

Expansive Sustainability: FIFCO Closes 2025 with Key Advances in Environment, Health, and Citizen Participation

- The company consolidated high-impact projects such as “Back to Home,” Choose to Help, Smart Consumption, and the transformation of its portfolio.
- Over 1 million people impacted through education for responsible consumption and more than 21,000 volunteer hours recorded in 2025.

Sustainability is a strategic axis to generate real and measurable impact in a global context that demands concrete responses to social, environmental, and public health challenges. Under this vision, FIFCO presented the main achievements reached during 2025—a year marked by coordinated efforts, innovation, and the participation of multiple stakeholders to contribute to the well-being of people, communities, and ecosystems.

One of the most relevant milestones of 2025 was the consolidation of the “Back to Home” project, driven by Imperial and FIFCO, which combines technology, science, and environmental education to combat the illegal extraction of sea shells—a practice that accelerates coastal erosion and affects biodiversity. Throughout the year, more than 157,000 shells were classified, and 1.2 tons were returned to the sea, strengthening ecosystem restoration in Costa Rica’s Caribbean and Pacific regions.

- Presented at the United Nations Ocean Conference (UNOC3) in Nice, France, as a case of applied innovation for marine restoration.
- Won a Silver Lion at the Cannes Lions International Festival of Creativity in the category *Market Disruption – Public Relations*, validating creativity, technology, and science as tools for sustainability.
- Achieved an academic milestone by being accepted as a scientific article at the *International Conference on Computer Vision (ICCV 2025)*, one of the world’s most prestigious conferences in computer vision, consolidating its global replicability potential.
- Recognized as winner in the Environmental category of the AmCham Sustainable Business Awards 2025—among other awards—positioning it as one of the most relevant environmental projects in the country.

Complementing this effort is the corporate volunteer program *Choose to Help*, reaffirming FIFCO’s commitment to active citizen participation and community development. By December 2025, the company recorded 21,620 volunteer hours,

reaching a historical total of more than 1,115,000 hours since the program's creation in 2009.

This year alone, 2,486 volunteers participated nationwide, impacting more than 6,190 people through initiatives such as beach and river cleanups, reforestation, recovery of public spaces, support for shelters, environmental education, and strengthening community projects. These actions demonstrate how corporate volunteering can become a platform for social and environmental transformation with national reach.

In the health and wellness axis, FIFCO reinforced its leadership through its *Smart Consumption* program, one of the priority goals of its sustainability strategy for 2027. By November 2025, the company reported 1,024,790 people trained and sensitized on responsible consumption through in-person training, digital tools, e-learning, educational actions in schools, and informative content on digital platforms. This effort focused on promoting moderation among adults and reinforcing a clear and sustained message of zero alcohol consumption among minors and other sensitive populations, contributing to a more conscious society.

Additionally, the company made significant progress in transforming its portfolio, achieving an additional 22% reduction in average sugar content per serving—from 8.13 grams in 2024 to 6.36 grams by November 2025. This result not only surpasses the target set for 2027 ahead of schedule but also reaffirms FIFCO's commitment to responsible innovation, public health, and adapting its offerings to consumer needs.

FIFCO also promotes peaceful coexistence, especially in early childhood, through alliances with the Ministry of Public Education (MEP), the PANIAMOR Foundation, among other entities, providing the educational community with digital tools and programs that foster a culture of peace, mental health, emotional management, and non-violent conflict resolution—contributing to a more empathetic and supportive society.

In 2025, the “Emotion Diaries” initiative was launched to strengthen emotional well-being among children and teachers in public schools. This initiative integrates emotional management into daily classroom practices and helps build safer, more empathetic, and resilient school environments, reaffirming the company's commitment to more humane and holistic education.

Internally, FIFCO also achieved significant progress through its *AstroDevelopment* program, focused on the comprehensive well-being and prosperity of its employees and their families. By the end of 2025, multidimensional poverty incidence within the

company dropped to 4.75%, compared to 11.08% in 2022—a cumulative reduction of 56.8%, surpassing the corporate goal set for 2027 ahead of schedule. This progress translates into 1,565 resolved deficiencies and enabled 178 households to exit multidimensional poverty, thanks to interventions in areas such as health, housing, education, social protection, and employment.

“Sustainability is a collective action that is built. Each of these advances reflects a vision that places people and the environment at the center—from protecting marine ecosystems to educating for more informed consumption, strengthening communities, and ensuring the comprehensive well-being of those who are part of the company,” said Maria Pía Robles, FIFCO’s Director of Corporate Relations.

The close of 2025 confirms that FIFCO’s Expansive Sustainability translates into concrete results that integrate innovation, citizen participation, health, and environmental regeneration. Through its projects and initiatives, the company continues to advance toward a Society 5.0 vision, where technology, knowledge, and collaboration serve human and planetary well-being. With people and communities at the center of its operations, FIFCO reaffirms its commitment to driving solutions that create shared value and actively contribute to Costa Rica’s sustainable development.

For more information about the company’s programs and projects, visit the [Integrated Report 2024](#), under Environmental Strategy and Social Strategy, pages 124 and 167.