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Every drop counts: Maddalena S.P.A embraces sustainability

By **Guest Contributor** - Jan 11, 2022



Image credit: Maddalena

Thinking from a CSR or Corporate Social Responsibility perspective, integrating in the business development plan the four social, economic, environmental and governance dimensions is an ambitious work that, like any other great commitment, requires perseverance, sharing and transparency.

This is the challenge embraced by Maddalena S.p.A., one of the most important international companies in the field of water measuring

instruments, with over 100 years of history behind it and more than 3 million meters produced every year to meet the needs of the utility and sub-metering segment.



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In a global scenario where **water is, and will increasingly be, a scarce and precious resource, it is essential that all the actors of the extended supply chain adopt a holistic strategic vision** to move forward the transition towards more sustainable management and consumption models.

It is precisely from this perspective that Maddalena S.p.A. – as an active member of the *Value of Water for Italy Community of The European House – Ambrosetti* – works on the concept of measuring efficiency for saving water, in order to contribute to the **attainment of SDG 6 of the 2030 Agenda for Sustainable Development– Clean water and sanitation for all** – to which it has also linked its vision of making water metering the essential foundation for water efficiency throughout the world.

Following a careful analysis of the range of sustainability actions implemented in favour of our corporate stakeholders, but not yet communicated according to this interpretation, we came to the conclusion that their value must be understood in strategic terms.

The transition from a so-called “unaware” sustainability to a real sustainability strategy took place in Maddalena S.p.A. in just over a year, during which the pandemic represented the litmus test that made this strong effort clear.

Through the International Guidelines of ISO 26000 and the compliance with so many as 12 out of the 17 SDGs of the United Nations 2030 Agenda, a concrete mapping of the sustainability actions undertaken by the company was carried out, in collaboration also with **Animaimpresa** and with the full support of our CSR Manager. The growing global relevance of sustainability issues has made it necessary, in the last year more than ever, to have appropriate tools that can be used to measure the performance of companies. **ESG ratings are increasingly being used as a way of assessing the strength of a company’s environmental, social and governance performance.**

In 2021, Maddalena S.p.A. was awarded the **Ecovadis Silver Sustainability Rating** for this type of analysis and, at the same time, was included in the **Forbes list of the top 100 Italian sustainable companies**, thus joining the exclusive **Sustainability Award** community made up of those companies that have distinguished themselves by facing the challenges of the emergency, and transformed them into opportunities to express innovation and activate the best energies of the country.

[Read more about Maddalena:
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Sustainability for Maddalena S.p.A. – as demonstrated by the recent **SA8000 ethical certification**, which joins our ISO 9001, 14001, 27001, and 45001 Integrated Management System – has now become an essential asset on which to focus. This is an asset that goes hand in hand with digital and IoT, and should certainly not be considered a cost but rather an investment, also in light of the **ever-increased importance of the so-called “cost of unsustainability” for companies that want to stand out in the market** in this period of strong transition towards a sustainable and technological restart.

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