 2** Attract the best talents by proving excellent work conditions.
- 3** Attract the growing niche of consumers which pay attention to social, ethical and environmental dynamics hidden behind your product or service.
- 4** Adhere to a network of virtuous companies and increase your visibility and growth prospects.
- 5** Acquire a specific tool that enables you to detect and solve problems related to work efficiency.
- 6** Promote yourself nationally and internationally through Ethicjobs' Certificate of Excellent Workplace.
- 7** Increase happiness and productivity of your employees with measurable economic benefits for your company.
- 8** Empower your company as an Ethical and Sustainable Brand.
- 9** Become part of a movement of change and a sustainable future.
- 10** Promote social innovation and positive economic development for your country.

## SOCIAL IMPACT



+  
Ethicjobs  
certificates

+  
Happy  
employees

+  
Ethical  
companies

+  
Sales to  
aware  
consumers

+  
Life quality  
and  
productivity



## TEAM



# Ethicjobs®

better jobs, better lives



**LUCA CARRAI**  
CEO and Executive Sales Manager

He initially obtained a degree in Literature and Philosophy and then in Tourism Economics and Management. During university, he also started a student association. After many experiences in responsibility roles and learning communication and administration skills, he decided to take his future in his own hands and create Ethicjobs. His goal is to change the worldwide job market. Vision and taking risks are his "musts".



**JOSEPH JOHN D'ALESSANDRO**  
CFO and Data Analyst

He has a degree in Business Economics, and in Economics and Management. Numbers and statistics are his bread and butter. He dreams to elevate every citizen to a higher life philosophy in order to reach personal growth and evolution. Despite the eccentricity, he always has his head on numbers and charts.



**RICCARDO SONNINO**  
Project Manager and R&D

He has an economic/managerial academic background. He discovered Ethicjobs because of those unforeseeable and wonderful circumstances that life puts before us. Riccardo immediately recognized the importance of the project and threw himself into it. His skills and his accuracy were exactly what Ethicjobs was looking for.



**SERENA MICCOLIS**  
Statistician and Evaluator of Social Impact

After a degree in Statistical Sciences and an International Master Degree called "QoLexity – Measuring, Monitoring and Analysis of Quality of Life and its Complexity", she worked for Luiss University of Rome. She met Ethicjobs and things just clicked. Everything that is measurable and creates an impact is Serena's field.



**ANTONIO SAPONE**  
CTO and Web Marketing Specialist

Despite his young age, Antonio (known as Totò) has ten years of web experience. Web development, web marketing and social media strategies are his strengths. For many years now, he has collaborated with important companies in marketing and tech fields, with a specific focus on tourism.

## WHAT THEY SAY ABOUT US

“

Fifteen motivated professionals, partnerships with prestigious institutions such as University of Bologna and Bocconi University of Milan. 10 customers even before creating the company.

**VITA**

“

Ethicjobs: work makes man noble. The start-up demonstrating that doing business in an ethical way can be at the same time possible and profitable.

**Corriere Romagna**

“

A web platform that will give visibility and certify those companies that offer the best job conditions. Everything will be done with a bottom-up process where the employees will be able to certify their own working conditions with anonymous and monitored rates, aimed at improving companies' performances.

**IL GIUNCO<sup>NET</sup>**

“

Because having happy employees means also having better results in terms of quality [...] and thanks to Ethicjobs' Certificate of Excellent Workplace, consumers will immediately know which companies make their employees happier.

**WIRED**

“

A start-up that has developed a system to certify job quality inside companies through the employees' feedback.

**CORRIERE DELLA SERA**



## CONTACT US

Certifications, Partnerships and Business Opportunities

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