Connexia becomes a service provider for the Open-es Development Hub

The marketing and communication brand from the Martech company Retex is offering the skills of its Sustainability & ESG Advisory Unit to over 15,500 companies on the Open-es platform.

Milan, 25 January 2024 – Connexia Società Benefit is now a **service provider for the** Open-es Development Hub, **a platform created to foster sustainable business development,** offering all the community members the chance to take advantage of its ESG services. **The Development Hub** has identified two important areas of intervention. The first is drafting Codes of Ethics and Conduct, which represent core elements of every relationship between companies and key stakeholders. The second focuses on internal and/or external stakeholder engagement in order to strengthen the position and reputation of individual entities, which can be achieved through training on the core issues of sustainability.

Open-es is an open digital ecosystem that brings together players from the industrial, financial and institutional spheres to foster growth and transformation in terms of sustainability.
Born from the alliance **of Eni**, Boston Consulting Group and Google Cloud at the beginning of 2021, today the community hosts **over 15,500 companies on the platform, is active in 95 countries, and operates in 66 sectors**.

"We are very excited to work with Open-es, as it shares our goal of supporting companies as they embrace a new approach to environmental, social, and corporate governance. In today's landscape, sustainability is a non-competitive issue that has a vast impact on both the planet and companies' standing within the community," **noted Zornitza Kratchmarova, Sustainability & ESG Advisory Director at Connexia and ESG**

Lead at Retex. *"Becoming part of the Open-es Community represents a unique opportunity for us to collaborate with a wide range of entities that share our vision and recognise the strategic importance of sustainable development as the only possible way for businesses to survive in the medium- and long-term."*

Connexia's Sustainability & ESG Advisory Unit operates across all of Retex's business areas, working alongside other teams to offer a complete and comprehensive range of services. Objective: **to integrate sustainability-related issues into companies' business plans.**

"This is the real key," added Zornitza Kratchmarova *"It is a question of ethics, but also business. Sustainability is inescapable, from financing to legislation and, above all, the market. The new generations are no longer willing to compromise on central issues such as the environment and DE&I (Diversity, Equity & Inclusion).*
In this vein, Connexia has also partnered with ***ELITE, the programme launched by Borsa Italiana in 2012, which is now an integral part of the Euronext Group.*** *This private market platform has helped* ***over 2000 small and medium-sized businesses*** *to access private and public capital markets, striving to support long-term sustainable growth and accelerate access to skills and networking. With our Sustainability & ESG Advisory Unit, we are able to support these businesses in a particularly strategic area, fostering growth to create a better future: that's 360° sustainability."*

Connexia
Connexia means creativity.
It means data-driven thinking.
It means excellence in media management.
It means technological innovation.
But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.
It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.
We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.
Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. www.connexia.com

RETEX

Retex is the MarTech company that promotes and accelerates connections between brands and stakeholders, supporting companies in the transition towards a new meaning of Retail. It does this through a design approach based on a blend of innovation, technology, data intelligence & automation, creativity, consulting, marketing, and communication. Retex offers integrated services and solutions for the Retail industry, spanning various markets including Consumer Retail, Food & Beverage, Fashion & Luxury, Direct-to-Consumer, as well as having extensive experience in the Chinese market and the Healthcare & Pharma industry.

Founded in 2010, with its headquarters in Milan, Retex operates through 12 branches in Italy, Barcelona, London, and Shanghai. It collaborates with nearly 600 professionals from 32 different nations.

Steadily growing since its creation, Retex closed the year 2022 with 91 million euros in revenues and 9.4 million in EBITDA. www.retexspa.com

Open-es

Open-es is a system initiative that brings together different companies on a common path towards sustainability, promoting growth and improvement. This unique platform combines shared sustainability data with a particular focus on evolution and collaboration between companies, applying a simple and flexible approach to suit all situations. www.openes.io/it