



# “GELATO WORLD CUP” CODE OF ETHICS

ORGANIZED BY



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## FOREWORD

### - The vision of “Gelato e Cultura Srl” and “Italian Exhibition Group SpA”

"Gelato e Cultura Srl" and the "Italian Exhibition Group SpA" are fully aware that the authoritativeness of an event lies not only on the organizational system and on the high quality of the services offered, but also on the attention paid to the individual participants' needs, and on their willingness to work together in teams for the achievement of successful final goals.

The principles that have always inspired the work carried out by these companies for the organization of the event called "Gelato World Cup" are set forth in this Code of Ethics and Conduct, in order to be disseminated among and abided by all contestants and by all the people employed in the organizational structure of the event, in the belief that the reliability of an event revolves around compliance with behavioural standards and the enhancement of people's values. This Code of Ethics therefore stands out as a distinctive and identifying feature of this event compared to other similar events. It is based on the expertise and willingness of sharing know-how of all those subjects who – in their respective capacity - will participate in the event scheduled from Saturday 20 January 2024 to Tuesday 23 January 2024. This is regarded as the first step in guaranteeing safety, entertainment, efficiency and environmental protection.

“Gelato e CulturaS.rl” and the “Italian Exhibition Group SpA” therefore intend to deliver a great experience, through a unique, one-of-a-kind event, worthy of its worldwide resonance, addressed to both professionals of the sector and to the public at large. They also intend to guarantee environmental protection and safety of all the people involved, through compliance with behavioural standards respectful of the Social Ethics. The ultimate goal is to achieve general satisfaction and to ensure added value to contestants, employees of the organizing Companies, end customers and, more generally speaking, the community at large.

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## -Scope and recipients

This Code of Ethics (hereinafter referred to as the "Code") illustrates the set of ethical and moral principles, which underlie the activity carried out by "Gelato e Cultura S.r.l." and by "Italian Exhibition Group SpA" before and during the organization of the event (hereinafter, the "Gelato World Cup" Organizers), as well as the Code of Conduct that must be abided by all participants in the "Gelato World Cup" and in relations with institutions, suppliers, customers, business partners and the media.

This Code is therefore meant to be binding for all participants in the event, as well as for all those who operate and collaborate during the event itself, therefore even only for a fixed term, in any case on behalf of the Companies (hereinafter, the "Recipients").

Finally, compliance with these norms is of fundamental importance to achieve the goals pursued by the companies in organizing the event, and therefore to ensure safety, entertainment, efficiency and environmental protection.

## 1. GENERAL PRINCIPLES

The conduct of Recipients, in any capacity involved in the event, must be based on legality, fairness, non-discrimination, confidentiality, diligence and loyalty principles.

### 1.1 Legality

"Gelato e Cultura Srl" and "Italian Exhibition Group SpA", and all Recipients are required to act in compliance with the law.

### 1.2 Fairness and Respect

Fairness and moral integrity are an unfailing duty for all Recipients.

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Recipients shall refrain from establishing any privileged relationship with third parties, which might be the result of external entreaties aimed at obtaining unfair advantages.

The event is entirely designed to celebrate the art of gelato making. Respect is the key word governing the event. Everything revolves around the professionals who participate in the competition and who collaborate to ensure the success of the event.

All Recipients are therefore invited by "Gelato e Cultura Srl" and the "Italian Exhibition Group SpA" to act so as to primarily enhance and celebrate the art of gelato making and confectionery, and to infuse in it the same love and passion with which they approach their profession, their customers and their suppliers.

In particular, Recipients are required to behave respectfully towards all the bodies of the organizational structure of this event, towards the Management, the other competitors and the judges, as well as the external audience.

In this sense, the Organizing Companies highlight and underline the unquestionable judgment expressed by the jury, require all participants to be respectful and expressly highlight the dutiful observance of the opinions expressed by the control committee.

### 1.3 Non-discrimination

"Gelato e CulturaS.rl" and "Italian Exhibition Group SpA" repudiate any discrimination based on the grounds of age, sex, race, ethnicity, sexual orientation, state of health, political and trade union opinions, religious beliefs, culture and nationality of their employees and collaborators.

To ensure respect towards all participants in the event, the Organizing Companies invite all participants to abide by moral and non-discrimination principles, reserving the right to sanction any discriminatory behaviour adopted by the Recipients towards others, in the premises where the event is held, both indoor and outdoor, if also expressed through the use of mass media.

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## 1.4 Confidentiality

“Gelato e Cultura S.r.l.” and “Italian Exhibition Group SpA” undertake to ensure the protection and confidentiality of the Recipients’ personal data, in compliance with all applicable rules and regulations on personal data protection.

The Recipients are also required not to disclose any confidential information obtained from their participation in the competition. In particular, Recipients are required to maintain the utmost confidentiality on documents that might disclose know-how, transport information, and any other business information.

## 1.5 Loyalty

As part of the contest procedure, all Recipients undertake to abide by fair competition rules, in compliance with the Competition Regulations, being fully aware that virtuous and fair competition constitutes a healthy incentive to promote innovation and development processes.

“Gelato e Cultura S.r.l.” and “Italian Exhibition Group SpA” invite all Recipients to participate with their own material means and not to adopt any behaviour that would be likely to harm or damage other participants, in full compliance with the aforementioned loyalty principle.

## 2. BANS

### 2.1 Impartiality

Although already implied in the principles set forth under art. 1 of this Code, “Gelato e Cultura S.r.l.” and “Italian Exhibition Group SpA” expressly prohibit all Recipients from engaging in behaviours that could influence the ongoing assessment and/or the final results of the competition.

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In particular, judges are required to maintain an unbiased and impartial attitude, to report any conflicts of interest with the participants taking part in the competition.

Contestants, participating in the competition, either directly or indirectly, therefore also through collaborators, are bound to respect the impartiality of the judges, maintaining suitable attitudes such as not to intentionally and in any other way influence the evaluation of the jury.

## **2.2 Common sense and team spirit**

In full respect of team spirit and common sense in participating in the competition, “Gelato e Cultura Srl” and “Italian Exhibition Group SpA” ban any behaviour which – according to an objective assessment based on the spirit of loyalty and fairness – is carried out to cause damage to one or more teams, or their individual members.

## **3. HEALTH AND SAFETY OF PREMISES**

“Gelato e Cultura S.r.l.” and “Italian Exhibition Group SpA” undertake to deliver healthy, safe and environmentally friendly premises to their personnel employed in the event, as well as to all participants and guests involved in the event.

The safety of the premises, in particular of the Exhibition Centre in Rimini (Italy), is ensured both by rigorously implementing the provisions set forth by the law in force, and by actively promoting the culture of health and safety through specific training programmes.

## **4. EXTERNAL RELATIONS**

Collaborators, employees and participants in the event, in any capacity, are required to deal with third parties with courtesy, competence and professionalism, being fully aware that the collective well-being depends on their conduct.

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In particular, Recipients must refrain from any form of unfair or deceptive behaviour which could lead other participants, the external audience or all suppliers to rely on unfounded facts or circumstances.

Recipients are required to make a constant effort to deliver timely and premium quality services to the other participants, to the external audience and to all suppliers, trying to limit any form of inconvenience.

Recipients must also check that suppliers and customers are also able to comply with the fundamental ethical principles referred to in this Code.

Relations with the local Authorities and with the Public Administration bodies must also be based on the utmost transparency and collaboration, in full compliance with the current law and according to the highest moral and professional standards.

## 5. AWARDS

“Gelato e Cultura S.r.l.” and “Italian Exhibition Group SpA” guarantee that effective and complete awards are made available and that winners shall not have to make any additional payment to receive them.

All the awards are designed to offer professionals opportunities for growth, experimentation and innovation in the gelato making sector.

## 6. INTERNAL CONTROL SYSTEMS

Compliance with the provisions of this Code is entrusted to the prudent, reasonable and careful supervision of each of the Recipients, within the context of their respective roles and functions within the event.

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All Recipients are invited to report any facts and circumstances that may be considered in conflict with the principles and provisions set out in this Code to the Organizing Companies and to the Control Group.

“Gelato e Cultura S.r.l.” and “Italian Exhibition Group SpA”, in their capacity as event managers, may adopt any necessary measure to put an end to any violations, or resort to any disciplinary measures in compliance with the Competition Regulations.

## 7. SANCTIONS SYSTEM GUIDELINES

All effects of any violations of the Code of Ethics and internal protocols must be taken into account by all those who, for whatever reason, maintain relations with the event organized by “Gelato e Cultura S.r.l.” and “Italian Exhibition Group SpA”.

Depending on the seriousness of the conduct carried out by the person involved in any illegal activities envisaged by the Code, “Gelato e Cultura S.r.l.” and “Italian Exhibition Group SpA” shall immediately take the appropriate measures, as envisaged and ruled by the Competition Regulations.

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