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## **SOCIAL IMPACT REPORT 2018**

### **Introduction**

Benefit Corporations (BC) represent a step forward in the evolution of the company. While traditional companies exist solely to distribute dividends to shareholders, BC are the manifestation of a more advanced corporate concept: beside the profit motive, the business objectives include the goal of making a positive impact on society and the biosphere.

### **Objectives**

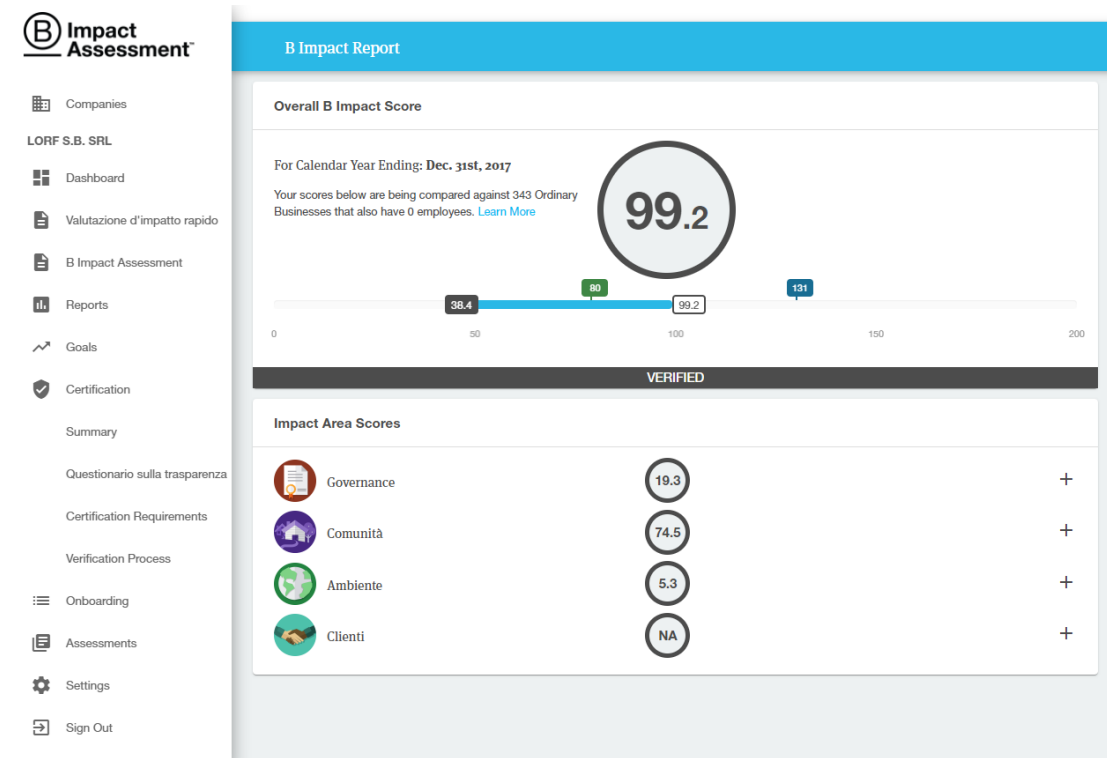
In accordance with its benefit purpose statement, LORF (hereafter the Company) aims to carry out actions to raise public awareness about autism in order to foster greater social inclusion of people with the syndrome. As part of the broader issue of autism, the Company intends to draw particular attention to the question of “after us”, i.e. on the death of an autistic child’s parents, how and by whom will today’s autistic children be cared for when they become adults? Given the significant costs to the community posed by this issue in the future, the intention is to promote and support models for assisted autonomy that combine human intervention with the use of new technologies, with the ultimate goal of reducing the burden of these costs on the community. The aforementioned actions can have direct benefits for people with autism, their families and the community at large, and indirect benefits for associations that tackle these problems thanks to the intended provision of support. To that end, and merely as an example, an annual implementation plan of activities for the common good will be drawn up and approved at the end of each fiscal year for the following one; the plan will specify in greater detail what the focus of the Company’s activities for benefit purposes will be. In order to fulfil its stated objectives, in addition to what it already plans to do in pursuit of its profit-making goals the Company may decide at its shareholder meeting to allocate a portion of its own resources in favour of the aforementioned activities for benefit purposes.

### **Actions Undertaken in 2018**

In 2018, a number of activities in different spheres were conducted in order to achieve the objectives mentioned in the preceding paragraphs; details of these activities, including any recognition or awards achieved, are given below.

### **B Impact Assessment (BIA) and B Corp accreditation**

On 15 May 2018, LORF passed the BIA with an overall score of 99.2, comprised of 74.5 for Community impact, 19.3 for Governance, and 5.3 for the Environment.



The score of more than 80 means that LORF has achieved B Corp accreditation. The high score on the community impact criterion led to an award at the Italian B Corp Summit 2018, where LORF was recognised as the Italian B Corp with the highest score for this area.

### Italian B Corp Summit 2018

At the summit for socially-committed companies held on 28 November in Bologna, LORF received the “Best for Italy” award as the Italian B Corp with the greatest impact on the community. Receiving the award, co-founder Andrea Buragina said it was recognition of the importance given to the community in the promotion of activities to support issues of social inclusion as well as those related to autism. LORF has set itself the goal of bringing people out of the virtual world and into real-world interactions, but its activities are not confined to the issue of social inclusion, which is also one of the fundamental problems in the autism syndrome and in dependence on social networks. Indeed, a number of initiatives have been fostered to help those who experience autism.

### #WordFriend Campaign

As 2018 drew to a close, LORF launched the #WorldFriend campaign on Instagram, which seeks to underline the uniqueness of lived experiences in real life and the importance of living in the real world. The Instagram campaign involves testimonials from celebrities and ordinary people, and uses photos that aim to celebrate life in the real world and an implicitly intelligent use of social networks. The first testimonial was from top Italian sprinter Marco Torrieri.

### #RobotFriend Project

The aim is to create a middle school robotics class/workshop open to all children without regard to differences of functional diversity. The project plays on the theme of the Robot,

which children relate to as a toy, in order to create toys and games to foster social inclusion (and, by implication, education about diversity), while also encouraging the acquisition of knowledge and skills. Throughout 2018, tests involving youngsters with and without the autism syndrome were conducted in order to gauge the validity of the project and the underlying concept; the test results and a video summarising the outcomes were presented by LORF at the Campus Party in July.

## **HomeMate Project**

HomeMate is a project created and promoted by LORF that aims to set up a platform to bring together home automation systems and sensors in order to improve the quality of life of people with autism, increasing their independence in line with the stated goal of addressing problems that arise should a person with autism suffer the loss of their parents or guardian. Another objective of no lesser importance is reducing the general cost of caring for adults with autism that the wider community will struggle to support. It is estimated that in the USA alone, the direct and indirect costs of managing autism will reach US\$1tn in 2025, or practically half the public debt. The project envisages technology at the service of people in which the latter are in control, not only as users but also as administrators. The key figure in the project is the Life Mentor: an educator with highly evolved skills able to evaluate the requirements of people with autism and configure HomeMate to optimise their interactions with the real world, especially in regard to the domestic environment.

In order to realise the HomeMate project, LORF has worked with Fabula Onlus and promoted a crowdfunding initiative on Kickstarter that concluded successfully ahead of schedule. The funds raised were used to finance phase 1 of the project, which saw the involvement of educators/psychologists from Fabula Onlus with engineers from technological partner Fifthingenium for the purpose of drawing up the final project to be implemented in phase 2. Phase 1 closed with the definition of the project and the drafting of a paper summarising the results.

## **2019 Action Plan**

The aim is to resume the HomeMate assisted home autonomy project, with the preliminary step being to identify actions needed to raise the resources required for the realisation of phase 2 in line with the outcomes at the end of phase 1. In addition to the HomeMate project, the company intends to pursue both the #WordFriend campaign and the #RobotFriend project as previously outlined.