

2024



Social Impact Report

ADDIOZZI
travel
COMPAGNI DI VIAGGIO

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Letter from the Members

Dear readers,

What we present to you is a report that tells the story of a special year. 2024 was a year of significant growth for Addiopizzo Travel: an expansion measured not only by numbers—significant as they are—but above all by the human and organizational changes that have taken place within our cooperative.

We welcomed the highest number of travelers since our founding, achieving our highest turnover ever. But the real highlight of this year was the expansion of our membership: some long-time collaborators chose to become members, taking on new responsibilities and bringing new energy, new ideas, and fresh perspectives to the cooperative.

For many of us, this transition has meant a shift in perspective: from employees and collaborators to co-protagonists, from workers to project builders. A profound shift, which has required and continues to require a collective effort to redefine the company internally. The Board of Directors, with the support of external consultancy, is guiding this transition process to ensure that growth is also structural, inclusive, and consistent with our founding values.

The arrival of new members has brought renewed strength and energy. In some cases, these additions have also represented a passing of the torch: a member has inherited the legacy of a longtime employee, continuing a work already begun with dedication and passion. Those who experienced this year from a management and administrative perspective experienced a further level of engagement. Their commitment to accounting, combined with active participation in the board of directors, offered the opportunity to more closely monitor internal dynamics and appreciate the cooperative's ability to work together openly, constructively, and consistently with the values that have always guided us.



2024 also saw a renewed commitment to environmental sustainability, with the launch of two consulting projects that will lead, in 2025, to obtaining the Biosphere tourism sustainability certification and the adoption of a cooperative sustainability plan. These steps mark the beginning of a journey aimed at integrating more conscious practices, both in the day-to-day management of the offices and in the trips we offer.

On the educational front, we're particularly pleased to have re-established relationships with many Sicilian schools thanks to the MuST23 project. After years in which our work focused primarily on visitors from outside the region or abroad, the return of local students sends a powerful message: discussing legality, rights, and local communities still makes sense, especially with those who live in those communities every day.

2024 was also a year of personal transformation: some changed roles, moving from fieldwork to office-based commitments; others embarked on a journey of greater involvement as active members; and others renewed their commitment, focusing on the human relationships that make our network so vibrant and resilient.

We know that 2025 will be a challenging year: replicating the results we've achieved will not be easy. But the challenge motivates us. We look forward to further strengthening our collaborations with local organizations that, like us, believe in the ethical, social, and cultural development of Sicily. We will also continue to invest in what makes us strong: trust, participation, and the quality of relationships among the people who are part of this collective enterprise.

We are deeply proud to be part of Addiopizzo Travel, not only for the values it consistently and determinedly upholds, but for the people who make it what it is. Sharing visions, efforts, and results with those we respect and truly believe in is a rare blessing—and a responsibility we gratefully assume every day.

We invite you to read this report with the same spirit in which we wrote it: with sincerity, a sense of responsibility, and a desire to share.

The members of Addiopizzo Travel



1. The Addiopizzo Travel social cooperative

Addiopizzo Travel is a type A and B social cooperative that focuses on responsible tourism.

Founded in 2013 in Palermo as a spin-off of the Addiopizzo Committee, an anti-mafia movement that promotes cultural change and combats extortion rackets through a critical consumption campaign called "Pago chi non Paga" (I Pay Those Who Don't Pay). Consumers pledge to support local businesses that don't pay protection money with their purchases. Addiopizzo encourages society to make a strong commitment to change and promotes a collective cultural revolution against the mafia. Learn more: www.addiopizzo.org.





1.1 Who We Are

The mission, the vision, the value and the strategy

Traveling in Sicily and Southern Italy often means dealing with the topic of the Mafia.

Too often, however, those who arrive in these territories with a normal curiosity about the topic, look at the Mafia through stereotypes or, even worse, through the myth of the film The Godfather.

The Mafia is an obstacle to the free enjoyment of public goods, including cultural heritage.

Addiopizzo Travel offers mafia-free tours that tell the story of the anti-mafia movement and support ethical businesses.

Through powerful storytelling, and starting in 2024 with a Virtual Reality Museum, our tours foster an authentic connection between travelers and the local community. In this way, we help combat the perception that Southern Italy is simply a "Mafia land," work for sustainable economic development, and educate future generations to defend common goods and the land from all forms of illegality.

The strategy is fully in line with responsible tourism, which emphasizes respect for local communities, attention to the challenges of the destinations visited, and support for associations that fight for regional development.

MISSION

The Addiopizzo Travel project was born from motivated people with a deep love for their homeland. We believe that the well-being of local communities is a matter of concern to everyone: local communities, businesses, and even the people who visit them while traveling.

Through responsible travel, Addiopizzo Travel aims to:

Promote tourism development consistent with the Sicilian economic and social context

Support Addiopizzo member businesses by organizing 100% mafia-free tours.

- Promote natural and cultural resources, even the lesser-known ones
- Presenting Sicily in a different way
- Involving travellers in this cultural and social change.



VISION

Let's imagine a Sicily that grows under the banner of justice, inclusion, and dignity. Our vision is of an island capable of generating ethical employment opportunities, enhancing human capital, and creating meaningful relationships between visitors and local communities. Through social and relational tourism, we aim to contribute to Sicily's sustainable economic growth, promoting a development model based on respect for rights, legality, and active participation in change.

Creating job opportunities

- ✓ **Promote social inclusion**
- ✓ **ECONOMIC GROWTH**
- ✓



The Value

La policy mafia-free

Economic sustainability: not a single euro spent ends up in the mafia's coffers.

For our travel, we only choose suppliers who don't pay pizzo. These are the owners of hotels, B&Bs, restaurants, farms, and transportation agencies who have courageously rebelled against the mafia and joined the Addiopizzo network. Some of them work on land confiscated from Cosa Nostra bosses.

Those who travel contribute to funding a clean economy. This demonstrates that adhering to the law, besides being ethically correct, can also be cost-effective.

Addiopizzo Travel is growing the network of ethical Sicilian businesses: many companies have applied to join Addiopizzo as a result of collaborating with the cooperative in the tourism sector.



The strategy

Responsible tourism as a driver of change

Tourism, as stated by the World Tourism Organization, is one of the most important industries worldwide, capable of bringing well-being but also negative impacts on local communities, such as overtourism and the intensive exploitation of resources.

Sustainable tourism, on the other hand, not only meets visitor preferences, but also improves the quality of life in a destination and triggers virtuous processes: it enhances the cultural and environmental heritage of "minor" destinations; it promotes ethically-run tourism and accommodation facilities, and quality and legality certifications; and it demonstrates that working cleanly and sustainably is right and worthwhile.

In Sicily, in particular, from a perspective of economic and social sustainability, it is crucial to ensure that the economic flows generated by tourism do not end up in the hands of the mafia or businesses linked to it.



While tourism is a major industry, travel itself is also a powerful tool for personal change: exploring new places broadens your knowledge and opens up new perspectives.

Global tourism trends indicate a growing demand for individual and experiential travel, to less crowded destinations, including discovering non-mainstream destinations where students can experience direct contact with the local community. This is driving a reduction in seasonality and a greater demand for responsible tourism. Interest in sustainable travel is also growing in school tourism: 12% of teachers choose their travel destinations for ethical reasons, and 25% have chosen less traditional destinations to offer their students diverse experiences relevant to their curriculum.

It is precisely in a territory like Sicily that these choices can produce benefits for all those involved in tourism:

- all visitors who, through relational tourism, get to know the local community, overcome the clichés of a mafia land, and contribute to spreading stories of resistance and anti-mafia best practices
- local businesses that, by being chosen for their virtuous behavior, strengthen their choices of legality and anti-mafia commitment
- the entire community rewriting its identity in a new way and restoring dignity to its land and to a people who are fighting for change.



1.2 Our world

associations, partners, institutions and networks

Addiopizzo Travel deeply believes in the value of networks. We understand that building critical mass, systematizing best practices, promoting shared development models with other organizations, and engaging the local community in this development process is the right strategy for true and lasting social change.

For this reason, the cooperative has been part of local and national networks since its founding, as well as being active in the representative associations to which it is affiliated.

REPRESENTATIVE ASSOCIATION

- Legacoop

NETWORKS AND ASSOCIATIONS OF WHICH WE ARE PART

- A.I.T.R. Italian Association for Responsible Tourism
- Addiopizzo Critical Consumption Network
- Ashoka Foundation network



INFORMAL GROUPS/NETWORKS IN WHICH WE PARTICIPATE

- Organizing Committee for the Palermo leg of IT.A.CA. Responsible Tourism Festival
- A network of associations from Capaci and Isola delle Femmine called "Towards May 23rd"



ETS WITH WHICH WE COLLABORATE
Capaci NO mafia Legambiente Casa
Memoria Felicia and Peppino Impastato
NO mafia memorial G. Impastato
Documentation Center CESIE CEIPES
LAND Social Enterprise LiberAmbiente
Zen Insieme Sperone 167 Padre Nostro
Center Libera Palermo Danilo Dolci
Creative Development Center Friends of
Danilo Dolci LIPU Isola delle Femmine
Parco Uditore Cooperative Al Reves
Cooperative - Social Tailoring CISS
Beppe Fava Association FARM
Foundation

1.3 The context

The territory and the community in which we operate

Sicily is a vulnerable territory: it is a densely populated region but with significant structural and social deficiencies, with an underdeveloped economic fabric primarily focused on the trade sector. The three major Sicilian cities (Palermo, Catania, Messina), along with Naples and Reggio Calabria, are among those furthest behind in terms of employment rates. ¹ Despite improving since 2019 (+3.7 percentage points in Southern Italy), they have employment rates between 45% and 48.8%. The contrast is stark with cities in central and northern Italy, whose employment rates range from 70.8% in Turin to 78.4% in Bologna. In 2024, the national average reached 66.3%.

The area presents a condition of high social marginalization as well as the socio-economic difficulties of the South in general, where a significant gap² in development and social cohesion is evident between the regions of Southern and Northern Italy and towards other European countries.

¹ According to the ISTAT Best 2024 report

² Istat 2023. Equitable and sustainable well-being of territories and also Istat 2023. Statistics Focus. Cohesion Policy and Southern Italy, twenty years of failed convergence.



Vulnerability affects both the business community and the situation of families, who are more fragile and more susceptible to criminal interference. In recent years, the economic recession and inflation have lowered average incomes, exposing cases of economic hardship even among segments of the population thought to be immune to poverty. The concept of legality weakens when undermined by low well-being, generating social behaviors in which compliance with rules is flexible and lax. Youth hardship is widespread, leading to school dropouts; many young people give up on the dream of a normal life early, creating fertile ground for crime.

In the area where the cooperative is based, namely the municipalities of Isola delle Femmine and Capaci, there is a complete lack of meeting places. Cinemas and theaters are lacking, cultural and natural resources are scarce and open intermittently; there are very few equipped public spaces for sports. Combine this need with the poor transportation to the capital, and the picture is rather bleak, especially for young people. The opening of the MuST23 museum complex and the bookstore in collaboration with Feltrinelli in 2024 is the only sign of vitality in the area.

As if that weren't enough, Sicily is, in the collective imagination, the quintessential "land of the mafia": not only is it the birthplace of Cosa Nostra, but mafia, mafiosity, and Sicilianness have often become one and the same, almost as if the criminal organization were part of the very essence of the region. This is even more true when we look at the international context, where the perception of the mafia phenomenon takes on, due to the simplification promoted by cinema and television, sometimes folkloristic overtones. It's therefore difficult to escape this bad reputation, especially when the most sensational incidents of recent years unfortunately do not belie this reality.

The Palermo area, as well as the towns of Capaci and Isola delle Femmine, where the cooperative is based, have been affected by significant mafia activity: the tragic 1992 attacks on Giovanni Falcone and Paolo Borsellino deeply shocked the local population, as well as the international community. The area elicited a strong collective reaction, as evidenced by the first mass demonstrations against the mafia. The outrage over what happened led the youth of Capaci to paint the site from which the mafiosi detonated the explosives with the words "NO MAFIA" in capital letters. Those years of strong and emotional reactions, in which citizens called on a previously absent state to protect them, also highlighted the need for local intervention to educate and protect citizens, with particular attention to the younger generations. Democracy and civic duty are precious assets to be protected and represent an essential component of our lives' safety.

Thirty years after those events, however, although the threat of mafia violence has diminished to the point of almost disappearing, the battle cannot be said to be won. Throughout the country, but particularly in the South, reports of mafia infiltration in local government, corruption, and vote-buying continue to paint a picture of an inefficient and opaque country that offers its citizens few opportunities for growth and well-being.

Even in these challenging times, following a global pandemic and various wars, Cosa Nostra has maintained a strong presence. Although law enforcement repression is constant, it remains a criminal organization capable of controlling the territory and infiltrating the economy. In the province of Palermo, the Mafia appears to be deeply rooted at the social, economic, and political-administrative levels. Extortion rackets remain the foundation of Mafia activity: they constitute the simplest form of revenue, guarantee territorial control, and are a source of social consensus, being implemented through the imposition of goods, suppliers, labor, and subcontractors that provide employment to many individuals linked to the Mafia. The racket thus generates "an induced income" that can be distributed according to the logic of Mafia welfare, assigning Cosa Nostra a social role.

But Sicily is also one of the world's most popular tourist destinations. 2024 saw record numbers of visitors to the Palermo area, with a 14.9% increase in foreign travel arrivals compared to 2023.

Sicily is a destination offering a wealth of travel opportunities, and holds immense appeal in the collective imagination because it combines history, sea, mountains, and good food. The region lends itself to various forms of tourism, from nature to experiential, from cultural to responsible tourism.

Despite the challenging context, there are many ethical and socially innovative initiatives, especially in the Palermo area, that are gaining recognition beyond the local community for their ability to include vulnerable groups in employment opportunities, create innovative production and consumption models, and focus on sustainability.



1.4 La governance

The system of governance and participation

The governance system of the Addiopizzo Travel Social Cooperative is structured as follows:

- Board of Directors (BOD)
- Shareholders' meeting
- Product/Project Managers

The term of office of the President is 2 years. The current President, serving her first term, is Francesca Vannini Parenti.



The Board of Directors, renewed in September 2023, is currently composed of five members (four women and one man).

As of the date of approval of this financial statement, the Board of Directors works closely with the representatives of the various project areas, with whom it shares strategic and operational decisions.

This integrated working method allows for a more comprehensive understanding of the cooperative's activities and promotes decisions consistent with the needs of those involved: both those who work within the organization and those who benefit from our services on a daily basis.

The Board of Directors of Addiopizzo Travel is responsible for:

- Draft annual and/or multi-year operational plans and monitor them
- Prepare and analyze the budget and economic trends of the various business sectors
- Deciding on investments and monitoring them
- Maintaining the organizational structure (models, areas of responsibility)
- Networking with other associations
- Maintaining external relations
- Coordinate the membership and facilitate democratic participation.



Another important aspect concerns the staff of guides, tour leaders, and cultural mediators who over the years have constituted one of the added values of the tours organized by the cooperative. Although, by the nature of their professional roles, they are external collaborators, most of whom are VAT registered, the team that has developed over the years is now a fully-fledged permanent group, which recognizes the cooperative's values, represents its direct face to clients, and participates in various phases of planning and consulting on the cooperative's strategies.

The key decision-making moments of the organization are:

Shareholders' Meetings (ordinary and extraordinary)

- Board of Directors meetings regarding the management of the activities
- periodic meetings between members, administrators, employees, and collaborators, which are organized on a project-based or thematic basis to ensure full involvement of the various parts of the cooperative.

The cooperative adopts a shared management model: despite having a defined organizational structure, it favors an open and participatory approach, which takes shape through numerous opportunities for discussion, both structured and informal. Internal meetings, group activities, and thematic gatherings become opportunities to discuss, propose ideas, and guide collective decisions.

Participation is an integral part of our daily activities, it fosters a sense of belonging and strengthens the democratic dimension of the organization.

With this in mind, in May 2024, five new members were formally accepted, all from the group of tour guides and escorts who regularly collaborate with Addiopizzo Travel. This move, strongly supported by the Board of Directors, represents the culmination of a long-standing commitment to engaging human resources close to the cooperative. The new members are individuals who fully embrace the organization's values and who have spent years, both professionally and otherwise, representing them to users and travelers.

NUMBER OF VOTING RIGHTS: 11 NUMBER OF MEETINGS HELD IN THE REPORTING PERIOD: 2

**MEETING DATE: 26-06-2024 NUMBER OF PARTICIPANTS (PHYSICALLY PRESENT): 11
ATTENDANCE RATE: 100%**

**MEETING DATE: 23-09-2024 NUMBER OF PARTICIPANTS (PHYSICALLY PRESENT): 9
ATTENDANCE RATE: 81.8%**

1.5 Activities

The operational sectors and ongoing projects, the impacts

Addiopizzo Travel carries out the following activities:

1. educational trips for young people and students
2. cultural and thematic day trips, the so-called one-day tours
3. travel for groups, families or individual travellers
4. management of the MuST23 museum bookshop



During 2024, training activities were also carried out independently or in partnership with other organizations. These are primarily projects that see the cooperative as the beneficiary of the training (its employees) or as the training provider.

Communication and workplace safety training - FONTER

- Sustainability training and consulting - I-STARS
- Training and consulting on responsible tourism - ECOTOURS

Training provided to other entities:

HYPRO4ST Course - 24 hours delivered in partnership with CESIE

- Addiopizzo Workshop - 8 hours delivered in partnership with CEIPES

Activities covered by the general interest activities pursuant to art. 2 of Legislative Decree no. 112/2017 (d) education, instruction, and professional training, pursuant to Law no. 53 of 28 March 2003, and subsequent amendments, as well as cultural activities of social interest with educational purposes;
k) organization and management of tourist activities of social, cultural or religious interest;
v) promotion of the culture of legality, peace between peoples, non-violence and unarmed defence.

STUDY TRIPS

At the heart of the cooperative, travel for young people and students represents a key tool for Addiopizzo Travel in educating people about active citizenship, memory, and civic engagement. Travel, understood as a formative experience, combines discovery of the local area, critical reflection, and direct contact with virtuous realities.

The itineraries include guided visits to places of historical, artistic, and naturalistic interest, as well as in-depth discussions on the history of the Mafia and social anti-Mafia initiatives.

A distinctive element is the encounter with witnesses and organizations that work daily for social justice and sustainable development, offering participants concrete examples of change and resistance.

The added value of our trips is the presence of a member of our staff. Each group is accompanied by an expert who not only guides the trip logistically but also acts as an educational reference, encouraging dialogue, reflection, and active participation. The region is thus presented in all its complexity, making each stop an opportunity for authentic learning.


Over time, the cooperative has established an ongoing dialogue with teachers and school administrators, developing programs that increasingly meet the educational needs of students. Trips have proven to be an effective complement to school activities, translating classroom learning into meaningful experiences. As a well-known saying goes: "If I listen, I forget; if I see, I remember; if I do, I learn."

4950

**Young people and
students**

**390 accompanying teachers
128 trips and excursions
11,287 attendances**





2024 is the year in which the study travel sector achieved its best quantitative and qualitative results, demonstrated by the number of 128 trips carried out and nearly 5,000 young people involved, as well as by the numerous positive feedback provided by the teachers who choose the cooperative's offerings every year.

An important statistic is the return rate of school and university groups, or the number of teachers who regularly repeat the trip to their classes. This rate stands at 88%, demonstrating both the high appreciation for the type of trip offered and the quality of the tourist services provided.

This past year was the first in which this new trip to Campania was chosen by several classes who had already traveled with us and chose a different destination. Thirteen trips and excursions were offered in Naples and the surrounding area, demonstrating the success of this strategy of expanding our offerings and the topics covered (urban regeneration, social inclusion, the Camorra).

From analyzing the accompanying teachers' feedback, we find that the trip is appreciated for all its aspects, as the children visit beautiful places, such as monuments, natural areas, beaches, and villages. But what remains most in their memories are the encounters with the witnesses and locals.

Ivan Piana Institute of Lovere (BG) Palermo, February 19-22, 2024

Good morning, I would like to thank you all for the wonderful experience we just had, organized so exemplarily by your agency for our 3AT class.

We particularly appreciated the expertise of the witnesses we met, who conveyed to us, through their words and the activities they are involved in, the importance of daily civic engagement in improving society and the need to remember the sacrifices of those who dedicated their lives to the fight against the Mafia.

The trip was perfectly organized and meticulously planned, from the excellent accommodation selection (location, comfort, and food provided) to the daily activities (including lunch/snack breaks and rest periods) to the choice of lunches, snacks, and food purchases, the use of restaurant owners and managers who had reported extortion, and the recommendations for further educational opportunities, among other things.

We will be sure to encourage our colleagues to propose similarly engaging, educational, and meticulously curated trips to their classes in the future.

Sincerely, the accompanying professors Fabiana Danesi and Lorena Macario

Galvani High School of Bologna Palermo, February 25-29, 2024

Very kind and gentle,

I'm also answering on behalf of my colleague Graziella Ferini. The trip was very, very positive: we've heard feedback from both the class and some parents, who've been keen to tell us that their son or daughter has returned home enthusiastic.

The experience was very interesting, at times intense, and it provided a meaningful journey that gave substance to what had been studied in books. For the girls and boys, these were days not only of civic education, but also, thanks to the encounters with people who had made strong, unconventional life choices, of guidance for reflecting on their own future.

Graziella and Benedetta

Fermi High School of Bologna Palermo, March 17-20, 2024

Good morning, we returned to Bologna last night.

This email is just to thank the entire Addiopizzo staff for the enriching experience we had in just 4 days.

Thanks to your helpful and knowledgeable staff, we were able to get a taste (not just culinary...) of Palermo, with its beauty and contradictions.

The testimonies we've heard will be a source of reflection for us, and I also hope they will spark a desire for civic engagement in our Bolognese community, which, albeit in different ways, still needs it.

Good luck and keep up the good work.

MTB

Manzoni Institute of Suzzara, Palermo, April 8-12, 2024

Dear friends of Addiopizzo, I wanted to thank you all, on behalf of my colleagues and especially myself, for your availability, courtesy, and professionalism.

You warmly welcomed us to your beautiful land and gave us all such wonderful emotions and wonderful memories. The itinerary you designed is truly comprehensive; in just a few days, you showed us your artistic, architectural, and natural beauties, and you took us on a guided tour on legality issues that deeply engaged the kids. I'm sure there's so much more to see and do, but who knows, maybe we'll plan more so we can get to know Sicily even better.

Thanks again to all of you, you are a great team.

Daniela

ONE DAY TOURS

Travel improves the mind in a wonderful way and eliminates our prejudices.

This is the sector least affected by seasonal tourism and is effectively operational year-round, thanks also to Palermo's accessibility as a tourist destination in all seasons.

The catalog of day trips includes 7 offers, all active in the Palermo city area and surrounding areas (Corleone, Cinisi, Capaci), lasting 2 or 3 hours, themed and often unique among city tours.

The goal of these day tours is to present a different reality than you might expect. The added value is the storytelling of our team of guides who, on foot or by bicycle, bring the stories of the past to life with a constant focus on current events.

Now listed among the most recommended experiences in Palermo on almost all tourist information sites and even in some guides (Lonely Planet), the high popularity of our one-day tours is also demonstrated by the growth of the sector, which, in 2024, generated a net profit of €232,771, thus becoming one of the driving forces of the cooperative.

15


Guides and companions

14,476 participants

2.32 tours per day

800 reviews on Tripadvisor





2024 was a year of consolidation and innovation, thanks to targeted operational decisions and an effective distribution strategy, which brought tangible benefits in terms of economic performance, service quality, internal sustainability, and valorization of the work and suggestions of our guide staff.

The main operational changes concern the Palermo NO Mafia tour in English, which in 2024 has been scheduled regularly every day, except Sunday, between 10:00 and 17:00. During the summer months, a 9:00 departure has been added, which is particularly appreciated both by customers, due to the milder temperatures, and by tour leaders, for better overall management.

On Sunday, the Anti-Mafia Bike Tour was reorganized, transforming the bilingual formula into two separate tours, one in Italian and one in English. This improves the flow of the narrative, the quality of the experience, and reduces the operational burden on tour leaders.

Bookings came primarily from two OTAs, GetYourGuide and Viator, followed by the official website, the third largest channel but crucial for consolidating direct relationships with customers.

Reviews

This was one of the highlights of our trip. It was a fascinating insight to the history of the mafia in Italy and their reach overseas. It was great to be able to chat with someone so passionate about a cause. Flying out of the newly renamed Falcone Borsellino airport had new significance after hearing of the bravery of these men and the sacrifices their families made. The cycle itself was great, never feeling unsafe on the roads or too physically demanding.

For me, this is a must-see tour in Palermo: even though I wish it weren't so. Sicily—and Palermo in particular—cannot be conceived without Cosa Nostra. However, the significance and impact of the Mafia for and on the people of Palermo shouldn't be reduced to what we see on television, but must be understood concretely through the voices and stories of the locals. This is the goal of this tour: to bring clarity. Thank you so much, Federico, for the passion and wealth of detail you've put into your descriptions. Thank you so much, Addiopizzo, for your commitment and motivation to making Palermo a better city. I will continue to follow you!

I've been on many tours, and honestly, I wasn't too interested in the mafia topic at first.

However, after reading such great reviews, I decided to give it a try.

It turned out to be the most fascinating tour I've ever taken. I learned so much about mafia culture, which I had assumed no longer existed. Our guide was incredibly knowledgeable and answered all our questions with kindness. This tour offers a unique perspective on Sicily, not from a typical historical angle, but through the lens of someone living there today and facing modern issues related to the mafia.

My husband and I still talk about everything we learned. Thank you for an amazing experience!

TRAVEL AND HOLIDAYS

This is an emerging sector, where the cooperative has historically struggled to establish itself, partly due to the presence of a wide range of competing, high-quality products on the market.

However, the experiences in this sector allow the cooperative to promote suppliers offering specific services, such as wineries and farms, and to offer destinations different from those offered by other operating sectors.

The travel proposals are aimed at both adult travelers, couples, and families wishing to explore Sicily in an authentic, sustainable, and conscious way, as well as international tour operators offering their clients trips to Sicily.

The itineraries combine cultural and scenic stops with participatory experiences and meaningful encounters, with the aim of providing the traveler with a diverse and profound narrative of Sicily, far removed from stereotypes.

The sector stands out for the quality of its offerings and its ability to combine hospitality, knowledge, and ethical commitment. It promotes itself through participation in select trade fairs and B2B workshops.

+180%

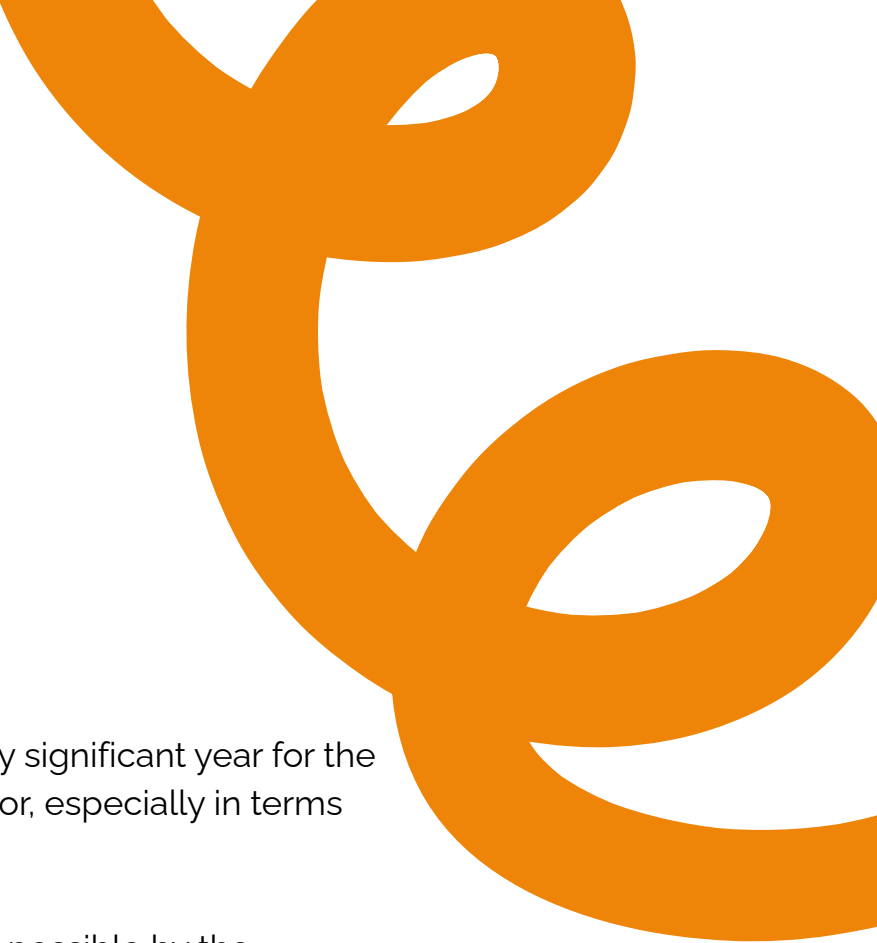
Increase in turnover in 2023

754 Arrivals

1754 attendances

6 trips in the catalog





2024 has proven to be a particularly significant year for the group, adult, and family travel sector, especially in terms of revenue.

This result was undoubtedly made possible by the excellent tourism trend, with Sicily a growing destination in terms of both arrivals and overnight stays in 2024, a trend which has inevitably benefited Addiopizzo Travel. From an internal perspective, however, the reason is also due to major orders, including the trip organized for USAID and the one for the Norwegian tour operator Lars Madland, as well as the growing collaboration with Italia Sweet Italia, an Abruzzo-based operator specializing in fixed-date tours.

Demand focused mainly on tailor-made trips and itineraries and excursions that reflect a target audience seeking leisure experiences, with a conscious focus on the lace-free option, without however this necessarily representing the exclusive reason for choosing the trip.

Addiopizzo Travel is increasingly chosen not only for its ethical commitment, but also for its reliability, professionalism, and customer service. This recognition confirms the strength of the cooperative's tourism offering and its ability to combine values and quality of experience.

BOOKSHOP MUST23

On May 22, 2024, after two years of planning, MuST23, an urban regeneration and cultural promotion project carried out in collaboration with Capaci NO Mafia ETS, opened.

Renovated shipping containers house an immersive museum that uses headsets to bring to life crucial moments in our history of resistance to the Mafia.

The novelty for the area lies not so much in the immersive museum complex, which in itself is a strong attraction for this part of the province, but in the opening of the only bookstore in the municipalities of Isola delle Femmine, Torretta, and Capaci. A service that had been missing for 30 years.

It is therefore not surprising that the cooperative wanted to support the project in many ways, including offering its technical expertise to manage the bookshop.

Less obvious is the investment made by Feltrinelli, who donated and customized the container housing the bookshop at their own expense. This container has effectively become the 120th store in Italy, holding two records: being the smallest on the list and also the one with the most titles on the Mafia and anti-Mafia.

431

Books sold

151 days of opening

400 gadgets sold

2223 visitors to MuST23





The opening of a cultural center like the Feltrinelli bookstore in Capaci represents a concrete sign of rebirth and civil resistance. Symbolically, it brings culture to the very place where the mafia had attempted to extinguish hope and legality. It helps make culture accessible in an area where the suburbs have often been excluded from quality channels.

The MuST23 bookshop is not just a place to sell books, but also an opportunity to present books, meet intellectuals and artists, and organize various cultural events.

The goal of the MuST23 project is to transform memory into active engagement and become a hybrid space between a museum, an educational center, and an active citizenship laboratory.

The presence of the bookshop only strengthens the sense of continuity between the memory of the victims and the commitment of the new generations, offering a space where books become tools of awareness, civic education, and cultural resistance.

BESTSELLING BOOKS RANKING:

1. I'll tell you all the stories I can (Agnese Borsellino)
2. Cosa Nostra Matters (Giovanni Falcone and Marcelle Padovani)
3. Cosa Nostra (John Dickie)

MuST23 is an urban and cultural regeneration project born on the site of the Capaci massacre, capable of transforming a site scarred by mafia violence into a space of remembrance, education, and participation.

It is not just a museum, but a living garrison where – thanks to virtual reality – the moments immediately following May 23, 1992 are relived, stimulating emotion and awareness.

This collective trauma thus becomes a driving force for redemption and commitment for the new generations.

Through exhibitions, educational activities, and civic initiatives, MuST23 contributes to the rebirth of the area and the construction of a collective identity based on memory, culture, and civic responsibility.



1.6 Impacts of the activity

Employment, economy, third sector

Impact on territorial employment

In 2024, there were 13 employees, divided as follows:

- n. 8 with permanent contract;
- n. 5 with a coordinated and continuous collaboration contract or with other forms of collaboration;

Of these:

- n. 8 women and n. 5 men
- No. 3 from 25 to 34 years old and No. 10 between 35 and 50 years old
- n. 11 with a degree and n. 2 with a diploma

In 2024, the staff of guides and escorts consisted of 11 people, divided as follows:

- n. 6 women and n. 5 men
- n.6 from 25 to 34 years old and n. 5 between 35 and 50 years old
- n. 8 with a degree and n. 3 with a diploma

Impact on the ethical economy

The cooperative's impact on the local community has significant ethical and economic value, as it benefits local operators certified as "pizzo-free." This impact is measurable and amounts to approximately 77.5% of annual turnover, which corresponds to the share of funds donated to accommodation facilities, transportation companies, restaurants, and tourism service providers that are part of the Addiopizzo ethical network and provide services during the cooperative's organized trips.

Impact on the third sector

The cooperative supports nonprofit organizations actively involved in the tours through donations: the Addiopizzo Onlus Committee, the Peppino and Felicia Impastato Memorial House in Cinisi, Libera, the San Francesco Saverio Social Center, and the "Giuseppe Impastato" Sicilian Documentation Center. Specifically, the funds allocated to Addiopizzo are used to promote the anti-pistol campaign, strengthen the network of shops and businesses that have said no to the mafia, and contribute to the implementation of social, cultural, and recreational activities for the children and youth of Piazza Magione. On an annual basis, these donations average 3% of turnover.

Protecting and enhancing “minor” cultural heritage

Capaci, Trappeto, Caccamo, Partinico, Cinisi, Corleone, Camporeale, Palazzo Adriano, Gibellina, Favara and many others.

Selecting the most interesting stories from our region has led us to choose places off the beaten path for our travels.

Promoting lesser-known tourist destinations helps preserve cultural and natural heritage, even the lesser-known, and combats overtourism in the most visited centers.



Indirect impacts

The interest of the press

Due to its touristic and social nature, the Addiopizzo Travel project has always attracted great attention from the international press.

The connection between tourism and the fight against the Mafia offers an original perspective on organized crime, and offers viewers concrete suggestions for personal contributions to change.

- They talked about Addiopizzo Travel, among others:
- *Rai, La Repubblica, Corriere della Sera, The Guardian, The New York Times, La Stampa, Open TV Greece, Hessischer Rundfunk Service Reisen, Neue OZ Osnabrücker Zeitung, France 3, National Geographic Traveller, CBS news, Libération, Newsweek, Il Fatto Quotidiano.*



The work done alongside journalists from around the world has had and continues to have a positive impact on how Sicily is presented abroad.



Indirect impacts

A replicable model

- Addiopizzo Travel's approach can be replicated wherever the presence of organized crime poses social challenges, where collective action is needed to promote virtuous behavior and rewrite a region's narrative, directing resources through tourism toward ethical and sustainable economic channels.
- Since 2023, the same model has been introduced in Campania, with the "Naples, a New Perspective" tour, organized in collaboration with the La Paranza Social Cooperative. 650 students have already chosen this trip.



This approach has great potential for replication in other regions of Southern Italy (Puglia, Calabria) and internationally.



2. The financial situation

The year 2024 saw very positive operating results across all of the cooperative's core businesses. Specifically, this resulted in a profit of €109,256.

PRODUCTION VALUE

2024	2023	2022
€ 1.760.743	€ 1.198.605	€ 638.645

The cooperative, depending on the areas in which it operates, had a turnover in 2024:

€ 901.422

For the sale of
trips to schools
and universities

€ 343.657

For the sale of
one-day
excursions

€ 462.483

For the sale of
adult travel and
tourism services

The organization also received, in 2024:

€36,070 from donations from private individuals, consortia and cooperatives, which were entirely dedicated to the implementation of the MUST23 project

€982 contributions from projects

€476 energy contribution provided by the Ministry of Labor and Social Policies - Directorate General for Third Sector and RSI

€6,020 Tourism Contribution - Support for Travel Agencies and Tour Operators provided by the Ministry of Tourism

In 2024, the cooperative incurred production costs of €1,648,906. Specifically:

- €187,215 for personnel costs
- €783,014 for raw materials, supplies, consumables and goods
- €589,861 for services



€ 52.013,78

A significant statistic for assessing the social impact on the third sector is the amount of donations made by Addiopizzo Travel in 2024.

In detail:

- **Addiopizzo Committee ODV €19,615.78**
- **No Mafia ETS Capacity € 31,880.00**
- **Other realities €518.00**

3. Our work according to the ESG model

During 2024, a discussion began on social reporting and the measurement and evaluation of the social impact of our activities. This is a sensitive topic given the nature of Addiopizzo Travel's work, which must necessarily be aligned with the current models of social reporting.

From a civil economy perspective, we therefore chose to address the three ESG pillars on which our structural model is based: Environmental, Social, and Governance. This model now embraces all companies oriented toward equitable and sustainable growth and allows us to be measured more scientifically.

The following analysis is therefore broken down into the following dimensions:

- E (environment): analysis of processes related to the use of resources and supply management
- S (social): analysis of the cooperative's impact at social and community level
- G (organizational governance): analysis of internal processes, participation, social justice.

3.1 ENVIRONMENT AND USE OF RESOURCES

RELATIONSHIPS WITH THE NATURAL ENVIRONMENT

In 2024, Addiopizzo Travel benefited from two training and consultancy projects on sustainability, which led the cooperative to adopt a sustainability plan and obtain responsible tourism certification (BioSphere).

In the municipality of Isola delle Femmine, we operate a door-to-door waste sorting system, which we have been actively participating in for about eight years. This has led the organization to significantly reduce the amount of non-sortable dry waste.

The Addiopizzo Travel office, housed in a disused railway building in Isola delle Femmine, represents both a symbolic and concrete choice to reuse and enhance existing assets. Thanks to the railway connection, it is particularly easy for employees and collaborators to use trains and other low-impact intermodal transportation modes, thus reducing the use of private cars. Some also reach the office by bicycle or electric scooter. Consistent with its commitment to sustainable mobility, the cooperative is evaluating the possibility of entering into agreements with public transportation companies to further encourage the use of eco-friendly solutions by staff and guests.



3.1 ENVIRONMENT AND USE OF RESOURCES

THE SUPPLIES

The cooperative is committed to making its Isola delle Femmine office increasingly sustainable. Since 2024, Addiopizzo Travel has chosen:

- to purchase a water purification system for the water network, eliminating the purchase of bottles of mineral water;
- to replace paper with bamboo for bathroom and kitchen supplies;
- to have only reusable or compostable tableware for the office.

Furthermore, from 2023, upon the transition to the free electricity market, a company that produces and distributes electricity only from renewable sources (NeN) has been chosen.

- For many years, Addiopizzo Travel has consciously chosen to equip its office with equipment and furnishings that promote reuse and circularity. The computers in use are refurbished, and some of the furniture comes from salvaged materials and donations, thus reducing the demand for new resources and the environmental impact associated with the production of goods. The choice of merchandise distributed during tours also reflects this approach, favoring durable, reusable materials that are in line with the principles of the circular economy.
- These actions, though simple, contribute concretely to the construction of an organizational model based on criteria of environmental sustainability, waste reduction, and responsible consumption.



3.2 SOCIAL AND COMMUNITY

PEOPLE AND THE WORK ENVIRONMENT

The cooperative has worked extensively to engage its members and employees in the organization's strategies. Over the past two years, we have structured several sharing opportunities with our membership (which expanded from 6 to 11 members in 2024) and with our staff, including employees and collaborators, to engage them in the strategies and build future scenarios together. Specifically, we have involved all collaborators and members in an organizational consulting process to rewrite the five-year development strategy.

Our cooperative is flexible with the needs of its members and workers, and attentive to the requests of both its membership and its staff. This ranges from a comfortable and informal work environment to the facilities available to employees, and finally to the planning of staff meetings. These meetings typically take place twice a year (at the end of the school season and before the Christmas holidays) and include a moment of reflection and a moment of relaxation/activity.

Since 2019, we have had a meal voucher program for employees, as well as specific compensation for travel, site inspections, and overtime. We plan to adopt a uniform corporate welfare plan for all cooperative employees, both members and non-members, by 2025.



3.2 SOCIAL AND COMMUNITY

CUSTOMERS AND CITIZENS

Since 2019, the cooperative has been using sales and customer relationship management tools that allow for in-depth analysis of contact numbers, bookings, cancellations, customer satisfaction, and other reports. This has allowed product decisions to be based on an analysis of this data, which varies depending on the products being reviewed (multi-day itineraries, excursions, day tours).

- Customer satisfaction is also the subject of a qualitative analysis, carried out by selecting all comments below a certain level of satisfaction and making them the subject of discussion with the staff and of orientation in the training of human resources responsible for customer management (such as our tour guides).

THE LOCAL COMMUNITY

Being members of a cooperative and volunteers with the Addiopizzo Committee has always led the founders to donate part of their working time to training activities for young people, students, and citizens on issues of legal awareness, sustainable and responsible tourism, and active citizenship.

- Addiopizzo Travel is part of an informal network in the Capaci and Isola delle Femmine areas, where it organizes events on May 23rd each year (the anniversary of the Capaci massacre).
- All travel services include a solidarity component: a contribution to support the social organizations and associations involved in the tours. Additionally, 6% of the tour profit is donated at the end of each year to the Addiopizzo Committee to support social and anti-racketeering activities.



3.3 THE GOVERNMENT OF THE COOPERATIVE

THE SUPPLY CHAIN

Addiopizzo Travel makes the selection of its suppliers a key strength of its ethical business model. Our mafia-free policy is an added value for our travel products, and those who purchase them know that not a cent of their money will go to the mafia, not even indirectly. Supplier selection is therefore based on the extensive verification and assurance efforts carried out by the Addiopizzo Committee and other anti-racketeering associations.

- However, the cooperative intends to support the association on this journey, for example by certifying those suppliers who contact the cooperative or with whom we come into contact in the local area as part of the Addiopizzo network; or by collecting information on the sustainable choices of Addiopizzo-member suppliers.

TRANSPARENT MANAGEMENT OF FINANCIAL FLOWS

- After the pandemic, the cooperative's management chose to pay suppliers within 10 days of receiving the invoice, and human resources upon receipt of the invoice. This was achieved with clarity and high satisfaction among suppliers, who saw a drastic reduction in payment times and the effort spent on requesting/inquiring about payment deadlines.



4. Critical issues and goals for 2025

4.1 ENVIRONMENT AND USE OF RESOURCES

Starting from the critical issues of 2024, we asked ourselves:

1. Low environmental sustainability of our travels
2. Need for a complete transition to plastic-free in our production units
3. Energy autonomy and social impact
4. Lack of a system for monitoring CO₂ emissions from the two local units of the Cooperative

1. **FOR 2025**

Design and include a 100% green tour in the 2026 travel catalog, to minimize the environmental footprint by favoring low-impact travel, sustainable accommodations, and local suppliers selected based on environmental criteria. Among the options currently being explored is the purchase or rental of an electric minivan.

- Activate CO₂ emissions compensation mechanisms for all other tours
- Complete transition to plastic-free at the Isola delle Femmine office, through the development of an internal policy that identifies and progressively removes all plastics still in use, replacing them with sustainable alternatives.
- Together with other local entities, we are evaluating the possibility of establishing a Renewable Energy Community (CER), a collaborative model that enables the production and sharing of energy from renewable sources at the local level. The goal is not only to reduce energy costs and CO₂ emissions, but also to generate environmental, economic, and social benefits for the community.
- The goal of starting to measure CO₂ emissions remains in the background for the near future, to strengthen the commitment to measurable and transparent sustainability.

4.2 PEOPLE AND THE WORK ENVIRONMENT

Starting from the critical issues of 2024, we asked ourselves:
Activation of stakeholder participation measures in the organization's strategy

1. Lack of formalization of gender equality policies
2. Lack of formalization of work-life balance practices
3. Improved communication of the impact of services provided, highlighting to customers how they have contributed to the local area by purchasing responsible tourism services.

1. **FOR 2025**

Design and administer an evaluation questionnaire to stakeholders (suppliers, partners)

- Formalize company policies for gender equality and obtain the relevant certification
- Draft internal regulations for work-life balance practices
- *On these last two points, the collaboration of the lawyer we engaged in 2025 as a full-fledged consultant for the cooperative will be useful.*
- *Towards customers: review and improve communication with travelers about the contribution that responsible travel has made to the region visited.*



4.3 GOVERNANCE

The main criticality encountered concerns supplier selection, which the most widespread quality standards would also include DURC control.

This aspect has sparked a debate among members, as it is true that to date we do not require suppliers to provide DURC (certified income tax return), but we select them based on their membership in the Addiopizzo or Libera critical consumption network or other anti-racketeering associations, thus paying close attention to ethical and legal aspects.

A further critical issue concerns local contexts where formalized networks like Addiopizzo are absent, in which case it would be important to have clear protocols for selecting suppliers.

1. FOR 2025

Recommend suppliers from other areas to sign a commitment to report illegal acts, such as extortion, usury, and other acts, under penalty of exclusion from our supplier list.

- **Consider adopting additional guidelines for selecting suppliers that favor those who engage in virtuous behavior.**



5. Employee and Collaborator Evaluation Questionnaire

The questionnaire for collecting feedback from the guide and escort staff and employees is provided here.

Administered in December 2024, it includes a section on the company climate and the work environment and a more specific one (not reported here, as it is organized with free/textual feedback) on the quality of services in terms of suppliers, experiences offered, social encounters.



2024 Feedback staff Addiopizzo Travel

Come ogni anno, stiamo raccogliendo i feedback dello staff su alcuni aspetti dei prodotti turistici (one day tour, viaggi adulti, viaggi scuole) che potresti avere guidato nel corso del 2024.

Il Feedback si compone di 3 sezioni con domande specifiche ed una con campo libero, dove puoi dirci quello che senti essere importante ma non hai avuto tempo/modo di comunicare.

Chiediamo quindi circa 15 minuti del tuo tempo per rispondere alle domande sulle quali pensi di avere qualcosa da dire. Se non puoi rispondere alle domande obbligatorie, scrivi semplicemente "nessuno".

Le tue risposte, che sono anonime, saranno elaborate insieme alle altre e forniranno materiale utile di discussione nel prossimo incontro, che programmeremo per Gennaio 2025.

Grazie del tuo aiuto!

info@addiopizzotravel.it [Cambia account](#)



Non condiviso

Avanti



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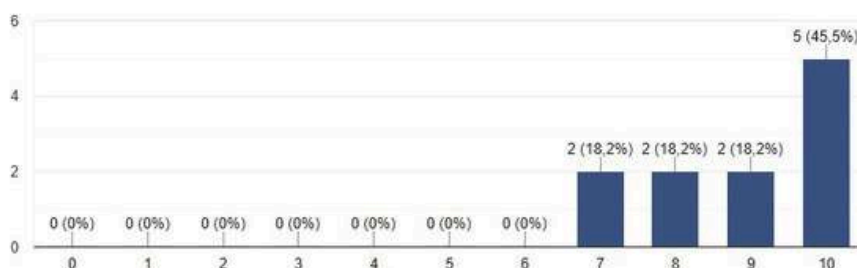
Cancella modulo

Valutazioni generali

Come valuti nel suo complesso il tuo rapporto con l'ufficio di Addiopizzo Travel (materiali, indicazioni, procedure, comunicazioni, ecc.)

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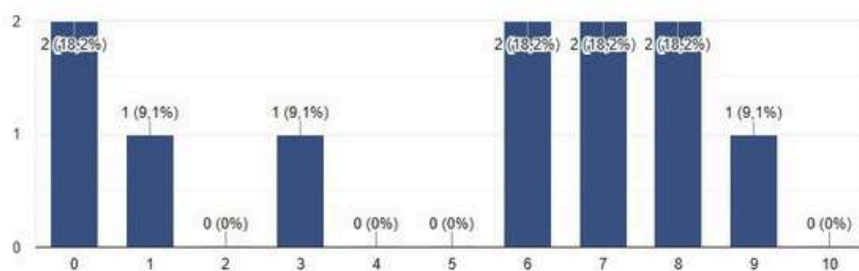
11 risposte



Quanto valuti impegnativa la necessità di recarti periodicamente all'ufficio di Addiopizzo Travel (ad es. in termini di fatica, organizzazione personale, trasporti)

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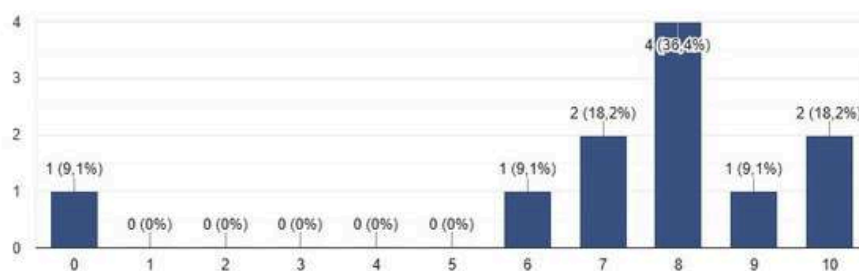
11 risposte



Quanto sei soddisfatto del numero dei tour one day (date fisse e privati) che ti vengono assegnati?

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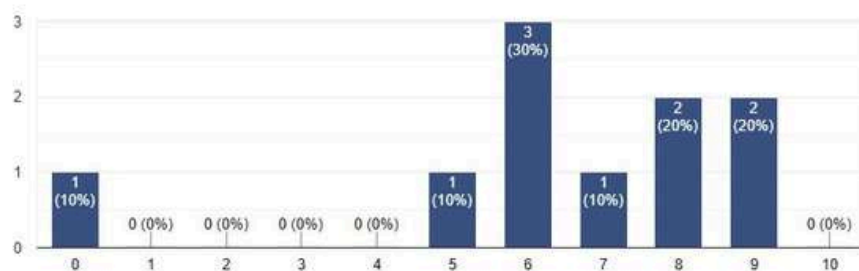
11 risposte



Quanto sei soddisfatto del numero dei viaggi adulti che ti vengono assegnati?

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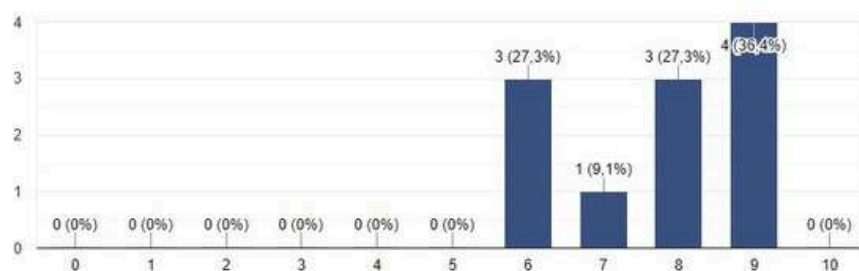
10 risposte



Quanto sei soddisfatto del numero dei tour e viaggi per scuole o università che ti vengono assegnati?

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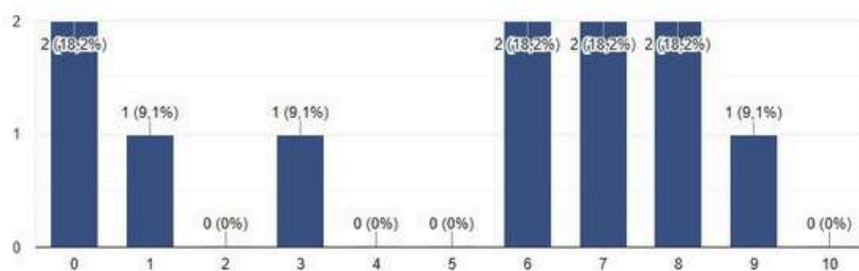
11 risposte



Quanto valuti impegnativa la necessità di recarti periodicamente all'ufficio di Addiopizzo Travel (ad es. in termini di fatica, organizzazione personale, trasporti)

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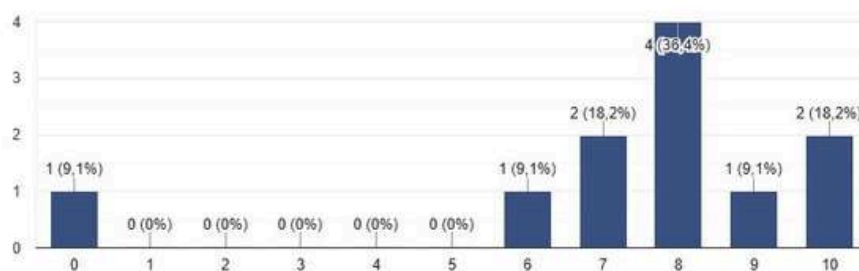
11 risposte



Quanto sei soddisfatto del numero dei tour one day (date fisse e privati) che ti vengono assegnati?

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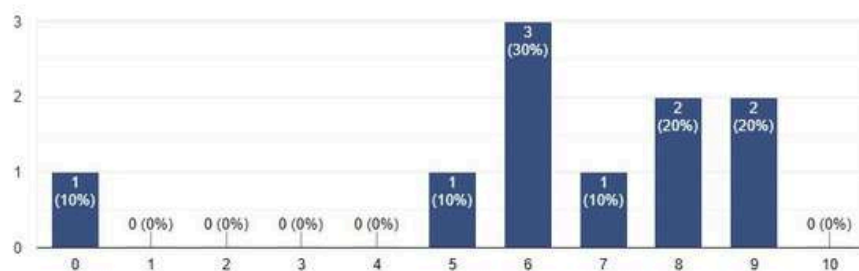
11 risposte



Quanto sei soddisfatto del numero dei viaggi adulti che ti vengono assegnati?

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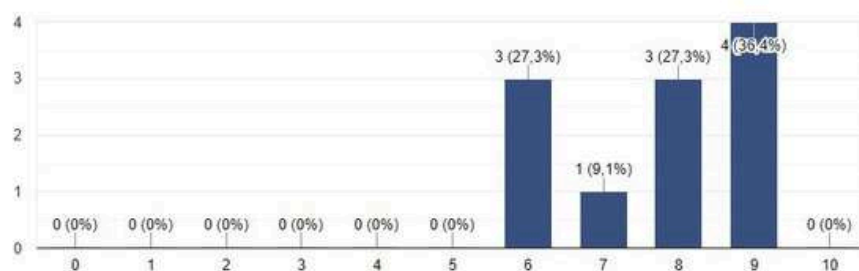
10 risposte



Quanto sei soddisfatto del numero dei tour e viaggi per scuole o università che ti vengono assegnati?

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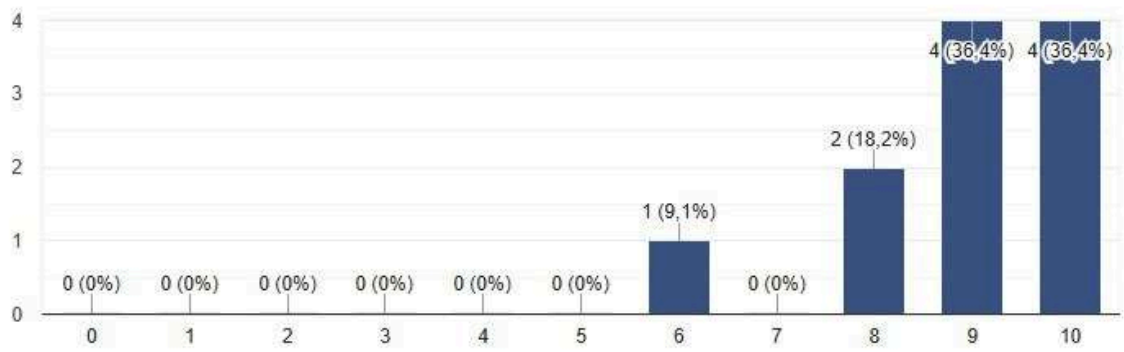
11 risposte



Come valuti nel suo complesso l'esperienza di lavoro con Addiopizzo Travel?

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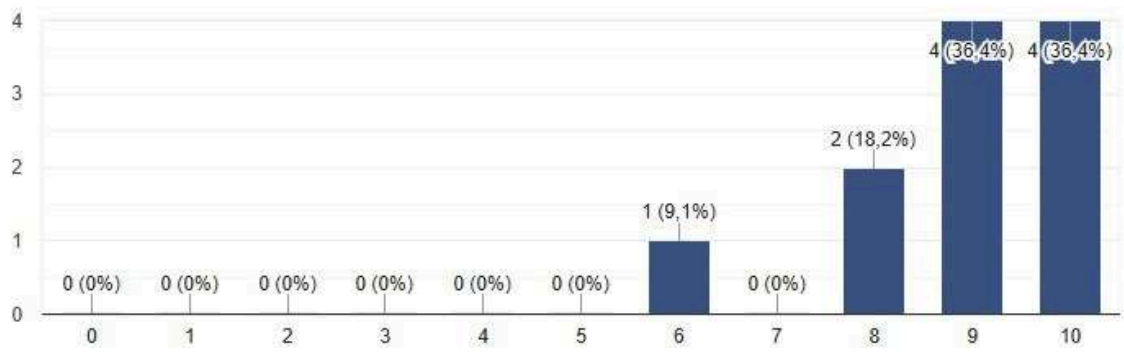
11 risposte



Come valuti nel suo complesso l'esperienza di lavoro con Addiopizzo Travel?

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11 risposte



6. Controversies

During 2024, no legal disputes of any kind were recorded with customers, suppliers, or workers, nor did any administrative or union issues arise.

We have, however, received some traveler reports—a small number compared to the volume of positive reviews—to which we always pay close attention. Feedback, especially constructive feedback, is a fundamental tool for us to constantly improve the quality of our services.

Among the insights that emerged in 2024, one in particular guided an internal reflection: the importance of further investing in the quality of storytelling by guides and tour leaders. We intend to enhance the narrative style and strengthen the interpersonal skills of our field staff, to make every travel experience more engaging, personalized, and memorable—for both travelers and students.

In early 2025, we organized a storytelling workshop for new staff members, also open to existing staff members who felt the need.

7. Future strategies and conclusions

Closing out a year so full of milestones achieved and changes accomplished is no easy task. It's essential to guide the organization into the new year by capitalizing on what has been achieved.

2025 therefore presents us with several challenges.

Strengthen organizational structures and develop new collaboration models in light of an ever-growing workforce.

Strengthen the adult and group travel sector by investing in the promotion of an area perhaps further removed from the organization's experience to date.

To grow MuST23, investing energy and resources so that it can also become an events space, a garden, a community space, and a home for associations.

Continuing the sustainability commitment begun in 2024, leveraging the skills acquired, obtaining certification, and shifting the cooperative's sustainability focus to include an environmental dimension.

Maintaining the network relationship with the local area and with long-standing partners, making these relationships value-generating for everyone.

All this without forgetting that, in the spirit of responsible tourism that is attentive to social dynamics, it is essential to continually update the analysis of the context in which we operate and the narrative of social phenomena, including criminal ones, to always provide a true and truthful representation of our territories.

The start of 2025 has indeed been intense, and heralds 365 days of commitment on many fronts.

The organizational consulting work that began in December 2024 has led the management team to commit to Research and Development. This new direction represents a commitment to the cooperative's future, requiring us to imagine what Addiopizzo Travel will look like in 5 or 10 years. This will allow for the analysis of new tourism offerings, new themes, and new activities with a high social impact.

MuST23 began its first school year with impressive results, allowing us to look optimistically to the bookshop's future and plan its development as a cultural center.

Finally, a new project path together with our partners in the ITACA Palermo network (Coop, Palma Nana, Coop., Rigenerazioni) is leading us to the idea of formalizing the network and carrying out a network social reporting for 2026, which represents the added value of this relationship.

Challenges have never scared us. We've embraced them, listened to them, and transformed them into opportunities for change. We will do it again this year too.

