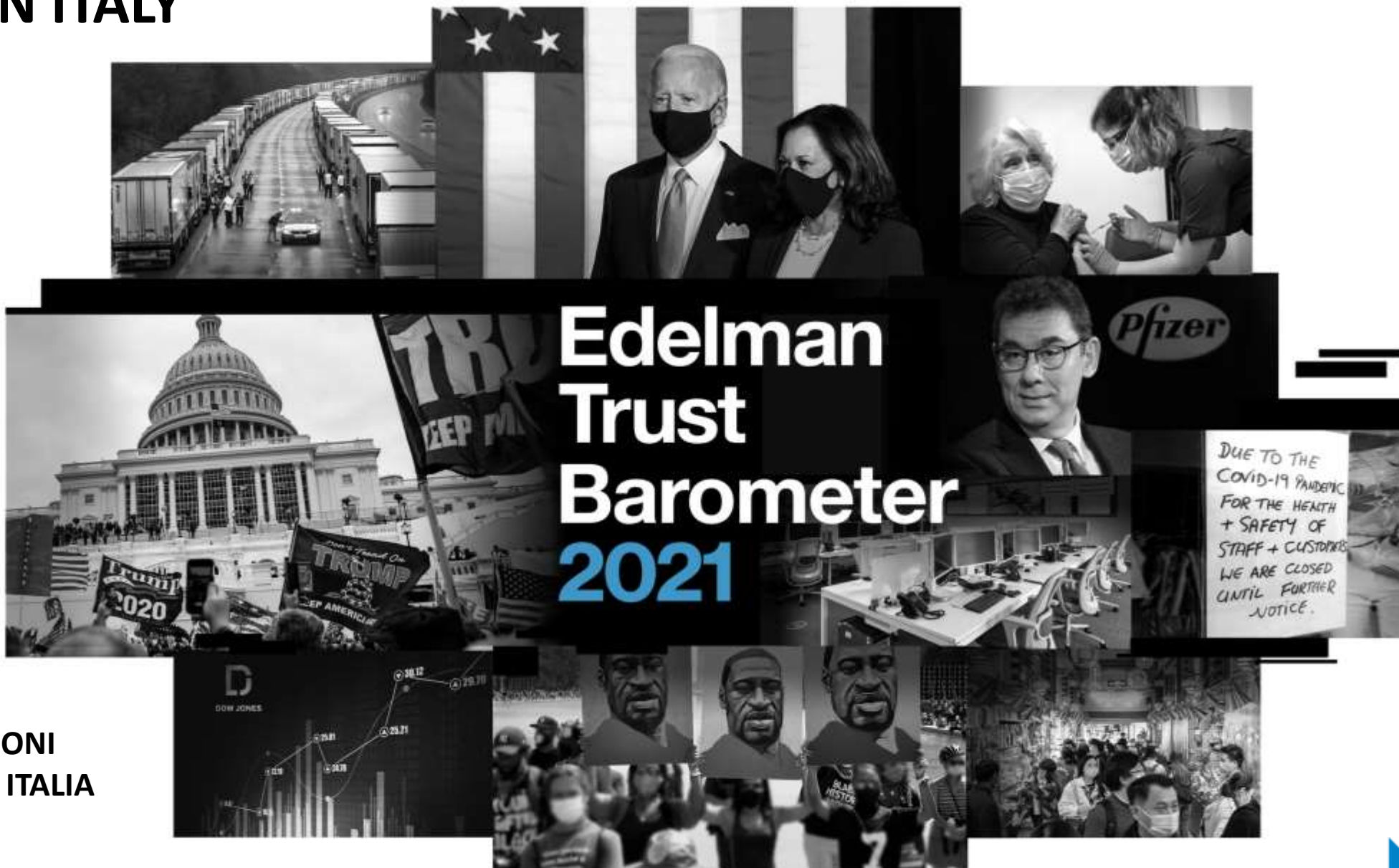


TRUST IN ITALY

@EdelmanItalia

#TrustBarometer



Edelman Trust Barometer 2021

IORELLA PASSONI
CEO EDELMAN ITALIA



21st ANNUAL EDELMAN TRUST BAROMETER

Methodology



Online survey in 28 countries*

33,000+ respondents

2021 Edelman Trust Barometer fieldwork
conducted from October 19 to November 18, 2020

**The 2021 Trust Barometer 27-market global averages (for the general population, mass population and informed public) do not include Nigeria*

27-market global data margin of error: General population +/- 0.6% (N=31,050); informed public +/- 1.3% (N=6,000); mass population +/- 0.6% (N=25,050+); half-sample global general online population +/- 0.8% (N=15,525).

Country-specific data margin of error: General population +/- 2.9% (N=1,150); informed public +/- 6.9% (N=min 200, varies by country), except for China and U.S. +/- 4.4% (N=500) and Nigeria +/- 9.8% (N=100); mass population +/- 3.0% to 3.6% (N=min 736, varies by country), except for Nigeria +/- 2.9% (N=1,125).

U.S. Post-Election Supplement margin of error: +/- 2.5% (N=1,500).

U.S. Post-Election Supplement ethnicity-specific data margin of error: Non-Hispanic White +/- 3.3% (N=894); all others +/- 4.0 (N=607).

General Online Population

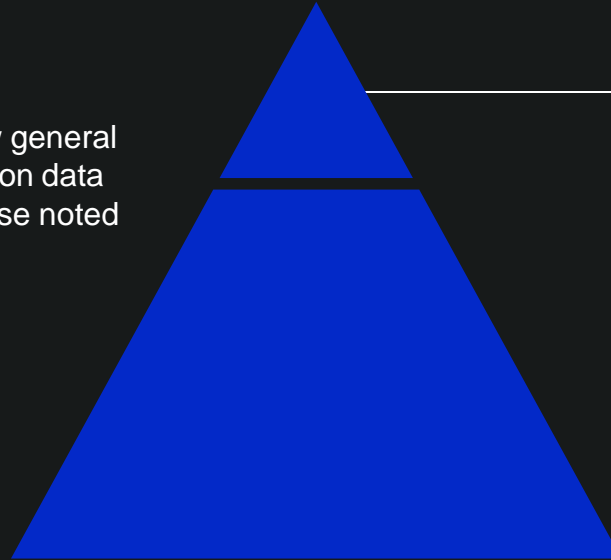
1,150

respondents per country

Ages

18+

All slides show general
online population data
unless otherwise noted



Informed Public

500 respondents in U.S. and China;
100 respondents in Nigeria;
200 in all other countries

Represents **17%** of total global population

Must meet 4 criteria:

- ▶ Age **25-64**
- ▶ College-educated
- ▶ In top **25%** of household income per age group in each country
- ▶ Report significant engagement in public policy and business news

Mass Population

All population not including
informed public

Represents **83%** of total global
population



U.S. Post-Election Supplement

1,500 U.S. respondents, fielded December 14 to 18, 2020

21 YEARS OF TRUST

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Rising Influence of NGOs	Fall of the Celebrity CEO	Earned Media More Credible Than Advertising	U.S. Companies in Europe Suffer Trust Discount	Trust Shifts from "Authorities" to Peers	A "Person Like Me" Emerges as Credible Spokesperson	Business More Trusted Than Government and Media	Young People Have More Trust in Business	Trust in Business Plummet	Performance and Transparency Essential to Trust	Business Must Partner With Government to Regain Trust
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
Fall of Government	Crisis of Leadership	Business to Lead the Debate for Change	Trust is Essential to Innovation	Growing Inequality of Trust	Trust in Crisis	The Battle for Truth	Trust at Work	Trust: Competence and Ethics	Declaring Information Bankruptcy	



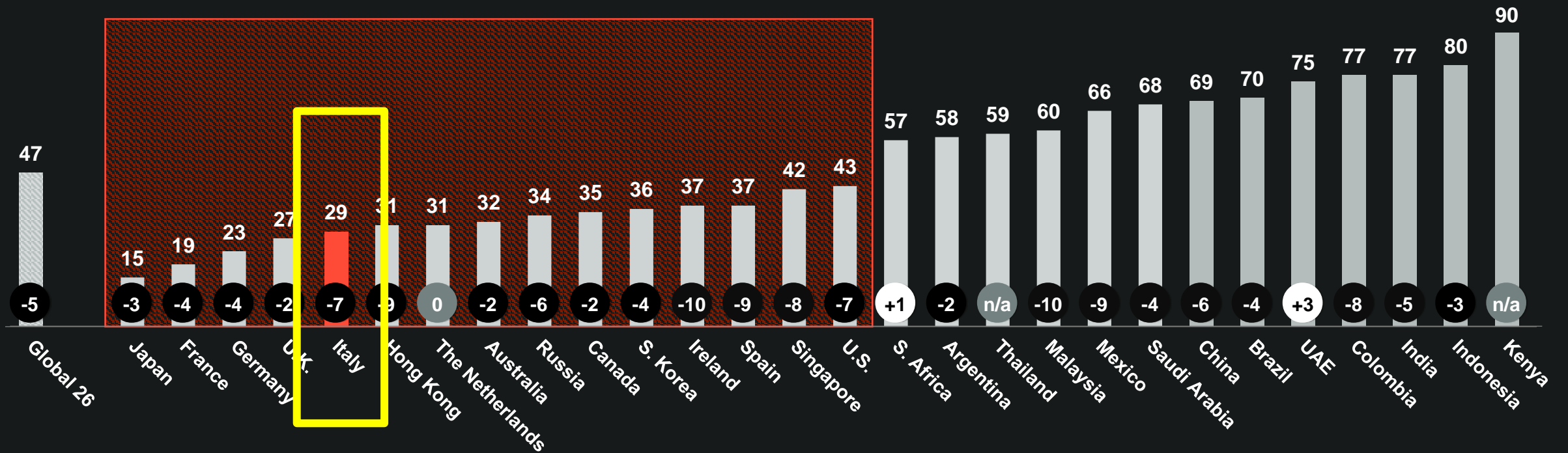
┆
WHERE WE COME FROM
┆

PESSIMISTIC ABOUT ECONOMIC PROSPECTS

Percent who believe they and their families will be better off in five years' time

○ 0 ○ Change, 2019 to 2020

Majority pessimistic in 15 of 28 markets



2020 Edelman Trust Barometer. CNG_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-point scale; top 2 box, better off. General population, 26-mkt avg.

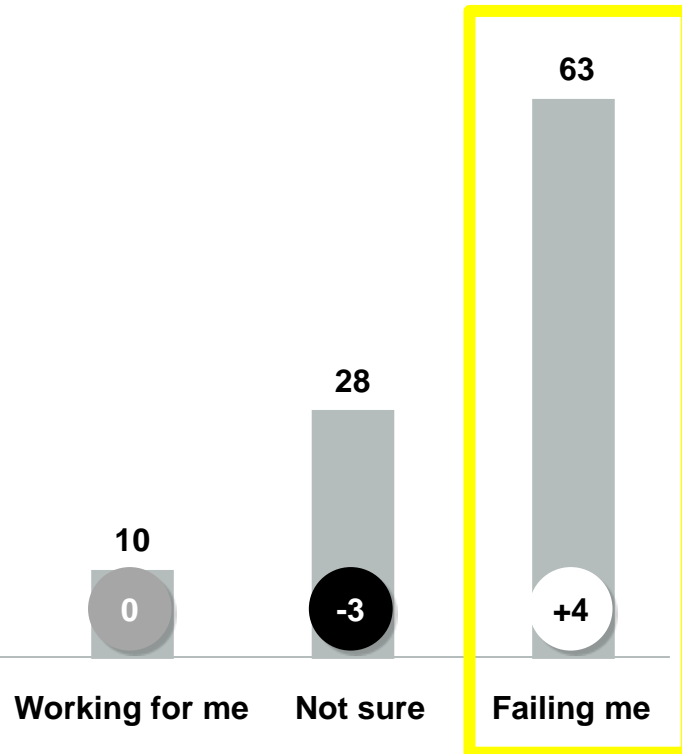
CAPITALISM UNDER FIRE

Percent in Italy who agree



How true is this for you?

Sense of injustice	79
Desire for change	78
Lack of confidence	73
Lack of hope	41



Capitalism as it exists today
**does more harm than
good in the world**

61%

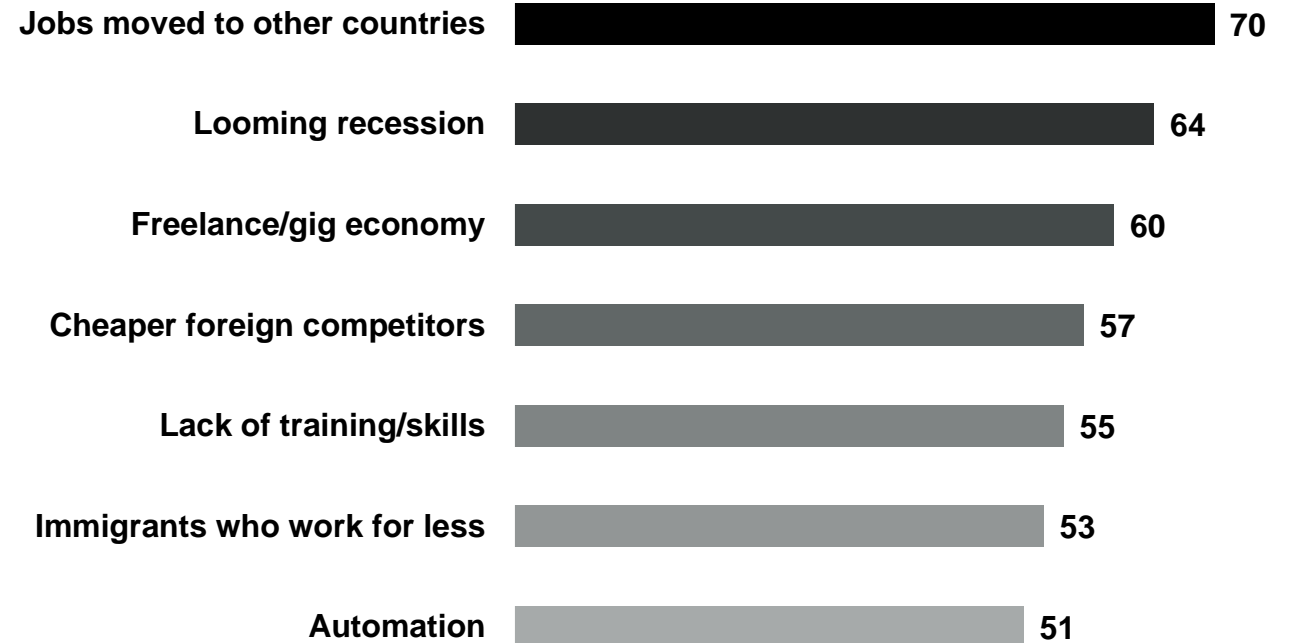
2020 Edelman Trust Barometer. "System failing" measure. For full details on how the "system failing" measure was calculated, please refer to the Technical Appendix. POP_MDC. Below is a list of statements. For each one, please rate how true you believe that statement is. 9-point scale; top 4 box, true. General population, Italy. Sense of injustice is an average of POP_MDC/1,2,3,8; Desire for change is POP_MDC/9; Lack of confidence is POP_MDC/10; Lack of hope is an average of POP_MDC/18,19,20 [reverse scored]. TMA_SIE_SHV. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, Italy.

WORRY ABOUT THE **FUTURE OF WORK**

Percent of employees in Italy who worry about job loss due to each issue

I worry about **losing my job**
due to one or more of these causes

87%



JOB LOSS

Percent who are worried about losing their job due to each reason

- Highest job loss worry in each market
- Second-highest job loss worry
- Third-highest job loss worry

	Gig-economy	Looming recession	Lack of training/skills	Foreign competitors	Immigration	Automation	Job moved abroad
Argentina	61	65	57	55	54	51	46
Australia	60	51	51	49	48	45	41
Brazil	64	67	68	56	52	58	54
Canada	56	49	50	42	43	45	36
China	65	62	67	59	56	63	59
Colombia	74	74	69	69	74	65	60
France	65	54	54	51	52	55	49
Germany	51	45	43	42	41	40	46
Hong Kong	60	52	58	46	49	50	44
India	82	80	81	79	80	77	77
Indonesia	61	58	61	58	56	57	52
Ireland	57	55	50	45	42	39	40
Italy	60	64	55	57	53	51	70
Japan	44	37	45	38	44	38	40
Kenya	64	64	63	58	49	52	49
Malaysia	70	71	67	73	71	69	61
Mexico	71	71	67	64	59	60	59
Russia	49	60	49	38	43	34	27
Saudi Arabia	47	48	44	46	45	41	44
Singapore	67	67	66	64	67	59	60
S. Africa	61	70	63	53	55	51	45
S. Korea	60	69	57	58	50	63	44
Spain	68	66	65	62	58	57	58
Thailand	68	76	67	66	67	65	60
The Netherlands	49	34	38	36	38	35	29
UAE	62	65	63	62	64	59	59
U.K.	53	52	49	46	44	46	43
U.S.	55	49	51	42	47	46	40

2020 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worried. General population, 28-mkt avg, among those who are employed (Q43/1).

WORRY **TECHNOLOGY** IS OUT OF CONTROL

Percent in Italy who agree

The pace of change in technology is **too fast**

I worry technology will make it impossible to know if **what people are seeing or hearing is real**

Government **does not understand emerging technologies** enough to regulate them effectively

⊥

67%

⊥

59%

⊥

80%

Trust in technology
2019-2020

Global 26

-4

Largest declines in:

France

-10

Canada, Italy,
Russia, Singapore

-8

U.S.

-7

Australia

-6

2020 Edelman Trust Barometer. CNG_POC. For the statements below, please think about the pace of development and change in society today and select the response that most accurately represents your opinion. 9-point scale; top 4 box, fast. Italy. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement. 9-point scale; top 4 box, agree. Italy. PER_GOV. How well do you feel the government is currently doing each of the following? 5-point scale; bottom 3 box, not doing well (data excludes DK responses). Italy. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. 26-mkt avg. All questions asked of half of the sample among the general population.

WORRY ABOUT QUALITY INFORMATION

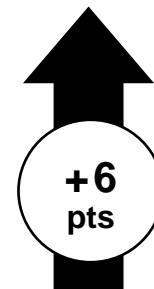
Percent in Italy who agree

The media I use are **contaminated with untrustworthy information**

I worry about false information or **fake news being used as a weapon**

63%

76%



Change,
2018 to 2020





COVID-19
NEW NEEDS ARE EMERGING

PRODUCE PRODUCTS THAT CAN HELP

Percent in Italy who want each from brands

■ Brands must do this to earn or keep my trust □ I hope brands will do this, but there is no obligation

Shift to producing products that **help people meet the challenges**

89%

47

42

Offer free or lower-priced products to health workers, high-risk individuals and those whose jobs have been affected

92%

47

45

Percent in Italy who agree

I am just not paying attention to new products right now **unless they are designed to help me with my pandemic-related life challenges**

53%

SERVE AS INFORMATION SOURCE

Percent who want brands to play this role

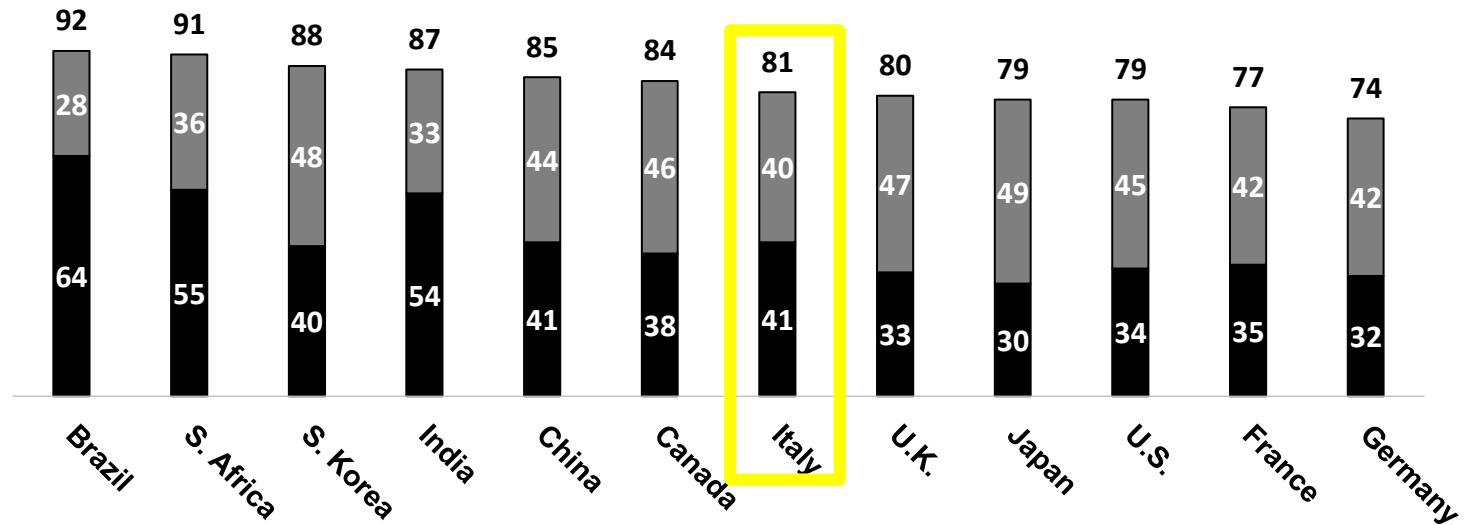
■ Brands must do this to earn or keep my trust □ I hope brands will do this, but there is no obligation

Be a **reliable news source**, keeping people informed about the virus and the progress being made in the fight against it

⊥
84%



Global 12



USE YOUR BRAND POWER TO EDUCATE

Percent who want brands to play this role

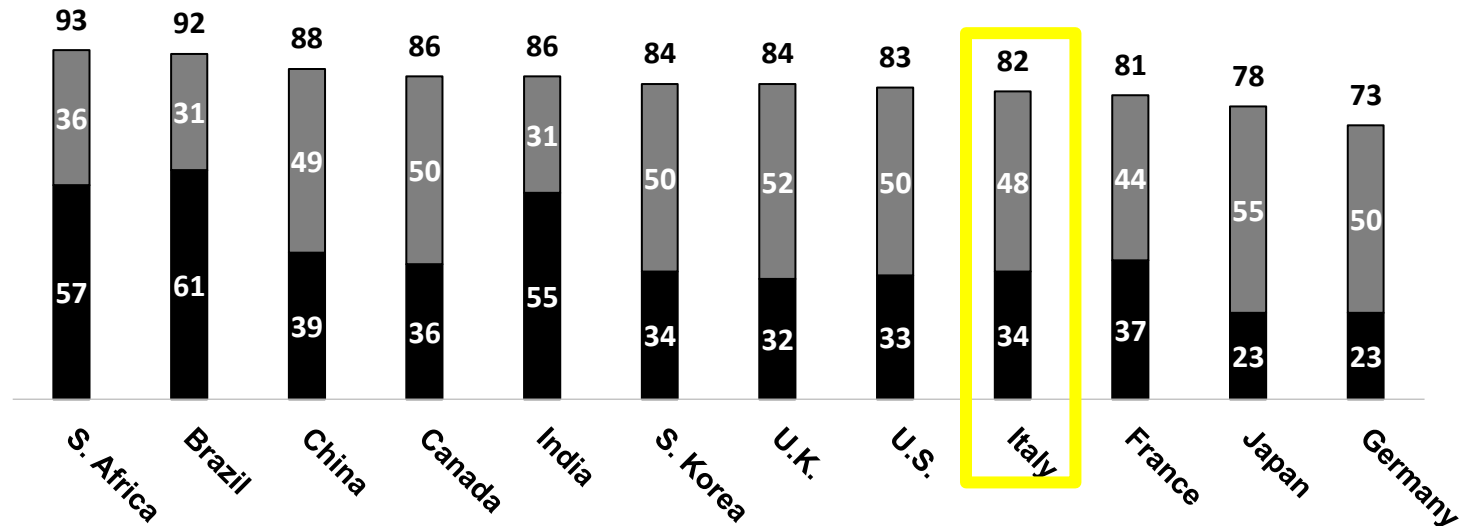
■ Brands must do this to earn or keep my trust □ I hope brands will do this, but there is no obligation

Be an **educator**, offering people instructional information about the virus and how to protect themselves from it

⊥
85%



Global 12



PROTECT EMPLOYEES AT ALL COSTS

Percent who want this from brands

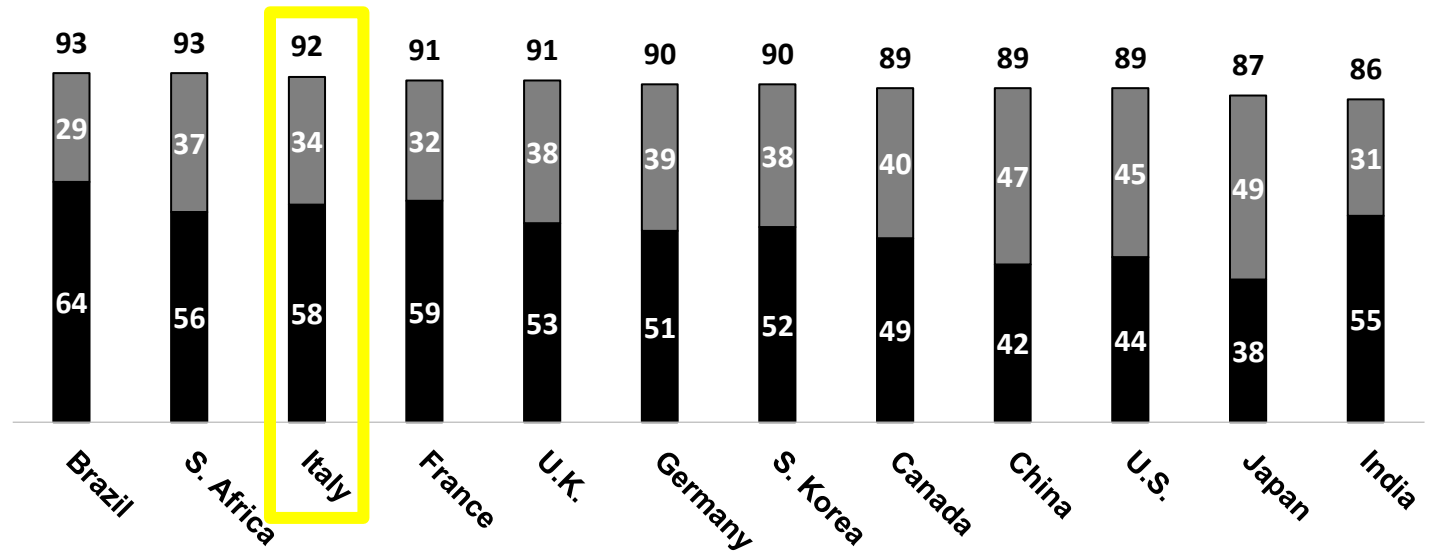
■ Brands must do this to earn or keep my trust □ I hope brands will do this, but there is no obligation

Brands must do everything they can to **protect the well-being and financial security of their employees and their suppliers**, even if it means suffering big financial losses until the pandemic ends

90%



Global 12



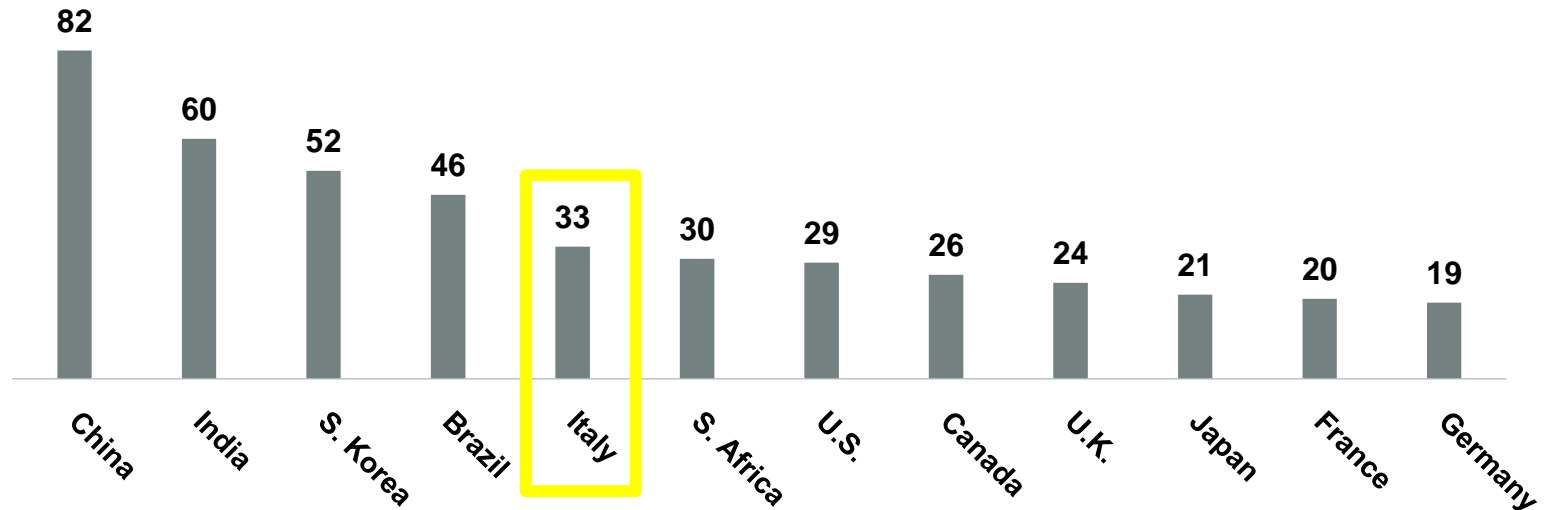
BRANDS' RESPONSE TO PANDEMIC ALREADY INFLUENCING PURCHASE

Percent who agree

I have **recently started using a new brand** because of the innovative or compassionate way they have responded to the virus outbreak

37%

Global 12



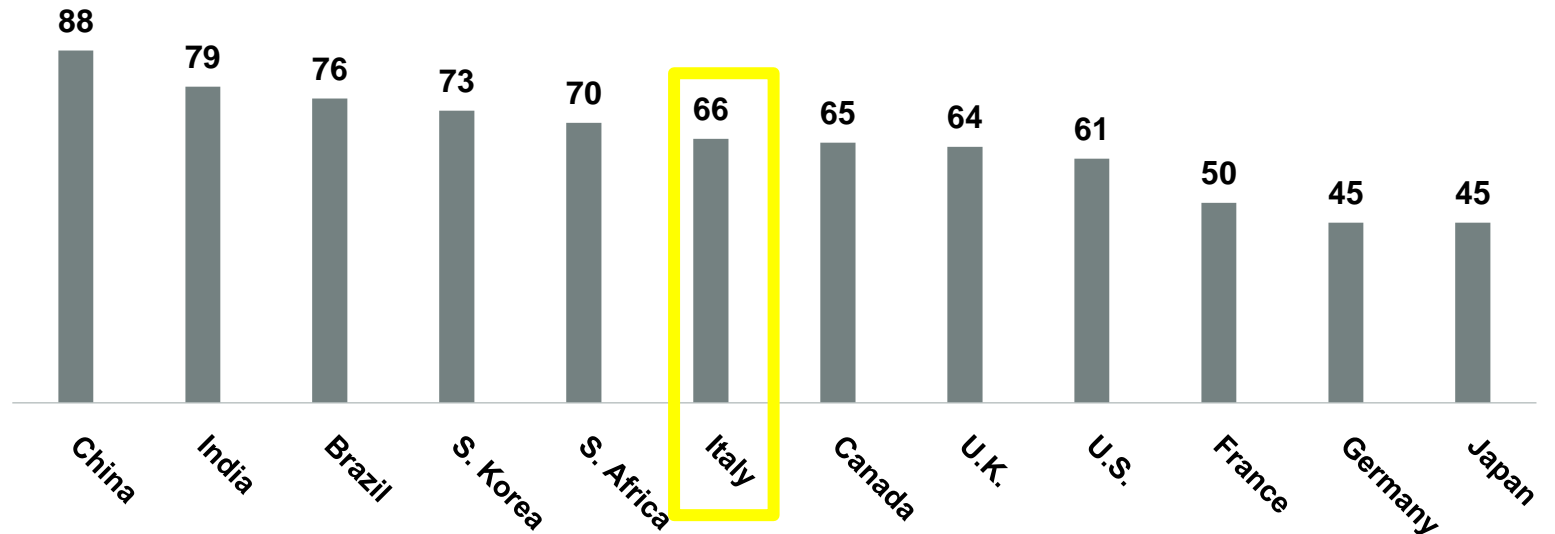
BRANDS' RESPONSE TO PANDEMIC WILL INFLUENCE FUTURE PURCHASE

Percent who agree

How well a brand responds to this crisis will have a **huge impact on my likelihood to buy that brand in the future**

65%

Global 12



MAINTAINING BRAND TRUST DURING THE CORONAVIRUS

1.

Show up and do your part

Brands have a vital role to play. Now is not the time to disappear, but to show up and use all your resources and creativity to make a difference.

2.

Don't act alone

There is strength in collaboration. To truly help people during this crisis requires a joining of forces with others, most critically government.

3.

Solve, don't sell

Brands should focus all efforts on finding appropriate and meaningful solutions to the problems people are facing today.

4.

Communicate with emotion, compassion and facts

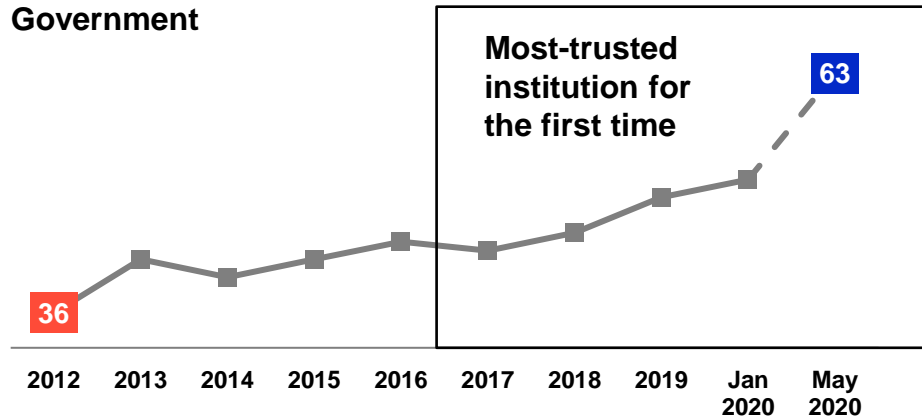
People are reassured by positive brand actions and commitments. Communicate with empathy to help both inform and calm.

RECORD HIGHS FOR ALL INSTITUTIONS

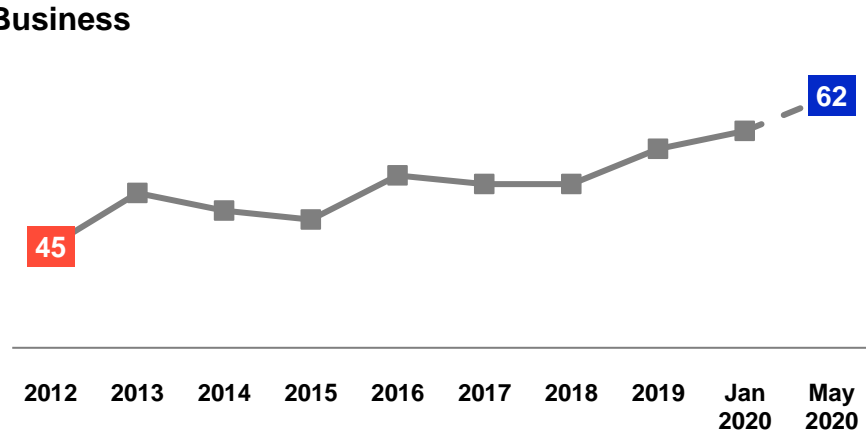
Percent trust (10-market average)



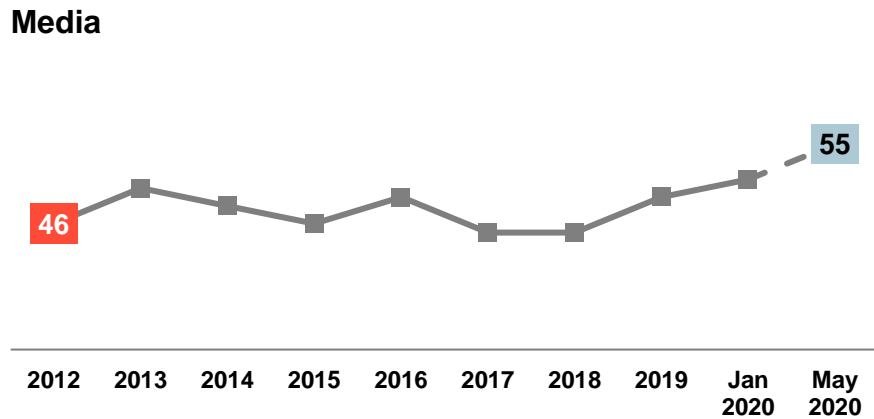
Government



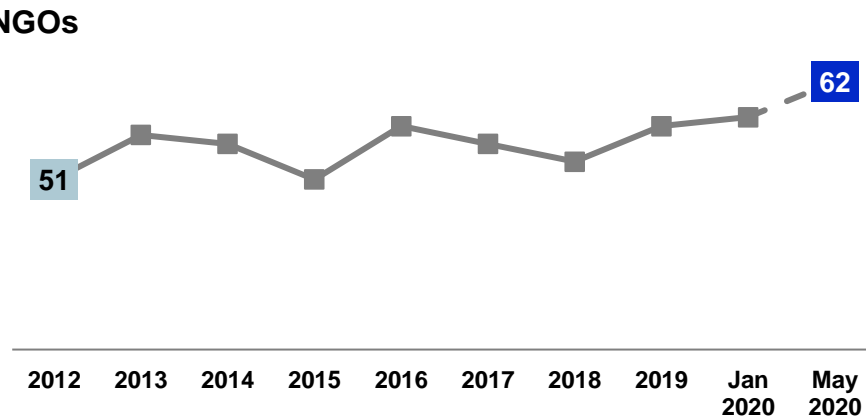
Business



Media



NGOs



2020 Edelman Trust Barometer Spring Update. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 10-mkt avg.



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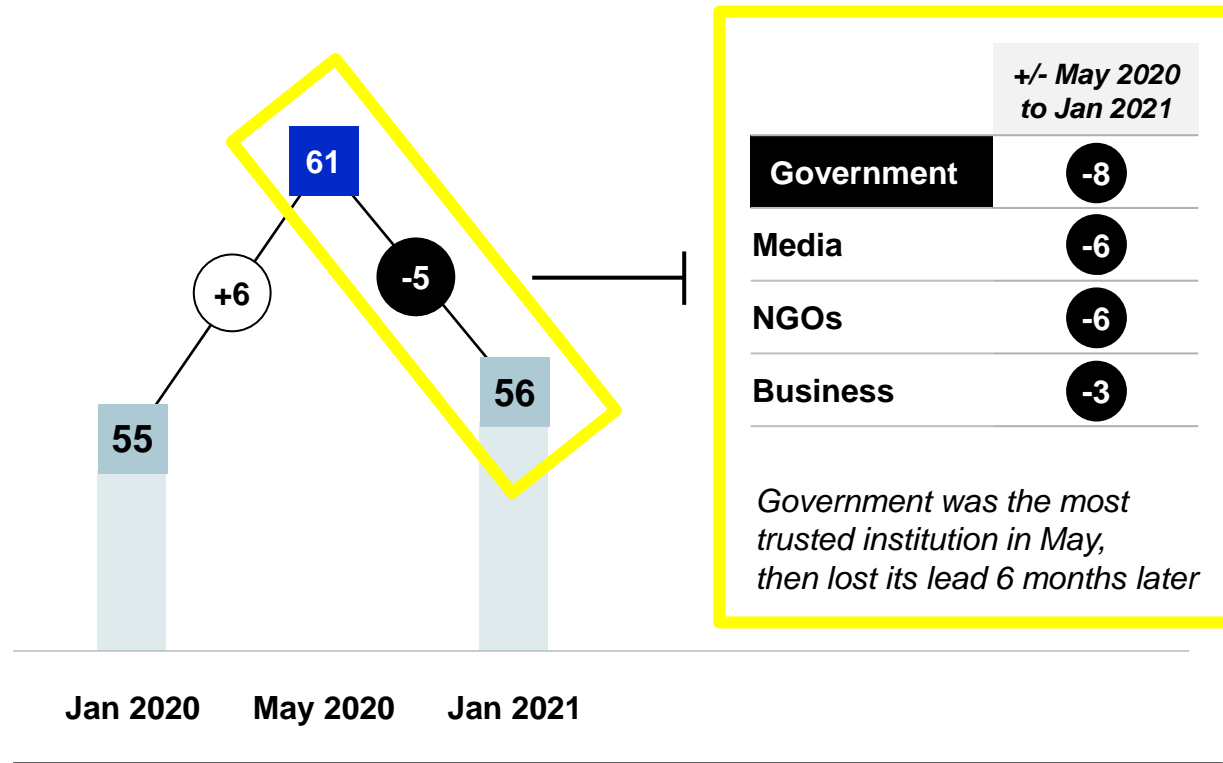
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**PANDEMIC
PUTS TRUST TO THE TEST**
↑

SPRING TRUST BUBBLE BURSTS; BIGGEST LOSS FOR **GOVERNMENT**

Trust Index, 11 countries included in the 2020 Trust Barometer Spring Update



Global 11



	+/- May 2020 to Jan 2021
Government	-8
Media	-6
NGOs	-6
Business	-3

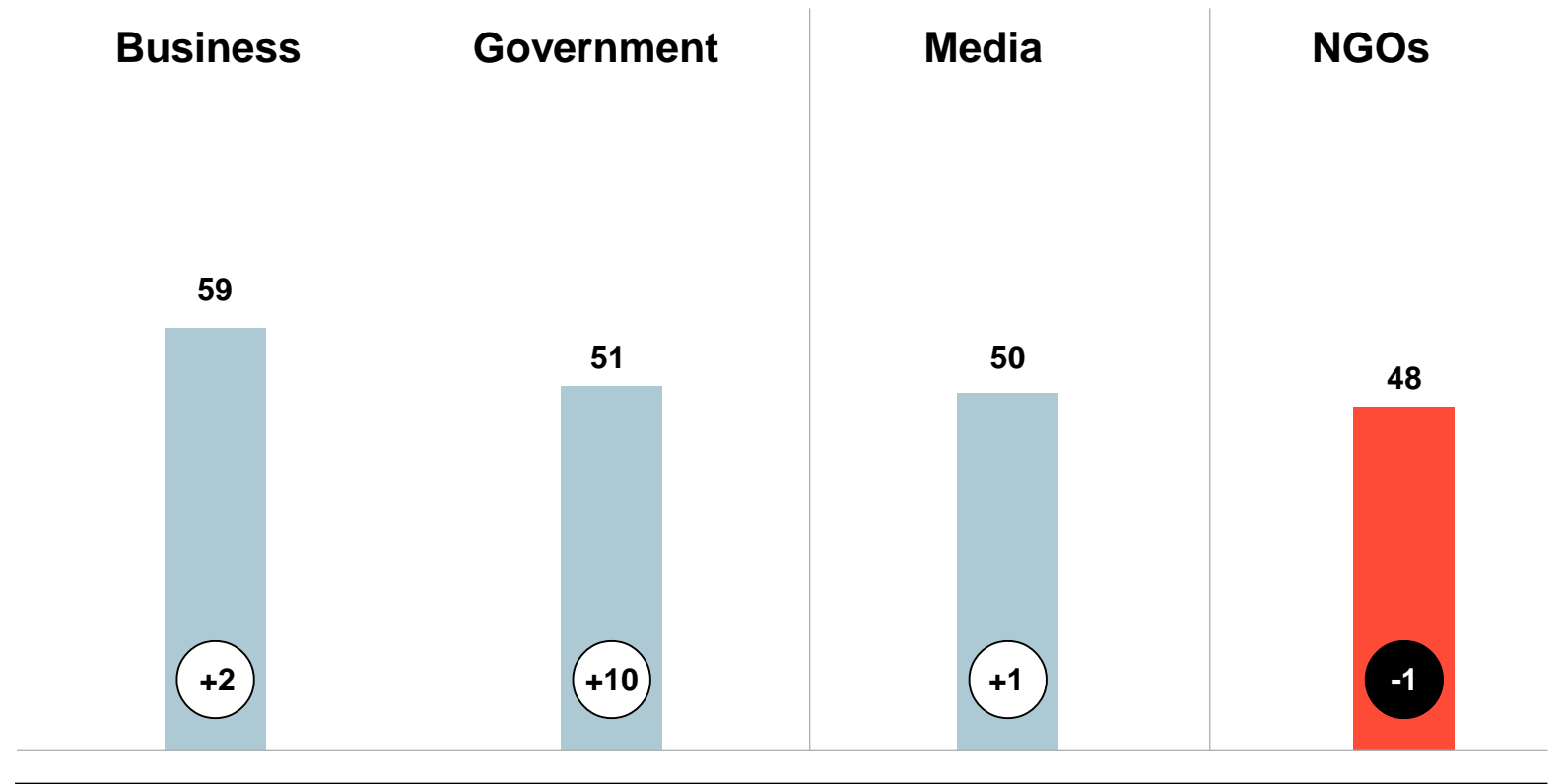
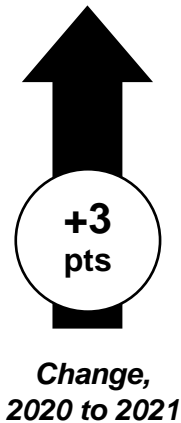
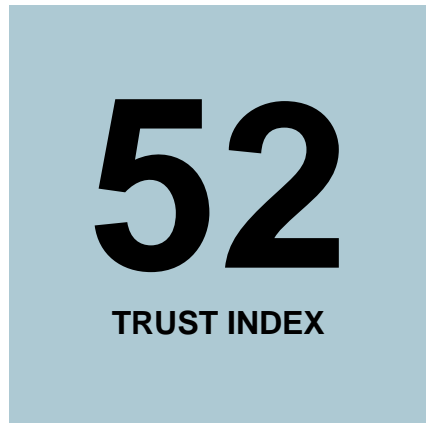
Government was the most trusted institution in May, then lost its lead 6 months later

Government	+/- Jan 2020 to May 2020	+/- May 2020 to Jan 2021
S. Korea	+16	-17
UK	+24	-15
China	+5	-13
Mexico	+12	-12
Canada	+20	-11
India	+6	-8
U.S.	+9	-6
Germany	+19	-5
Japan	-5	-1
Saudi Arabia	+5	-1
France	+13	+2

2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 11-mkt avg.

IN ITALY, TRUST IN GOVERNMENT RISES YEAR-TO-YEAR

Percent trust, in Italy



15 Years of Trust Index

2006

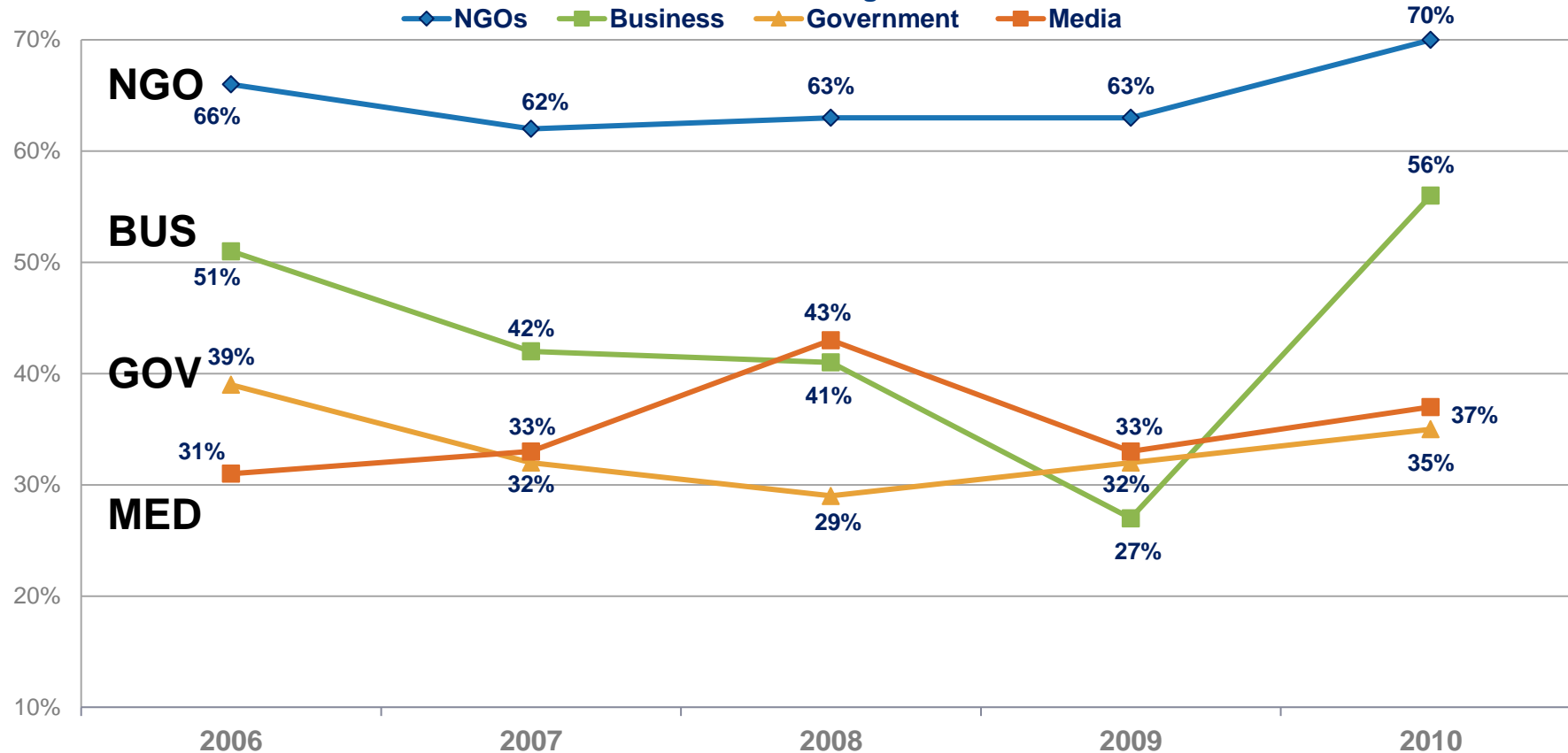
47%

2021

66%

Trust in institutions

Trust in institutions – Italy Informed Publics ages 35-64

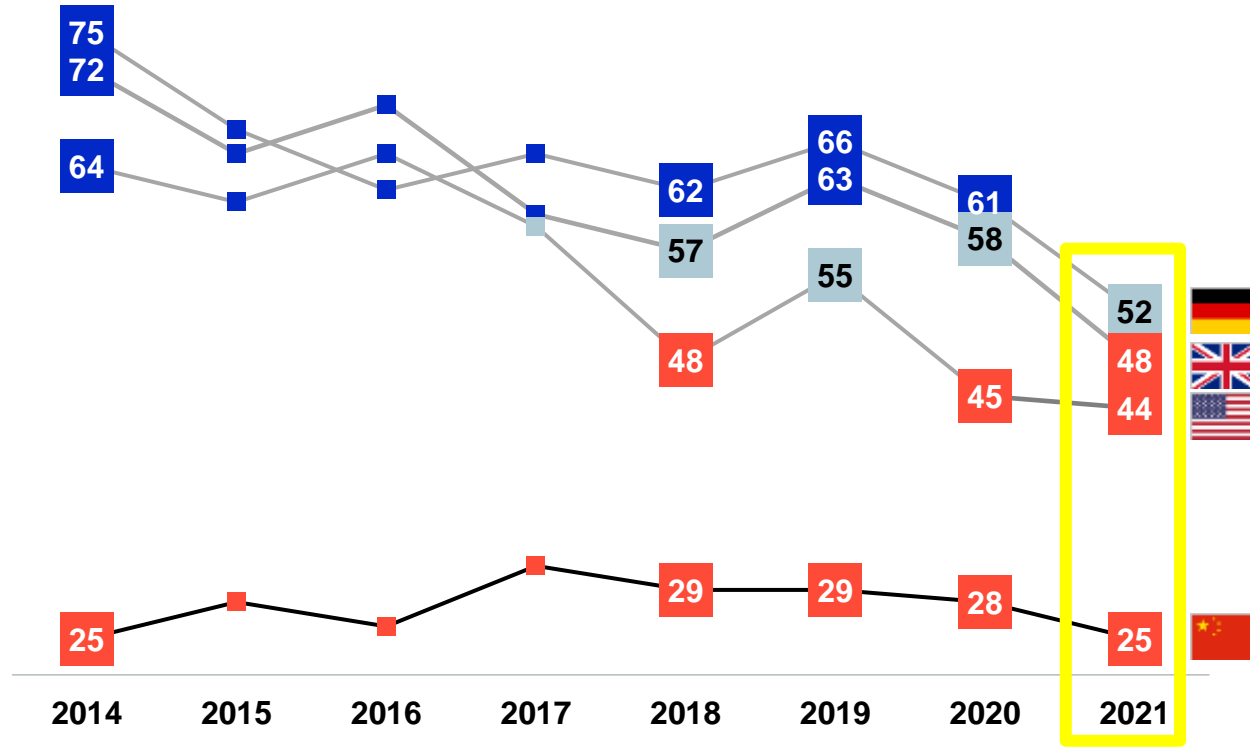


A7-A10. [TRACKING] I am going to read you a list of institutions. For each one, please tell me how much you TRUST that institution to do what is right. On a 9-point scale where one means that you “DO NOT TRUST THEM AT ALL” and nine means that you “TRUST THEM A GREAT DEAL, how much do you trust [INSERT] to do what is right? (Top 4 Box) Informed Publics ages 35-64 in Italy

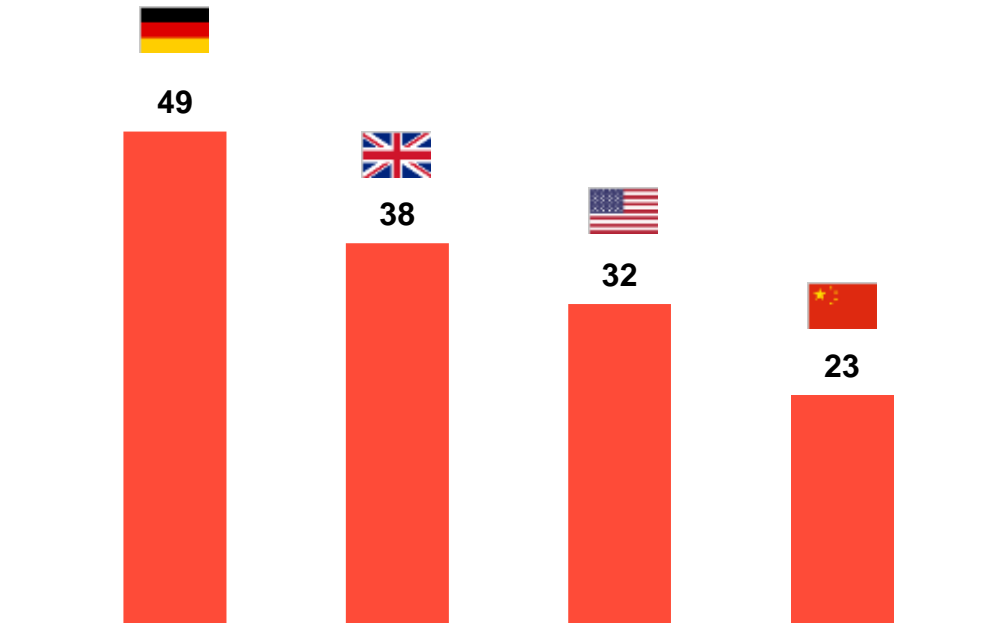
AMONG RESPONDENTS IN ITALY, LACK OF TRUST IN FOREIGN COUNTRIES

■ Distrust (1-49)
■ Neutral (50-59)
■ Trust (60-100)

Percent trust in **companies** headquartered in each country, in Italy



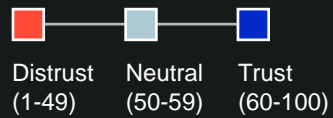
Percent trust in the **national government** of each foreign country, in Italy



2021 Edelman Trust Barometer. TRU_NAT. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. 9-point scale; top 4 box, trust. Question asked of half of the sample. TRU_GOV. Please indicate how much you trust the national government of each of the following countries to do what is right using a 9-point scale where one means that you “do not trust them at all” and nine means that you “trust them a great deal”. 9-point scale; top 4 box, trust. Question asked of half of the sample. Respondents were not asked to rate their home country. General population, Italy.

TRUST INEQUALITY SPREADS FURTHER

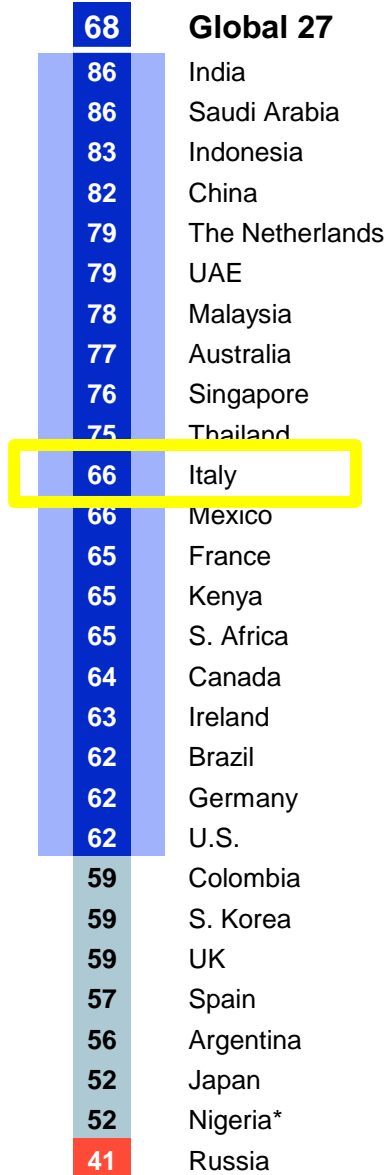
Trust Index



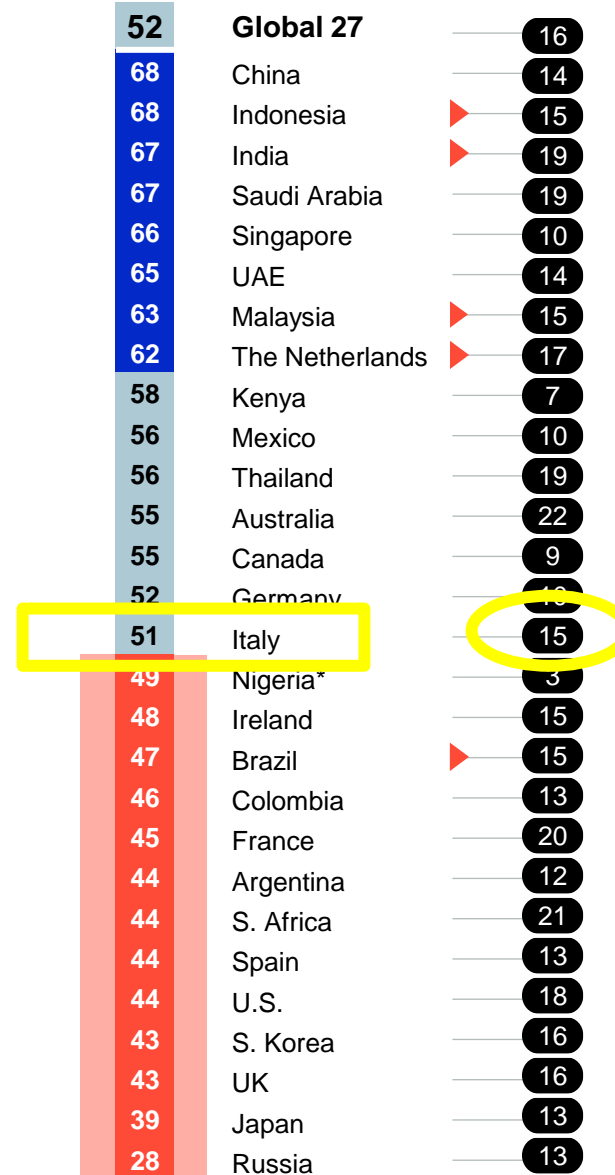
Mass population 16 points less trusting

2021 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Informed public and mass population, 27-mkt avg. *Nigeria not included in the global average

2021 Informed public



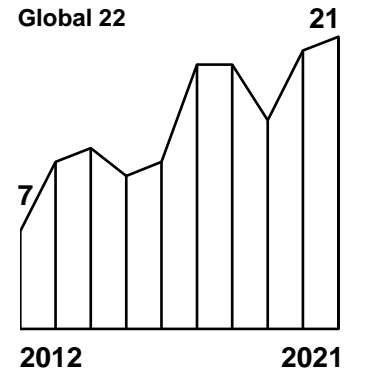
2021 Mass population Trust gap



Record trust inequality

DOUBLE-DIGIT TRUST INEQUALITY IN RECORD NUMBER OF COUNTRIES

Nr. of countries with double-digit trust inequality





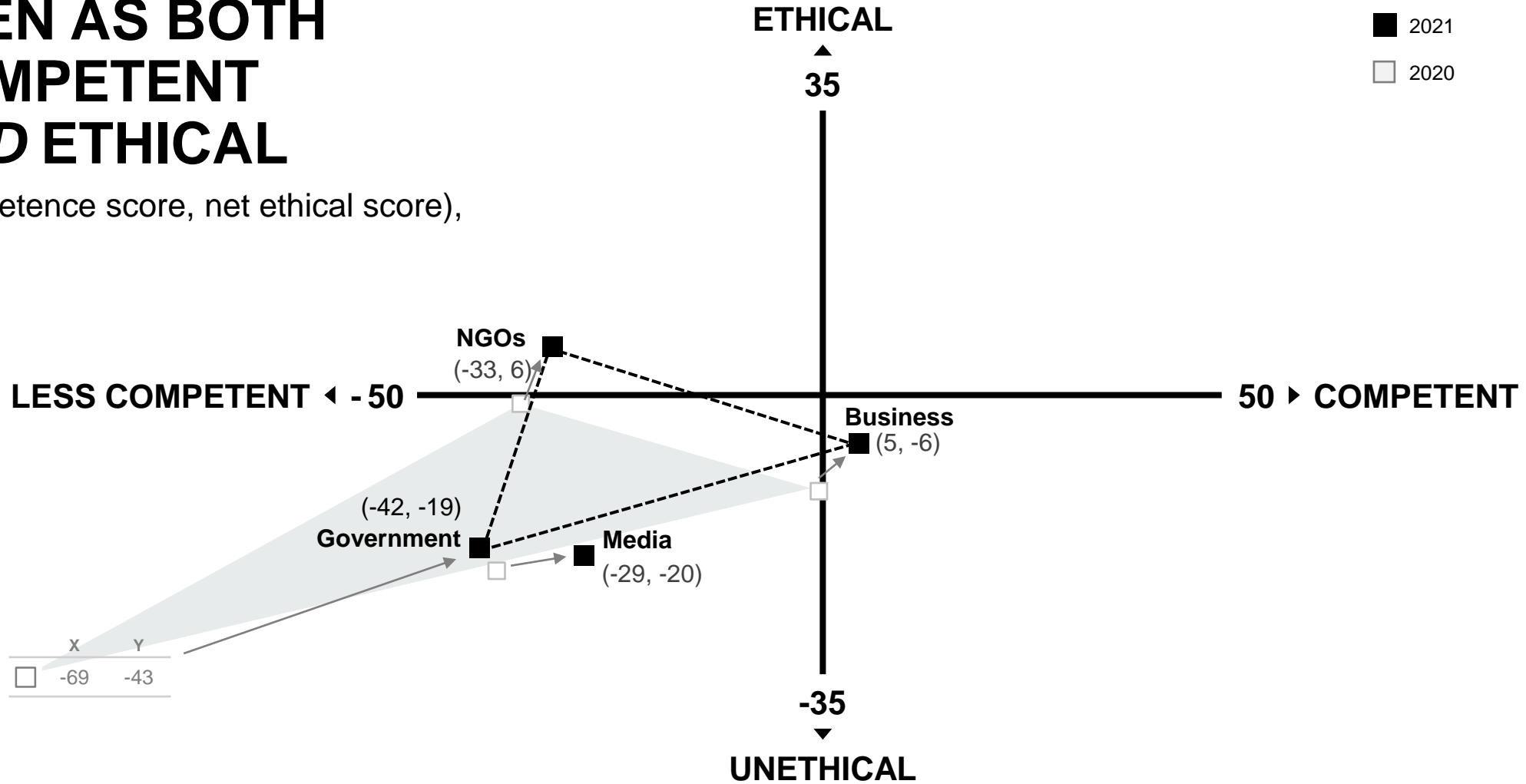
⊥

PANDEMIC FURTHER FUELS FEARS

⊥

NO INSTITUTION SEEN AS BOTH COMPETENT AND ETHICAL

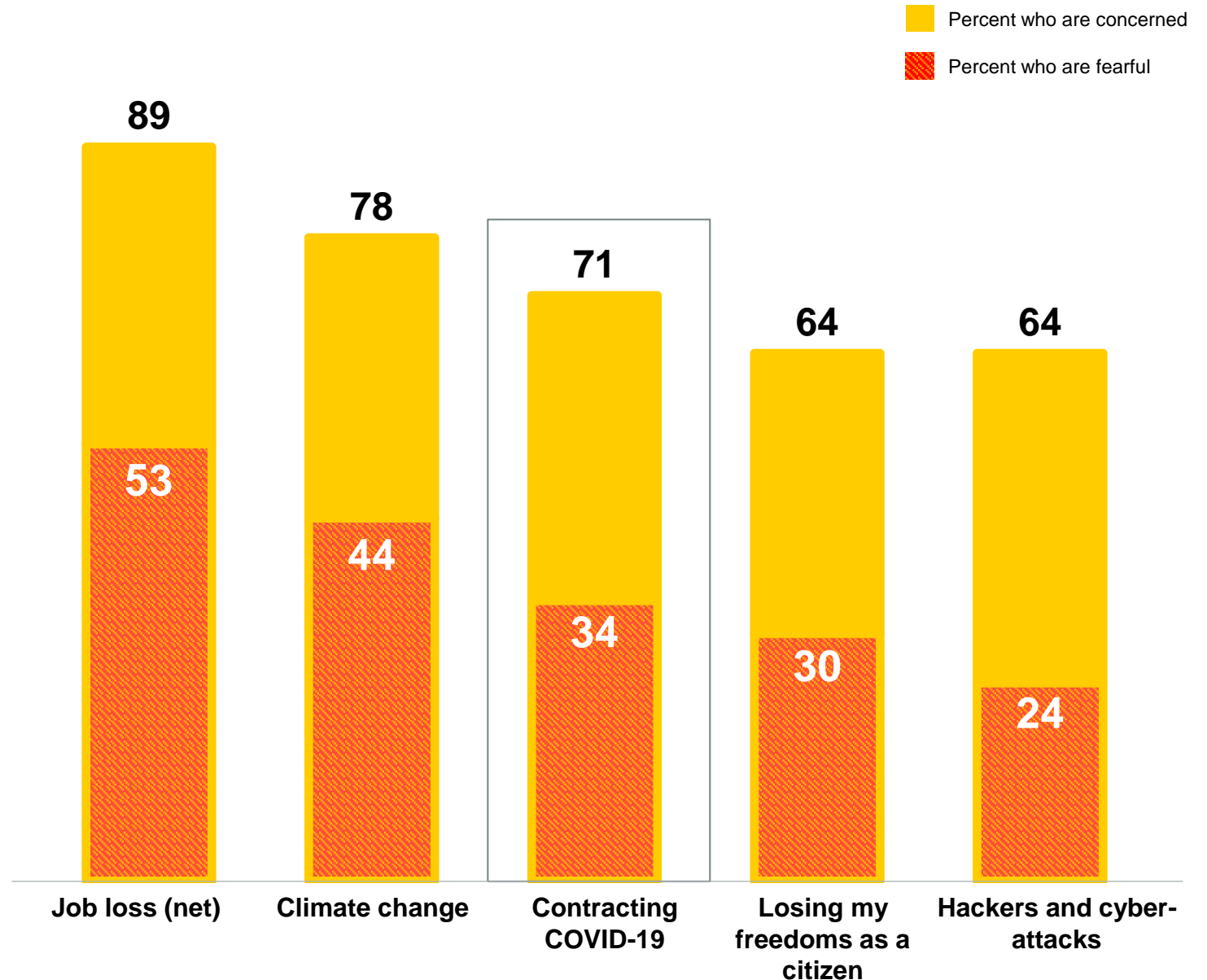
(Competence score, net ethical score),
in Italy



2021 Edelman Trust Barometer. The ethical scores are averages of nets based on INS_PER_DIM/1-4. Question asked of half of the sample. The competence score is a net based on TRU_3D_INS/1. Depending on the question it was either asked of the full of half the sample. General population, Italy. For full details regarding how this data was calculated and plotted, please see the Technical Appendix.

PANDEMIC ADDED TO PERSISTENT PERSONAL AND SOCIETAL FEARS

Percent who are concerned, and percent who are fearful, in Italy



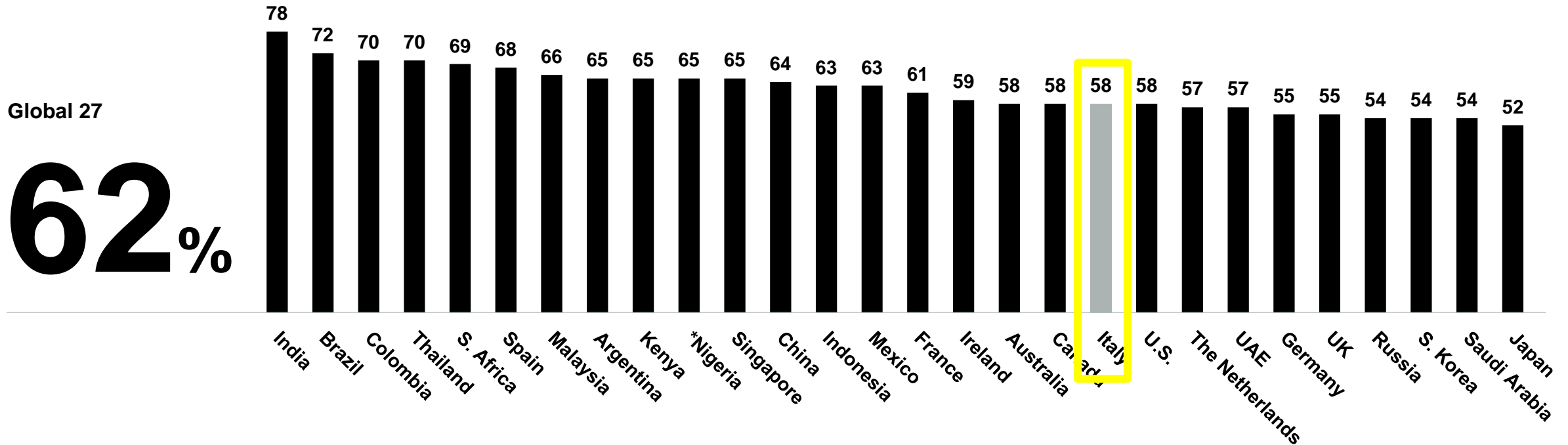
2021 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry; top 2 box, fear. Non-job loss attributes shown to half of the sample. General population, Italy. Job loss asked of those who are an employee (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.



PANDEMIC DEEPENS INEQUITIES AROUND THE WORLD

Percent who agree

Those with **less education, less money and fewer resources are being unfairly burdened** with most of the suffering, risk of illness, and need to sacrifice due to the pandemic



2021 Edelman Trust Barometer. CV1_Q3. Please indicate your level of agreement with the statements below using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. Question asked of half of the sample. General population, 27-mkt avg.

*Nigeria not included in the global average

⌊

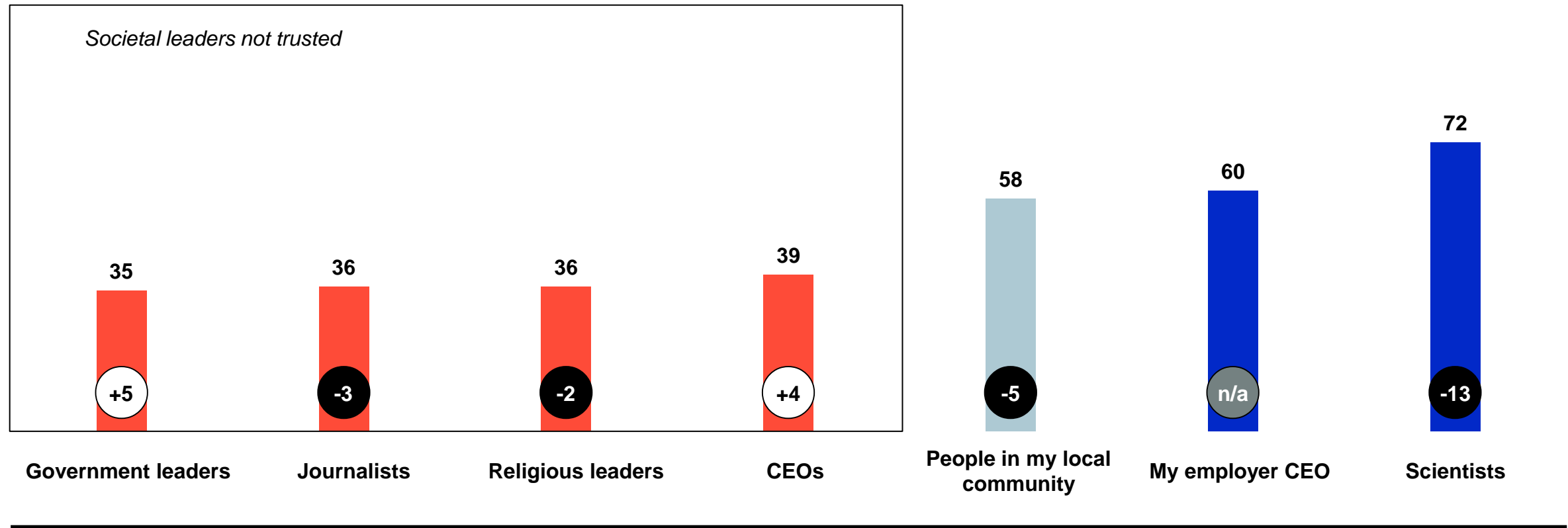
CRISIS OF LEADERSHIP

⌋



SOCIETAL LEADERS NOT TRUSTED TO DO WHAT IS RIGHT

Percent trust, in Italy



2021 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Attributes shown to half of the sample; "My employer CEO" only shown to those that are an employee (Q43/1). General population, Italy.

SOCIETAL LEADERS SUSPECTED OF LIES AND MISINFORMATION

Percent who worry, in Italy

Our government leaders
are **purposely trying to mislead**
people by saying things they know are false
or gross exaggerations



64%

Business leaders
are **purposely trying to mislead**
people by saying things they know are false
or gross exaggerations



63%

TRUST IS LOCAL: MY EMPLOYER A MAINSTAY OF TRUST

Percent trust in my employer

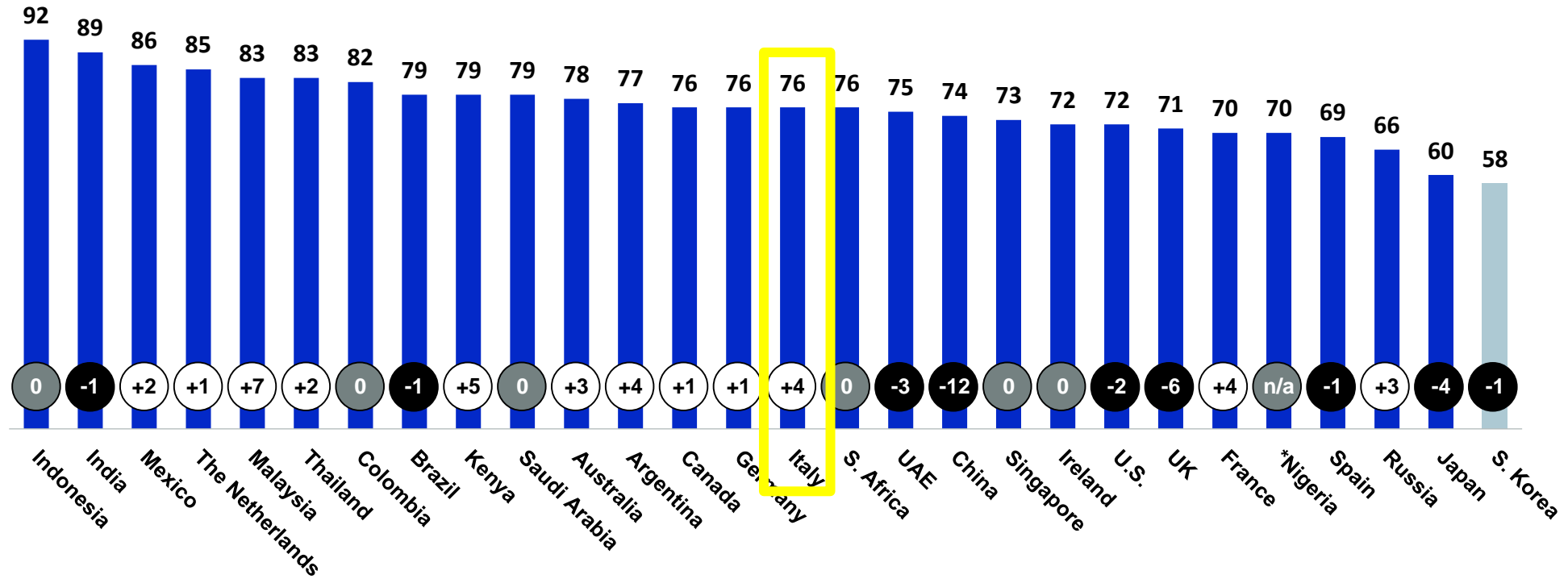


Italy



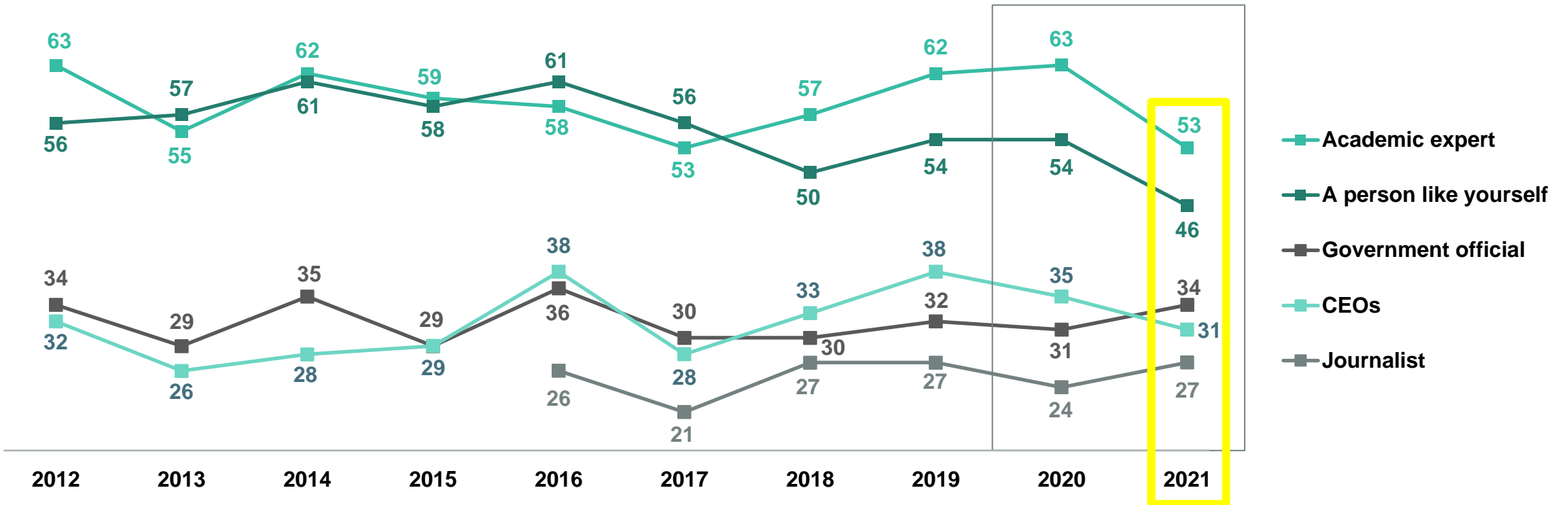
Business	59
Government	51
Media	50
NGOs	48

Trust in my employer stable or rising in 18 of 27 countries



SPOKESPEOPLE CREDIBILITY OVER TIME

Percent who rate each as very/extremely credible as a source of information about a company, in Italy



2021 Edelman Trust Barometer. CRE_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be--extremely credible, very credible, somewhat credible, or not credible at all? 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, Italy.

NO VACCINE

MY BODY

NEEDED

MY CHOICE

I HAVE

~~AN~~

FAKE

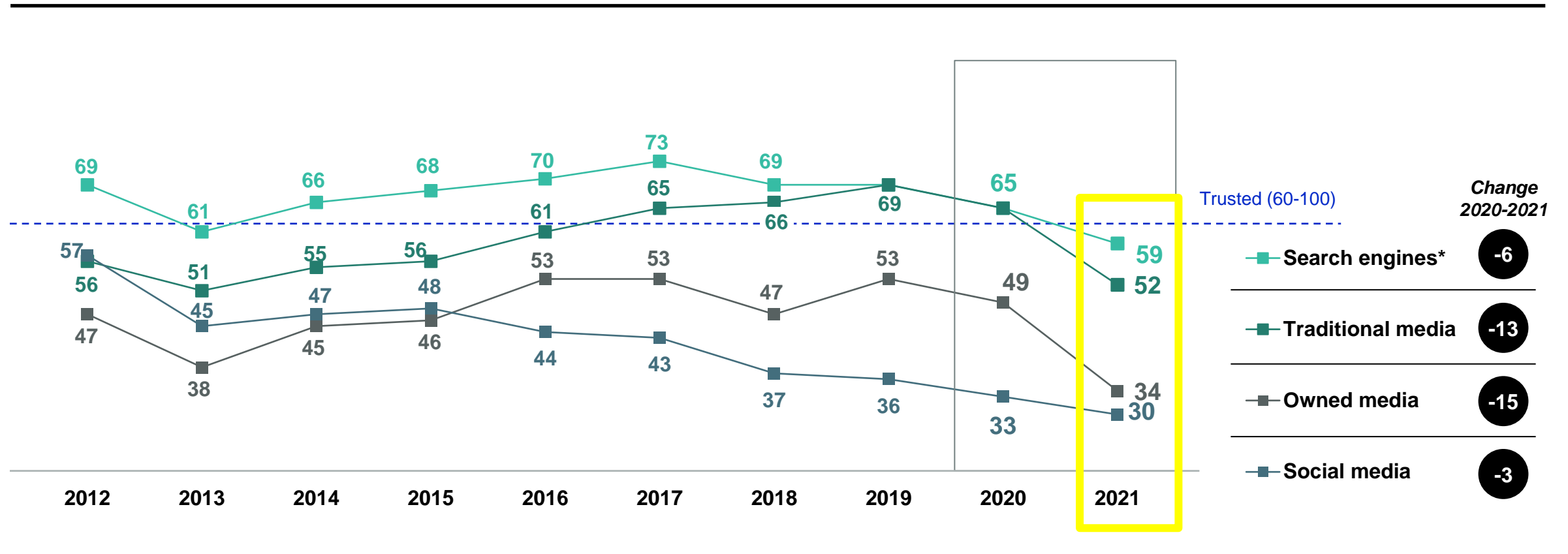
IMMUNE
SYSTEM

NEWS
RTE

↑
RAGING INFODEMIC
FEEDS MISTRUST
↓

TRUST IN ALL INFORMATION SOURCES NEAR RECORD LOWS

Percent trust in each source for general news and information, in Italy



2021 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Italy.

*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

NEWS ORGANIZATIONS SEEN AS BIASED

Percent who agree, in Italy

Journalists and reporters are **purposely trying to mislead** people by saying things they know are false or gross exaggerations

69%

Most **news organizations** are more concerned with **supporting an ideology** or political position than with informing the public

71%

The media is **not** doing well at **being objective** and non-partisan

75%

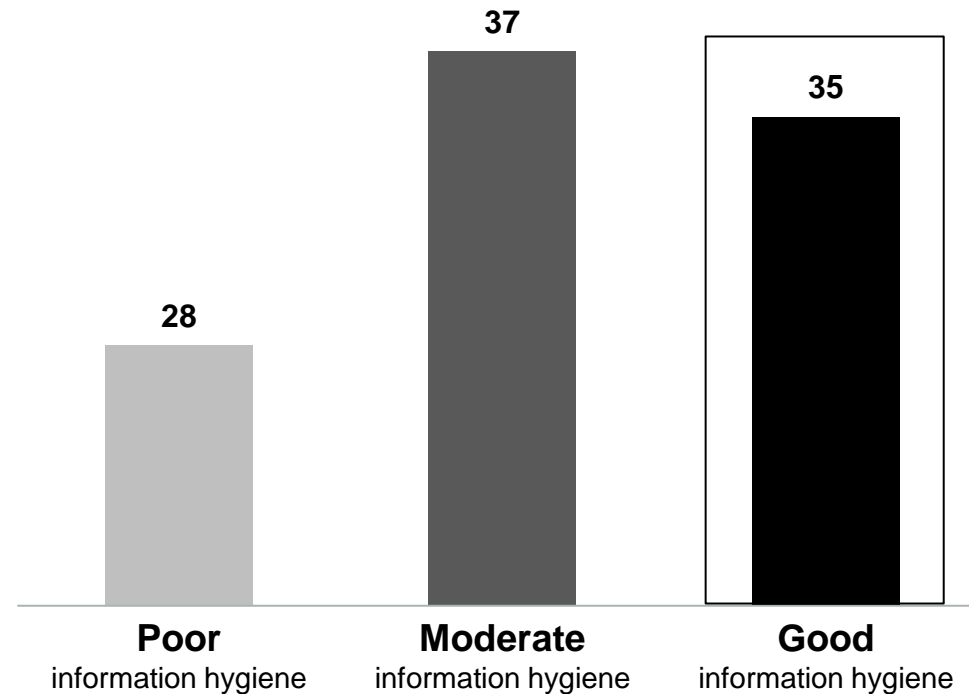
2021 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Attributes shown to half of the sample. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement. 9-point scale; top 4 box, agree. Question asked of half of the sample. PER_MED. How well do you feel the media is currently doing each of the following? Please indicate your answer using the 5-point scale below. 5-point scale; bottom 3 box, not doing well. Question asked of half of the sample. General population, Italy.

IN ITALY, ONLY 1 IN 3 HAVE GOOD INFORMATION HYGIENE

Percent in each segment

Information hygiene:

1. News engagement
2. Avoid information echo chambers
3. Verify information
4. Do not amplify unvetted information



67% of respondents **share or forward news items** that they find to be interesting.

Of those, **only 38%** have good information hygiene



+

HIGH STAKES FOR PUBLIC HEALTH AND THE ECONOMY

T

VACCINE HESITANCY REMAINS A MAJOR HURDLE

Percent who say they will take the COVID-19 vaccine within the next year

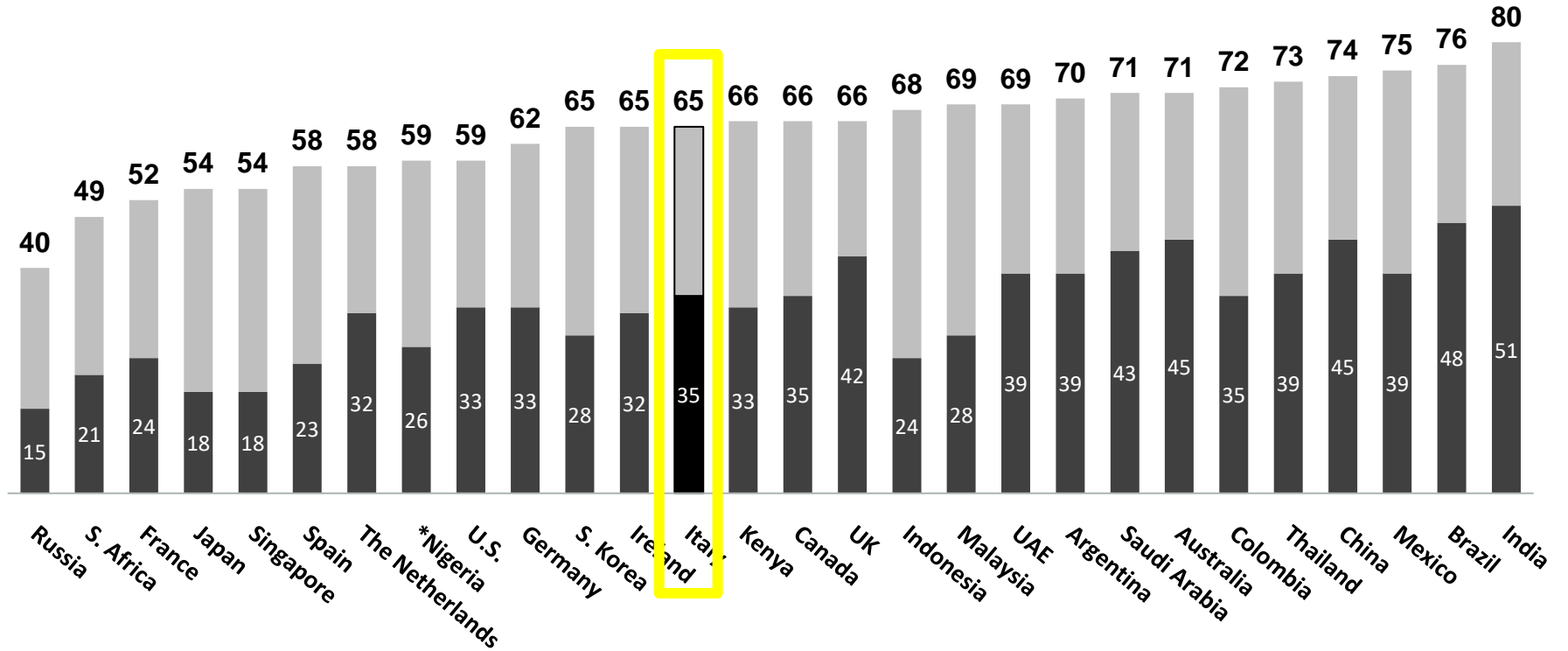
Global 27

64%

Willing to vaccinate...

31	Six months to one year
33	As soon as possible

Only 1 in 3 ready to take the vaccine as soon as possible



2021 Edelman Trust Barometer. VACCINE1. If and when a COVID-19 vaccine becomes available will you take it? Code 1, yes as soon as possible; code 2, yes, within a year. Question asked of half of the sample. General population, 27-mkt avg.

*Nigeria not included in the global average

PANDEMIC FEARS IMPEDE RETURN TO WORKPLACE

Percent who say each reason is why they are choosing to work from home vs. choosing to return to the workplace, in Italy

47% choosing **to work at home**, for the following reasons:

53% choosing to **return to the office**, for the following reasons:

COVID-19 risk while commuting/in office (net) 56

My employer made me feel safe 28

I am more productive 22

I am more productive 37

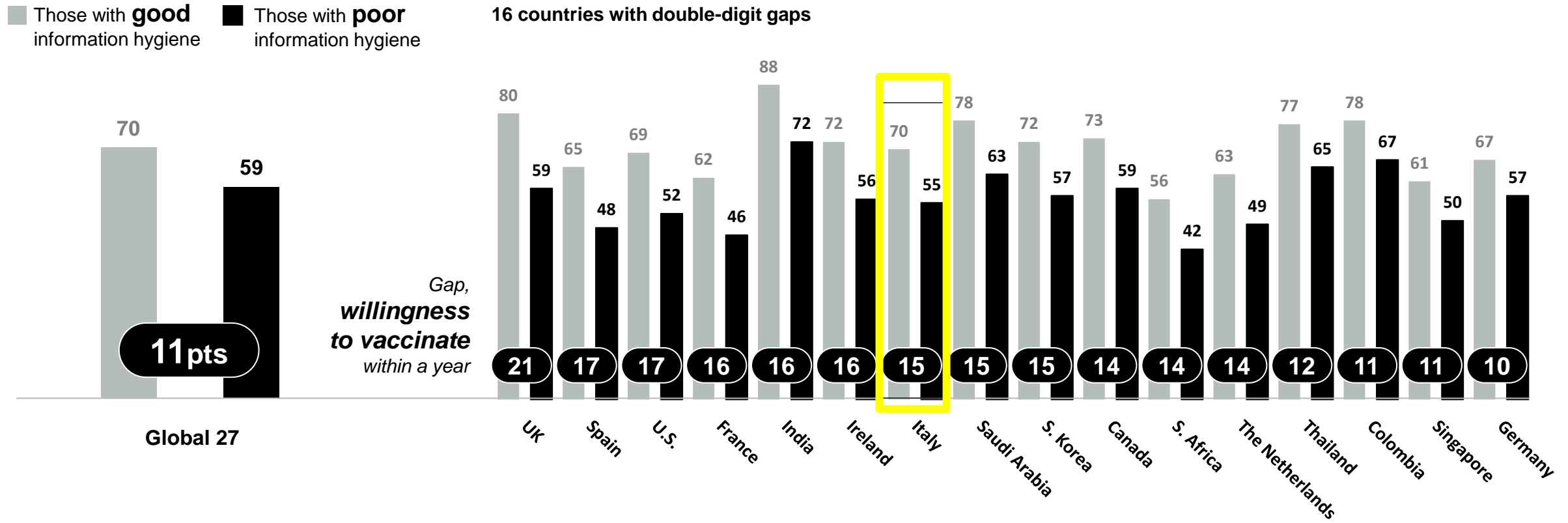
Enhanced work-life balance 25

Healthy work-life balance 27

2021 Edelman Trust Barometer. WRK_CHOICE. Which of the following best describes your current working situation? Question asked of those who are an employee (Q43/1). Data among employees that have a choice of working from home or their workplace. WHY_HOME. Why are you choosing to continue working from home even though you could return to the workplace if you wanted to? Select all that apply. Question asked of employees that are choosing to work from home (Q43/1 AND WRK_CHOICE/3). WHY_OFFICE. Why are you choosing to work at an office or other workplace even though you could work remotely if you wanted to? Select all that apply. Question asked of employees that are choosing to return to their workplace (Q43/1 AND WRK_CHOICE/4). General population, Italy. COVID-19 risk while commuting / in office is a net of WHY_HOME/2-3.

POOR INFORMATION HYGIENE THREATENS PANDEMIC RECOVERY

Percent who say they will take the COVID-19 vaccine within a year



2021 Edelman Trust Barometer. VACCINE1. If and when a COVID-19 vaccine becomes available will you take it? Code 1, yes as soon as possible; code 2, yes, within a year. Question asked of half of the sample. General population, 27-mkt avg, by hygiene level. For full details on how the Information Hygiene Scale was built, please refer to the Technical Appendix.

⊥

A NEW MANDATE FOR BUSINESS

⊥



IMAGINE

BUSINESS EXPECTED TO FILL VOID LEFT BY GOVERNMENT

Percent who agree, in Italy

CEOs should step in
when the government does not fix societal problems

⊥
65%

CEOs should take the lead
on change rather than waiting for government to impose change on them

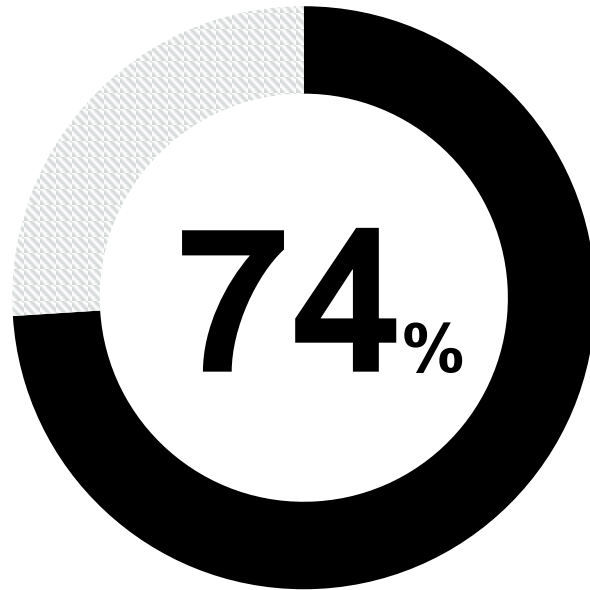
⊥
57%

CEOs should hold themselves accountable to the public and not just to the board of directors or stockholders

⊥
55%

CEOS MUST LEAD ON SOCIETAL ISSUES

Percent in Italy who expect **CEOs to publicly speak out** about one or more of these societal challenges



Pandemic impact	53
Job automation	31
Local community issues	27
Societal issues	24

BUSINESS GAINS THE MOST TRUST BY BEING A GUARDIAN OF INFORMATION QUALITY

Percent increased likelihood of trusting business associated with performing well on each action

<i>When these actions are performed well...</i>	Increased likelihood of trust
Guarding information quality	+5.8%
Embracing sustainable practices	+5.7%
Robust COVID-19 health and safety response	+4.8%
Driving economic prosperity	+4.7%
Long-term thinking over short-term profits	+4.6%

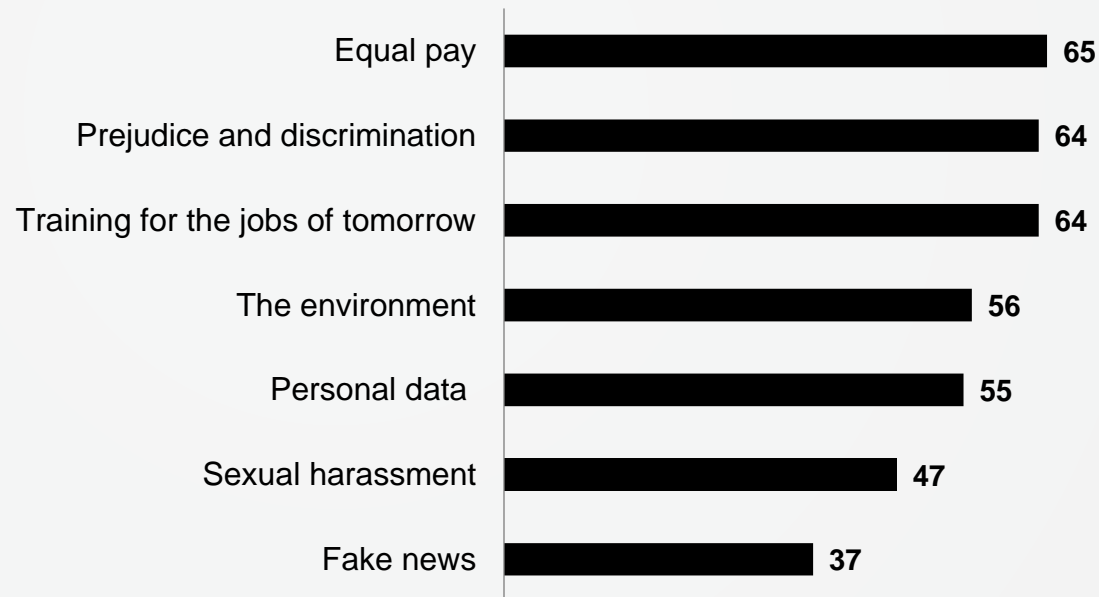
LOOKING FOR LEADERSHIP FROM CEOS

2019

Percent who say that CEOs should take the lead on change rather than waiting for government to impose it

76%  **+11pts**

Percent who agree CEOs can create positive change in:



Leaders Seen As Underperforming

Importance vs. performance of 16 trust-building leadership attributes



 General Population

	% Importance	% Performance	Gap
Integrity	40	30	10
Exhibits highly ethical behaviors	40	29	11
Takes responsible actions to address an issue or crisis	38	31	7
Behaves in a way that is transparent and open	43	29	14
Engagement	36	28	8
Treats employees well	39	29	10
Listens to customer needs and feedback	37	29	8
Places customer ahead of profits	30	26	4
Communicates frequently and honestly on the state of their company	38	27	11
Products	39	33	6
Places a premium on offering high quality products or services	42	34	8
Is focused on driving innovation and introducing new products/services/ideas	36	32	4
Purpose	34	28	6
Is dedicated to protecting and improving the environment	34	26	8
Ensures that the company creates programs that positively impact the local community in which it operates	37	32	5
Ensures that the company addresses society's needs in its everyday business	37	27	10
Ensures that the company partners with NGOs, government and third parties to address societal issues	29	26	3
Operations	31	27	4
Attracts and retains a highly-regarded and widely admired top leadership team	38	31	7
Is ranked on a global list of top CEOs, such as "The Best Performing CEOs in The World"	22	21	1
Manages the company in a way that delivers consistent financial returns	32	29	3

Source: 2016 Edelman Trust Barometer. Q462-478 How important is each of the following attributes to building your trust in CEOs? (Top 2 Box, Important) Q479-495 Please rate CEOs on how well you think they are performing on each of the following attributes. Use a 9-point scale where one means they are "performing extremely poorly" and nine means they are "performing extremely well." CEO questions use the same scales as the business questions. (Top 2 Box, Performance) General Population, Italy.

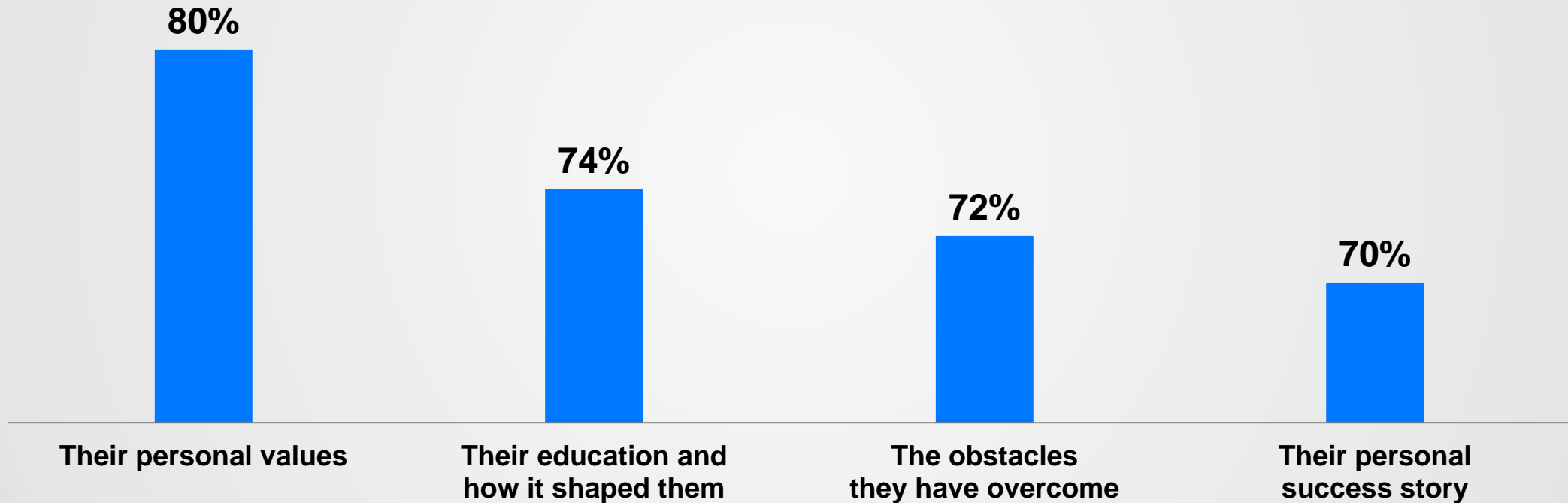


Personal Values and History Matter

Percent who agree that each type of information is important in building trust in a CEO



▲ General Population



Source: 2016 Edelman Trust Barometer Q507-514. Thinking about how a CEO communicates with a variety of groups and individuals, how important are each of the following activities a CEO could engage in? Please use a 9-point scale where one means that attribute is “not at all important to building your trust” and nine means it is “extremely important to building your trust”. (Top 4 Box, Important) General Population, 28-country global total, question asked of half the sample. [Media Engagement net = Q507 ‘Interviews with the media,’ and ‘Q512 ‘Sharing their views on a blog or on social media.’ Direct Engagement net = Q508 ‘Communications with employees,’ and ‘Participation in industry conferences.’] Q516-524. For you to trust a CEO, how important is it that you have information on each of the following aspects of the CEO’s personal life outside of their business? Please use a 9-point scale where one means that attribute is “not at all important to building your trust” and nine means it is “extremely important to building your trust”. (Top 4 Box, Important) General Population. Italy, question asked of half the sample.

CONSUMERS AND EMPLOYEES EXPECTED TO HAVE A SEAT AT THE TABLE

Percent who agree, in Italy

71%

Consumers ...

**have the power to force
corporations to change**

58%

Employees ...

53% of those who
are employed

I am more likely now than a year
ago to voice my objections to
management or **engage in
workplace protest**

EMERGING FROM INFORMATION BANKRUPTCY

1

Business: Embrace expanded mandate

CEOs must lead on issues from sustainability and systemic racism to upskilling. Act first, talk after.

2

Lead with facts, act with empathy

Societal leaders must have the courage to provide straight talk, but also empathize and address people's fears.

3

Provide trustworthy content

All institutions must provide truthful, unbiased, reliable information.

4

Don't go it alone

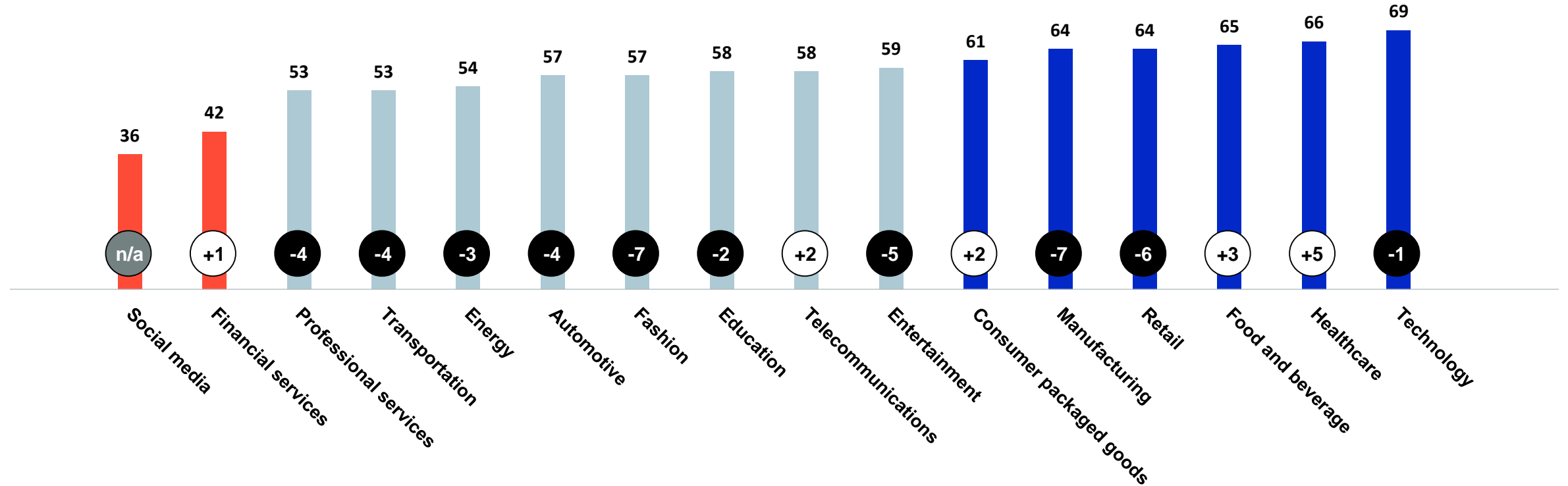
Business, government, NGOs and others must find a common purpose and take collective action to solve societal problems.



⊥
SECTORS' CREDIBILITY
⊥

TRUST DECLINES IN 10 OF 15 SECTORS

Percent trust in each sector, in Italy



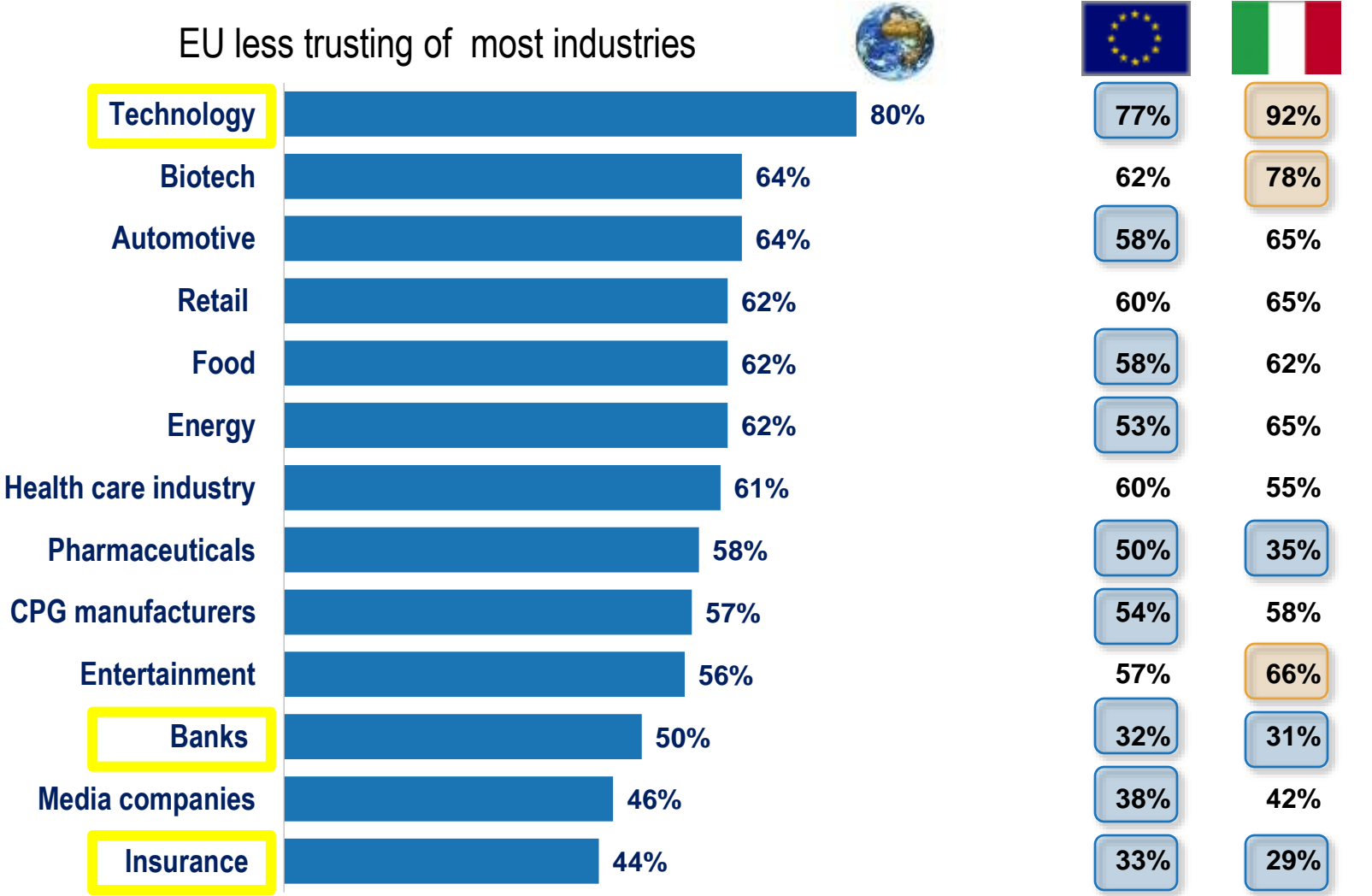
INDUSTRY SECTORS OVER TIME

Percent trust in each sector, in Italy



Industry	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	10yr. Trend
Technology	79	72	78	77	78	79	78	78	70	69	-10
Healthcare	-	-	-	-	50	54	57	59	61	66	n/a
Food and beverage	67	59	63	64	64	64	62	65	62	65	-2
Consumer packaged goods	62	55	58	59	57	62	60	62	59	61	-1
Entertainment	-	58	66	66	64	65	66	68	64	59	n/a
Telecommunications	61	53	57	60	60	62	57	61	56	58	-3
Automotive	56	54	63	64	54	63	58	66	61	57	+1
Energy	58	49	54	56	56	59	62	62	57	54	-4
Financial services	32	26	32	36	40	41	43	41	41	42	+10

Technology remains most trusted industry sector globally



Significant at 95% confidence level

A26-38. Now I would like to focus on your trust in different industry sectors. Please tell me how much you TRUST businesses in each of the following industries to do what is right. Again, please use a nine-point scale where one means that you "DO NOT TRUST THEM AT ALL" and nine means that you "TRUST THEM A GREAT DEAL." (Top 4 Box) Informed publics ages 25-64 in 22 countries, the EU, and Italy

ITALY KEY TAKEAWAYS

1

TANGIBLE ACTION
NEEDED TO
PRESERVE TRUST
FOR THE LONG
TERM

2

MULTI-
STAKEHOLDERS
COLLABORATION
ON SOLUTIONS IS
URGENTLY NEEDED

3

CEOS MUST
DEMONSTRATE
PUBLIC
LEADERSHIP USING
THEIR POWER TO
INFLUENCE AND
CREATE CHANGE

4

GET YOUR OWN
HOUSE IN ORDER,
ADVOCATE AND
EDUCATE