

# How Jakala's Supplier Collaboration Turns ESG into ROI



Jakala is turning ESG compliance into a competitive advantage with the help of EcoVadis' full suite of solutions. Their innovative, data-driven approach to sustainable procurement is driving supplier engagement at every level – reducing risk, enhancing transparency and accelerating impact across the supply chain.

For the past 25 years, Jakala has been at the forefront of marketing and strategic consultancy, delivering exceptional value through data-driven solutions. With an agile and innovative approach, the company has continuously adapted to evolving client needs while fostering a culture of respect and awareness – for both people and the planet. Committed to inspiring ESG excellence across its global supplier network, Jakala's dynamic approach to supplier engagement makes sustainability accessible for all.

## Company Profile

Industry:  
**Consulting and Services**

Headquarters:  
**Milan, Italy**

Customer Since:  
**2021**

Solutions:  
**Ratings, IQ Plus with Vitals, Carbon Action Manager, EcoVadis Academy**

2024 Spend Coverage through EcoVadis Ratings:  
**75%**



## Reinforcing Sustainable Procurement to Mitigate Risk

To reduce ESG risk and ensure compliance with the EU's Corporate Sustainability Reporting Directive (CSRD), Jakala has implemented a sustainable procurement strategy that classifies, monitors and improves supplier sustainability performance. The company has also built a robust governance structure for sustainability, with dedicated category managers responsible for communicating ESG requirements and supporting suppliers. These category managers are backed by compliance specialists who streamline supplier onboarding and communication, providing essential tools and resources to enhance supplier engagement with the EcoVadis platform.



**Valentina Chimirri** *ESG & IP Manager*

**The ESG regulatory pressures that companies are facing at the moment are hugely varied depending on where the company is based. This means we can't take a one-size-fits-all approach for our suppliers when it comes to sustainability.**





## Leveraging EcoVadis' Full Suite of Solutions

Jakala has faced a number of hurdles in implementing its sustainable procurement strategy. Its vast and complex supply chain has made it challenging to engage and align suppliers from different regions on ESG regulatory requirements. The company has also experienced difficulties in collecting accurate and verifiable data from suppliers, particularly on scope 3 emissions.



**Claudia Volpato** *Sustainability and Risk  
Senior Manager*

**EcoVadis is a strategic, practical solution that drives continuous improvement and data-driven decisions.**

Company Challenges	How EcoVadis Helps	Benefits
 <p>Accurately monitor supplier ESG performance</p>	<p><b>EcoVadis Ratings:</b> Request assessments, monitor performance, create reports and engage suppliers in risk and performance goals</p>	<ul style="list-style-type: none"> <li>• Evaluate suppliers across a wide range of ESG metrics</li> <li>• Scorecards pinpoint key improvement areas</li> <li>• Inform corrective action plans for critical suppliers</li> <li>• Grant access to strategic requests for proposals based on performance</li> <li>• Build stakeholder trust</li> </ul>
 <p>Integrate ESG requirements into procurement</p>	<p><b>EcoVadis IQ Plus with Vitals:</b> Map, monitor and engage suppliers on critical ESG risk topics such as CSRD compliance</p>	<ul style="list-style-type: none"> <li>• Reduce risk and enhance supply chain resilience</li> <li>• Support disclosure and regulatory compliance</li> <li>• Enable data-driven risk mitigation</li> <li>• Improve transparency across the supply chain</li> <li>• Contactless supplier risk profiling at no cost to them</li> <li>• Solution scales with procurement needs</li> </ul>
 <p>Enhance supply chain decarbonization and align with emerging regulations</p>	<p><b>Carbon Action Manager:</b> Support the management of scope 3 emissions and help align reporting practices with CSRD and CBAM expectations</p>	<ul style="list-style-type: none"> <li>• Gain visibility over carbon hotspots</li> <li>• Accelerate scope 3 decarbonization across the entire supply chain</li> <li>• Carbon heatmap for prioritizing high-impact actions</li> <li>• Efficient primary carbon data collection with insights into data quality</li> <li>• Build compliance with ESG regulations</li> <li>• No cost to suppliers</li> </ul>
 <p>Support supplier capacity building</p>	<p><b>EcoVadis Academy:</b> Train suppliers and employees on evolving ESG regulations</p>	<ul style="list-style-type: none"> <li>• Supplier improvement areas</li> <li>• Build supply chain resilience</li> <li>• Increase supplier engagement with ESG regulations</li> <li>• Offer regular training sessions</li> <li>• No cost to suppliers</li> </ul>



### **IQ Plus with Vitals**

Since first partnering with EcoVadis in 2021, Jakala has significantly enhanced its sustainable procurement strategy through an integrated approach, allowing it to streamline supplier screening, risk mapping and compliance monitoring. It now assesses 75% of its annual spend through EcoVadis Ratings. By leveraging **IQ Plus with Vitals**, the company can identify supplier risk hotspots by country and sector, using light questionnaires to engage medium and high-risk suppliers at scale. With EcoVadis’ support, Jakala is evolving its supplier engagement strategy to better equip trading partners – regardless of size or maturity – with ESG-related insights and resources that encourage continuous improvement. The company is working towards leveraging the IQ tool with Vitals to map suppliers with lower risk and turnover ratios in 2025.



### **Ratings**

**EcoVadis Ratings** provide Jakala with critical sustainability insights, helping the company identify key areas for improvement and create corrective action plans for its most important suppliers. Having stabilized its supply base in recent years, Jakala is now focusing on building purposeful relationships and enhancing supplier capabilities. One way it does this is by encouraging suppliers to attend at least three sustainability training sessions each year. Since 2023, 67% of Jakala’s suppliers assessed by EcoVadis have improved their sustainability scores.



### **Carbon Action Manager**

Jakala also drives scope 3 decarbonization using tools like the **Carbon Heatmap**, which pinpoints emissions hotspots for targeted action, and **Carbon Ratings**, which evaluate suppliers’ carbon practices and streamline the collection of primary emissions data.



## Leading by Example

Committed to aligning with ESG best practices and enhancing its reputation, Jakala chose to undergo its own EcoVadis assessment. In 2023, it was awarded an EcoVadis Gold Medal (top 5% of the network) for its commitment to driving responsible practices across the value chain and improving its own ESG performance. Its commitment to transparency and continuous improvement is already yielding results: earning the Medal has enabled Jakala to strengthen its market position, increase competitiveness and gain access to strategic tenders and business opportunities.



**Fulvio Fragola** *Procurement  
Managing Director*

## Benefits of Reassessment with EcoVadis

<p><b>Stakeholder trust</b></p> <p>Regular reassessments showcase continuous improvement, increasing trust with both customers and investors.</p>	<p><b>Alignment with best practices</b></p> <p>The process highlights specific improvement areas and ensures the company's ESG goals are aligned with evolving global standards.</p>	<p><b>Demonstrating leadership</b></p> <p>Using the EcoVadis Medal in communications and reports enhances Jakala's reputation as a responsible leader.</p>
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Beyond showcasing the EcoVadis Medal in its external communications, Jakala is taking a data-driven approach by incorporating supplier insights from the EcoVadis platform into its sustainability reports. The company actively measures and communicates the impact of its sustainable procurement program through key performance indicators, monitoring scope 3 emissions and tracking progress in working conditions.

**Our EcoVadis Gold Medal resulted in more than €37M in revenue from clients monitoring EcoVadis performance from 2023.**

## Inspiring Sustainable Growth and Collaborative Capacity Building

The Jakala team continues to actively engage with suppliers to drive sustainable growth in alignment with its ESG commitments. By combining onsite audits with EcoVadis solutions such as IQ Plus and Ratings, Jakala is continuously gaining insights into its suppliers' sustainability performance. When gaps are identified, the company utilizes tools like the EcoVadis Academy, which provides scalable training to equip suppliers with essential skills in emissions calculation, renewable energy adoption and ESG goal setting.

Internally, Jakala fosters seamless collaboration across procurement, sustainability and compliance

teams, ensuring that sustainability goals are fully integrated into business decisions. By sharing data from IQ Plus with Vitals and the Carbon Action Manager, teams conduct informed analyses that enhance risk mitigation and drive strategic action. This cross-functional approach not only strengthens decision-making but also improves operational efficiency through better resource allocation and increased transparency.

By embedding sustainability into its operations and procurement efforts, Jakala is building a resilient, future-proof supply chain that balances economic goals with long-term environmental and social impact.



## Jakala's Top Tips for Sustainable Procurement Success

- 1** Align your procurement strategy with company values and ESG goals
- 2** Engage stakeholders early to set realistic timelines
- 3** Build resilient governance by clearly defining roles and responsibilities
- 4** Provide regular training to upskill staff and suppliers
- 5** Continuously monitor and track supplier progress

Jakala evaluates suppliers using EcoVadis to mitigate reputational risk and ensure alignment with its ESG commitments. The company prioritizes partnerships with suppliers that uphold and advance sustainable best practices, reinforcing its core values. Jakala leverages EcoVadis solutions to enhance transparency, uphold ethical standards and strengthen its supply chain. This proactive approach not only protects the company's reputation but also drives meaningful progress toward its ESG goals.





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## About EcoVadis

EcoVadis is a purpose-driven company dedicated to embedding sustainability intelligence into every business decision worldwide. With global, trusted and actionable ratings, businesses of all sizes rely on EcoVadis' detailed insights to comply with ESG regulations, reduce GHG emissions, and improve the sustainability performance of their business and value chain across 220 industries in 180 countries. Leaders like Johnson & Johnson, L'Oréal, Unilever, Bridgestone, BASF and JPMorgan are among 150,000+ businesses that use EcoVadis ratings, risk, and carbon management tools and e-learning platform to accelerate their journey toward resilience, sustainable growth and positive impact worldwide. Learn more on: [ecovadis.com](https://ecovadis.com), [X](#) or [LinkedIn](#).