

# Acqua Minerale San Benedetto: Italian Pioneer for Circular Economy

**Louis Alarcon**

*Luiss University, Italy*

**Valentina Arangiaro**

*Simest S.p.A., Italy*

**Adrian Fernandez Rabe**

*SICK, Italy*

**Felicián Elekes**

*Luiss University, Italy*

**Juliane Gellersdörfer**

*Deutsche Gesellschaft für  
Internationale Zusammenarbeit  
GmbH, Italy*

**Katharina Gramiller**

*Gesundheit Österreich GmbH, Italy*

**Gloria Rotundo**

*WINDTRE, Italy*

**Kristóf Tölgyesi**

*Luiss University, Italy*

## EXECUTIVE SUMMARY

*Sustainability is an extremely urgent and universal concern; however, becoming sustainable doesn't happen overnight. It is not an immediate transition, and in order to really take sustainability to the next level, experience and know-how must be upgraded over time. San Benedetto is the perfect example of a company that developed a strong commitment to the environment since its origins. It has embraced the circular economy paradigm since it has shifted from the traditional linear economic model, which is based on a take-make-consume-throw away pattern toward a closed loop business model in which waste becomes an input in the production process. Over the years, San Benedetto has reached important achievements and prizes as far as environmental protection effort, proving to the world its responsibility and its proactive attitude over the matter, that in turn led to increase customer loyalty and displace the competition.*

## **INTRODUCTION**

Acqua Minerale San Benedetto S.p.A. is an Italian multinational controlled by the Zoppas family and based in the area of the Municipality of Scorzé (Venice province) that operates in the field of non-alcoholic beverages of which it is the national market leader. It makes and sells mineral water, carbonated and non-carbonated beverages across the Italian territory and abroad. It owns six production sites in Italy, namely Scorzé (Venice), Popoli (Pescara), Donato (Biella), Nepi (Viterbo), Viggianello (Potenza), Atella (Potenza). In addition, it controls two production facilities in Spain, one in Poland and one in Hungary. According to 2020 financial data, San Benedetto proves itself to be a resilient company since, thanks to its 10 worldwide production settlements and to its active commercial presence in over 100 countries, it has been able to achieve 703 million of consolidated turnover, a total of 2115 employees and 4,6 billion bottles of water produced yearly. Its competitive advantage is ensured by continuous product and process improvements allocated to the development stages of the entire non-alcoholic offering. The leading position as far as mineral water and soft drinks is also attributable to some fundamental company's pillars that build a strong and ongoing value proposition: tradition, innovation, corporate culture, sustainable expansion and constant focus on the consumer are the key ingredients for the success in the name of "Made in Italy".

According to Italy RepTrak 2022, an important annual study on companies' reputation, San Benedetto ranks 74th in the list of the 150 most reliable companies in Italy. This achievement is not surprising since for 5 years it had the highest corporate reputation in the mineral water, drink and refreshment sector. The model measures the perception of stakeholders (population, employees, media...) based on 7 rational dimensions: products and services, innovation, work environment, governance, social and environmental responsibility, leadership and performance. In this context, it must be highlighted the company's strong commitment with respect to social wellbeing and environmental sustainability, not casually the adoption of a sustainable approach is part of San Benedetto DNA.

## **History in Brief: The Road for Sustainable Development**

It is interesting to retrace San Benedetto's evolution provided that in less than thirty years, it grew from a small local producer to a company with

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