

MADE IN   
**STEEL**  
CONFERENCE & EXHIBITION



# CHARTER OF VALUES

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THE ITALIAN STEEL COMMUNITY



# DETERMINATION AND KINDNESS

**Casa Morandi's style** embodies the guiding values that are at the basis – coming before business, products, and services to the market - of our being together, of our working together, of our existence. Every day.

And so, if it is true that “**behaviours give prominence to values**”, we hope that this charter, this map, will be a guide to lead us every day, framing the details of our behaviours, like a smile at the coffee break or a comforting word to a colleague.

“Watch your thoughts” someone wrote “they become words; watch your words, they become actions; watch your actions, they become habits; watch your habits, they become character; watch your character, for it becomes your destiny. We become what we think”.

*Happy journey to all!*



## THE INDIVIDUAL

Morandi places respect for the person at the centre of relationships, professional and otherwise. Placing the person at the centre means creating a welcoming, helpful, and attentive working environment, where people can feel at home and find in the company a fertile ground for growth, enhancement and training



## KINDNESS

Morandi intends to build solid and long-lasting relationships, both internally and externally, with customers, suppliers, and other counterparts. Developing positive and virtuous relations, inside and outside the company, means adopting an attitude of fairness and trust, kindness and transparency, cooperation, and altruism among people, even before that between the company and its functions



## INNOVATION

We relentlessly set new goals for ourselves and our work, aimed at improving the methods and contents of the proposals we make to our

customers. There is always room for improvement, each objective is a springboard towards new achievements, and this attitude of innovation, flexibility, and confidence in the future leads us to welcome change with a smile, thinking “why not?”



## KNOWLEDGE

The Morandi Group operates vertically in the steel supply chain: we provide the supply chain with content, relationships, products. Competence, commitment, and in-depth knowledge are essential to what we give. Permanent education, detail analysis, reading and contamination from external sources become personal and team tools to build and spread a culture of knowledge in the steel industry



## CARE

The care of the environment around us, of the workplace; fighting prejudice amongst colleagues. Respect for those who will come after us and attention to the way competence and know-how are passed on. ‘Sustainability’ is today’s catchword, but this is first and foremost a form of care: care for us, for others, for the future we will leave to our children.



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