

PUTTING PROMISES INTO PRACTICE

Strengthening Ties with Italian Stakeholders

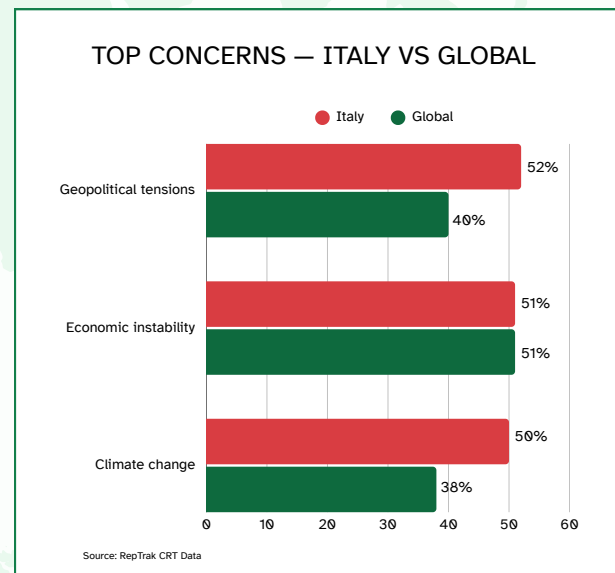
Over the past five years, Italy's corporate reputation has seen some ups and downs. While swift responses to the COVID-19 pandemic earned public trust, inflation and unmet expectations in the post-pandemic period fueled frustration and uncertainty.

Today, reputation in Italy is beginning to rebound thanks to stronger communication with stakeholders. Yet the landscape remains fragile as some companies are playing catch-up with ever-shifting stakeholder expectations.

WHAT ITALIAN STAKEHOLDERS WANT:

Italian stakeholders are clear about their priorities. They value *high-quality products and services*, and they want companies to show *authentic ties to Italy* — whether through domestic roots or visible investments in the market. “Made in Italy” remains a trusted mark that carries weight in public perception.

Don't forget that acting and communicating thoughtfully on product-driven priorities can give you reputational gains across the board.



ACTION ITEMS FOR ITALY:

- **Emphasize your Italian roots** or local investments to build trust and credibility
- **Show measurable action** on environmental and social commitments without relying on jargon or acronyms
- **Deliver consistent quality and value** across your products and services
- **Be deliberate and consistent** when taking a political stance to avoid reputational risk

Environmental concern in Italy is surging — now 12% higher than the global average. Italian consumers are paying attention, and they expect companies to move beyond pledges and back up environmental and social commitments with visible, measurable action.

WHAT DOES THIS MEAN FOR YOUR COMPANY?

Stakeholders are looking for substance over slogans. They want to see meaningful results that demonstrate your impact, not labels or acronyms that can feel performative or disconnected from reality.