

# BEACONSULTING

## Advancing Innovation for Sustainability

BeaConsulting is a fully owned subsidiary of Bonucchi e Associati srl, a company that has been offering management consulting, market research, training, and content providing services in Italy and globally since 1993. Initially, BeaConsulting's role was to implement the projects of its Italian parent company in Singapore, focussing on supporting Italian SMEs in international marketing, export, and internationalisation. However, it quickly developed its own identity.



In addition to serving as Bonucchi e Associati's base for internationalisation projects in Singapore, BeaConsulting has developed specific expertise in consulting for startups and SMEs within the circular economy sector. This expertise is applied across all the sectors it operates in, with a particular focus on two key ecosystems: beauty & wellness and architecture & design.

The company began its involvement in ASEAN projects in 1993 and established its first team in Singapore in 2011. BeaConsulting was formally incorporated in Singapore in 2020 and operates here today with



a director and two employees, generating revenues under 1 million SGD.

BeaConsulting collaborates with numerous companies, associations, and institutions to provide effective services to SMEs looking to enter international markets.

### A SUSTAINABLE CORPORATE CULTURE AT BEACONSULTING

BeaConsulting prides itself on being a socially sustainable company, even at the parent company level. The organisation operates as a paperless company and all employees in both Singapore and Italy are actively involved in sustainability-related assignments, making it a core focus and shared responsibility across the company.

For instance, when a new client expands their operations in the ASEAN region to manufacture mattresses using a circular economy approach (recycling materials to create new products), BeaConsulting's team collaborates on the project. They develop and implement a sustainability roadmap

specifically tailored for the hospitality industry.

Furthermore, BeaConsulting boasts a workforce that is 90% female and embraces a hybrid work policy, demonstrating a strong commitment to work-life balance principles. This dedication to sustainability and gender diversity sets them apart, fostering a progressive and inclusive workplace culture.

### REPURPOSING COFFEE WASTE

BeaConsulting is active in the R&D of Coffeefrom, an innovative initiative that focusses on transforming coffee waste into sustainable products. By repurposing coffee grounds, the project aims to create eco-friendly items, reducing waste and promoting a circular economy. The first product developed under this project is a coffee cup, highlighting the practical applications of recycled coffee materials. This initiative is a collaboration between Laura Gallo, founder of Coffeefrom, and Rita Bonucchi, owner of Bonucchi e Associati and Director of BeaConsulting, showcasing their dedication to sustainability and environmental responsibility.

Coffeefrom originated from an entrepreneurial initiative by Il Giardinone, a social enterprise focussed on environmental services since 1996. Collaborating with Lavazza, Novamont, and the Polytechnic of Turin, Il Giardinone began transforming coffee grounds for mushroom cultivation, laying the foundations for this innovative brand.

Coffeefrom is a company participating in the Global Startup Programme organised by the Italian Trade Agency (ITA). This programme supports startups in expanding their business internationally.

In 2019, Coffeefrom was established with the aim of converting industrial coffee

grounds into new materials. Embracing a circular economy approach, the start-up repurposes coffee waste from the food industry into recycled and bio-based thermo-plastic materials, creating innovative products and applications. The project thrives on the intentional blending of values and resources across supply chains, resulting in a virtuous industrial symbiosis that combines BeaConsulting's environmental, social, design, and industrial expertise.

Coffeefrom's social impact is operationally driven by Il Giardinone, which handles logistics and the initial processing of coffee grounds. As a "Type B Social Cooperative," Il Giardinone ensures at least 30% of its workers are from disadvantaged categories. The workforce varies seasonally but includes at least 20 fragile workers at any given time.

Having obtained food-contact certification, Coffeefrom is now ready to market its products globally. The primary focus is on expanding the model to Asia by securing funding, partners, and licensing the Coffeefrom patent. BeaConsulting supports Coffeefrom's activities in the ASEAN region, working mainly with clients in the architecture & design and beauty & wellness industries.

Additionally, BeaConsulting collaborates with Politecnico di Milano on developing new materials from spent coffee grounds, furthering their commitment to sustainability and innovation.

As part of the programme, Coffeefrom is introducing a new sustainable material made from used coffee grounds to the ASE-



AN region. This initiative aims to promote and implement the innovative material in the market, fostering the creation of eco-friendly products and reducing waste.

## COLLABORATION ON SUSTAINABILITY INITIATIVES

### Offsetting Emissions Through Treedom Forest

Through BeaConsulting's Treedom forest initiative, the company plants trees via Treedom, an online platform that enables individuals and businesses to offset their carbon emissions. By maintaining a Treedom forest, BeaConsulting aims to compensate for the carbon emissions generated by frequent flights between Italy and Singapore, thus contributing to environmental sustainability and carbon neutrality efforts. Treedom supports tree planting projects worldwide,

promoting reforestation and aiding local communities. This initiative not only helps in reducing the company's carbon footprint but also aligns with their commitment to social and environmental responsibility, making a positive impact globally and fostering a greener future.

### Collaborating with the Italian Chamber of Commerce, Singapore (ICCS)

BeaConsulting recently collaborated with the ICCS to organise a seminar focussed on implementing sustainability practices within the hospitality industry. This effort highlights BeaConsulting's commitment to sustainability, both internally and with clients, and underscores their dedication to partnering with external organisations to promote and educate on sustainable practices.