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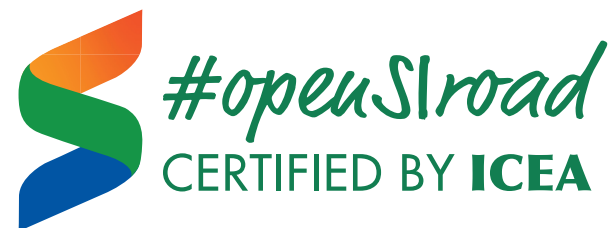


#openSiroad
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#openSiroad

**THE NEW PATH TO INTEGRATED
SUSTAINABILITY**

The importance of awareness in
measuring and understanding ESG
and SDG performance



In recent years, sustainability has shifted from being a “nice to have” to a “must-have.” Climate change, regulatory developments, investor pressure, banking and financial requirements, communication and reputation strategies, and increasing consumer awareness are fundamentally transforming how companies and public organizations must operate. In this context, **#openSIroad** was created as a concrete and structured response to the growing demand for transparency, reliability, and measurability in sustainability pathways.

It is not a simple certification scheme nor a typical ESG rating. **#openSIroad** is a new standard that merges the best of both worlds: the rigor of certification and the analytical power of performance evaluation and ESG/SDG management analysis.

A project born from a shared vision

#openSIroad is the result of integrating two complementary approaches.

On the one hand, ICEA, one of the most respected non-profit certification bodies in Italy and Europe, promoter of the **#opensustainability** model, which for years has promoted a systemic evolution of certification, capable of integrating environment, society, and economy into a single approach. With over 20,000 certified operators worldwide, ICEA represents certification credibility and trustworthiness.

On the other hand, ARB SB, a benefit corporation and creator of SI Rating®, has developed a scientific and digital system for measuring sustainability according to ESG criteria. Developed in collaboration with SASB, the global standard for sector-specific materiality, SI Rating® analyzes 26 ESG variables across 77 sectors, providing scientific benchmarks, gap analysis, and a plan of concrete, targeted actions in the short, medium, and long term.

This alliance has led to the creation of an open, modular standard, adaptable to all sectors and business sizes, capable of enhancing existing certifications and transforming them into measurable and verifiable sustainability strategies.

A tested system, ready to scale

The development of **#openSIroad** followed a thorough and participatory process. After an analysis and co-design phase, the standard was successfully tested across various industries through a series of pilot audits. The results confirmed that **#openSIroad** can:

- Provide a clear mapping of an organization's ESG and SDG performance;
- Precisely identify the most critical areas for improvement.

A concrete response to a historic shift

73% of European companies declare ESG objectives, but only 23% are able to measure them effectively. This figure, from a recent McKinsey study, highlights the most pressing challenge of our time: turning good intentions into measurable results.



Why is #openSIroad the winning choice?

#openSIroad was developed with a clear ambition: to make sustainability operational, measurable, and competitive. It is:

- A business management tool aligned with the crisis prevention framework required under new corporate regulations;
- Designed to comply with the new ISO 9001, which from 2026 will integrate sustainability into core context and management requirements, focusing on ESG impacts;
- In line with new European banking guidelines for credit risk assessment, helping companies demonstrate ESG risk analysis for access to favorable financing;
- A valuable marketing asset, enabling communication based on certified data, thus avoiding greenwashing and social washing risks;
- A fundamental tool for preparing sustainability reports.

Sustainability at the core

#openSIroad is designed for those ready to take their sustainability journey to the next level: companies that have started working on sustainability and now want to structure, measure, and communicate it credibly. It is ideal for:

- SMEs and large companies in transition;
- Industrial groups and production supply chains;
- Public entities and utilities;
- Cooperatives, foundations, consortia;
- Companies already holding ISO certifications;
- Startups and businesses with a social or environmental mission.

Data, impact, and strategy:

THE CONTRIBUTION OF SI RATING®

At the heart of the system is the SI Rating® methodology, used as the benchmark for ESG evaluation. Thanks to a validated algorithm and an official partnership with SASB - the global reference for financial risk analysis - the outcome is a detailed assessment with area-specific scores and numeric summaries: a valuable tool not only for compliance, but also for building a solid and credible ESG strategy.

Glossary of #openSIroad standards and regulatory references

- **Sustainability Accounting Standards Board (SASB)**
An international organization that develops sector-specific ESG standards. Its approach is based on financial materiality, identifying ESG factors that influence corporate economic performance. Since 2022, it has been the global benchmark for financial risk analysis, used by major players including BlackRock and Italy's Cassa di Risparmio di Roma.
- **International Sustainability Standards Board (ISSB)**
Established in 2021 by the IFRS Foundation, ISSB aims to create unified global sustainability reporting standards, primarily for investors and financial markets.
- **Sustainable Development Goals (SDGs)**
17 goals set by the United Nations in the 2030 Agenda, ranging from climate action to gender equality, from decent work to responsible production. These are objectives that companies commit to achieving - and with **#openSIroad**, their progress becomes measurable year by year, ready to be included in sustainability reports.
- **European Sustainability Reporting Standards (ESRS)**
Technical standards developed by EFRAG to implement the CSRD directive. They specify what and how to report in terms of sustainability, including mandatory requirements for all large companies.
- **Corporate Sustainability Reporting Directive (CSRD)**
The EU directive defining the new sustainability reporting standards, applicable to both large companies (via ESRS) and SMEs, with a dedicated standard for smaller businesses (VSME).



The future is now

The global sustainability certification market is projected to exceed \$4 billion by 2030. Yet today, most ESG assessments still rely on self-declared, non-comparable data.

#openSIroad aims to close this gap by offering a scientific, adaptable, and verifiable standard that can give real weight to sustainability and strategic strength to decisions.

Environmental, Social and Governance (ESG)

THE THREE PILLARS OF CORPORATE SUSTAINABILITY:

1

ENVIRONMENTAL

Covers the organization's impact on the environment and climate: energy consumption, CO₂ emissions, waste management, natural resource use, biodiversity, etc.;

2

SOCIAL

Looks at how the organization interacts with people: workers' rights, working conditions, gender equality, inclusion, community impact, safety, and supply chain relationships;

3

GOVERNANCE

Focuses on decision-making and control mechanisms: ethics, transparency, board composition, pay equity, risk management, and anti-corruption measures.

Integrating ESG criteria helps companies become more responsible, resilient, and attractive to investors, customers, and institutions.



Want to know more?

ICEA - Institute for Ethical and Environmental Certification

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