

PRESS RELEASE

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Tirelli & Partners is the first real estate company in Italy to obtain B Corp® certification.

A global movement, as of now B Corp includes more than 3,200 enterprises operating in over 150 industries and 70 countries.

These companies have chosen to use their business as a positive force for change in society. Looking beyond mere profit, they have redefined their business priorities, choosing to focus on the well-being of people, social cohesion and the regeneration of the environment

Instead of being 'the best in the world', B Corps strive to be “the best for the world”.

To be certified, companies must undergo a rigorous assessment with over 300 questions and a subsequent verification carried out by B Lab, the US non-profit that issues the certificate, in order to prove they meet strict social responsibility, environmental performance and transparency standards.

In Italy (second in the world in terms of certifications issued after the US), over 100 companies have managed to overcome these strict standards.

During the B Corp certification process, Tirelli & Partners adopted the legal status of benefit corporation, specifying in its articles of association that profit is not a target in itself, but a means to obtain the company's true goals: the happiness of its employees and giving back to its community.

“To us, happiness is a priority. The first line of our articles of association says it clearly: our ultimate goal is the pursuit of the well-being and happiness of all people that are part of Tirelli & Partners, through work that is done in a fair, supportive and inspiring environment, and participation in a business where prosperity is shared”, stated Marco E. Tirelli. “Our “being” is “being socially responsible”, a formula we apply daily by building a business model that demonstrates that responsible capitalism is possible, where the exploitation of people, the creation of excessive inequality, waste and senseless pollution are prohibited”. In that regard, the articles of association, for example, include a rule stating that the highest salary at the company cannot be more than seven times that of the lowest one. If that happens, an additional bonus is provided to make up for the difference.

“It's clear to anyone who is paying attention that “extractive” economic models accelerate inequality and the decline of society, in addition to the environment”, stated Mr Tirelli. “Economies based on profit at any cost have taken over around the globe. But if we want the world to remain a welcoming place for all, we must ensure that businesses become a positive source of change, redefining the priorities that guide their actions. Personal well-being, social cohesion and the regeneration of natural systems must be at the heart of “future-proof” economic paradigms.

The idea of a meritocracy in which those who are deemed “the best” (or who often self-identify as such thanks to the position of power they've acquired) are given a share of the company's resources that is so disproportionate compared to the “others”, leaving them with nothing but crumbs, is both alien and harmful to us”, Tirelli concluded. “This is why we are trying to use our business and our success as an example of how another reality is possible. It's a reality in which, even at work, rights and duties are not in fact equal for all: rights are proportionate to what we lack; duties are proportionate to what we have”.

For all B Corps, sharing this experience is a truly positive act, in that they want to inspire others to choose a socially-responsible, clean business model. After all, success doesn't depend just on what we do at the company. It also depends on the good we inspire in others.

Founded in 1987 as an atelier for buyers and sellers of luxury real estate, Tirelli & Partners srl benefit corporation, has built its reputation on expertise and attention to the customer, providing services concerning residential and commercial properties with an international scope.

Since 2003 it has published the Luxury Residences Report, a bi-annual paper that analyses the upper segment of the property market in Milan.

www.tirelliandpartners.com