

# SUSTAINABILITY CHARTER

be anything. be sustainable.

EN



# Our common future

## SDG's

### Sustainable Development Goals

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- Social responsibility
- Communication and dialogue
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## ProjectC!

### Carbon neutral company

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beMatrix respects people and the planet. Sustainability is one of our key drivers and a core theme in every department of our business. We might not yet have finalised our life's work, however, whilst getting there we pave the path to the future, every day. This charter is our way to invite you to join us in our efforts for **more sustainability in the live communication industry.**

In this sustainability journey, our passion for corporate social responsibility always is subjected to a stress test using objective rationale and a clear vision. Our way is the straightforward way: we talk the talk and we walk the walk.

Stefaan (CEO) & Edwin (CIO)

*Stefaan Decroos*

*Edwin Van der Venne*

Our common future



The 1987 Brundtland report defines the ‘sustainable development’ concept as follows: “Development that meets the needs of the current generation without compromising the ability of future generations to meet their own needs.” That very definition has become the backbone of our corporate sustainability policy. We create added value with the focus on the current and future requirements of our clients, stand builders and stakeholders, such as our staff members and suppliers of raw materials.

According to estimates by ‘Wuppertal Institute for Climate, Environment and Energy’ 90% of the conventional materials used for stand building is dumped in the mixed residual waste.

beMatrix offers a **sustainable alternative to the traditional stand building** with a lightweight aluminium frame system. Since assembly is modular, our frames are so much more versatile and can be reused hundreds of times; a great answer to what stand builders and exhibitors both need – and our contribution to safeguarding the environment for the next generations.

Thanks to our open corporate culture and our network of co-workers (our beManiacs) and ambassadors (our bePartners), we quickly pick up on changes in needs and new trends. Our way of thinking is dynamic and our products are continuously scrutinised, so that they can be used **today and tomorrow**, in all kinds of different ways.

Sustainability to us has true meaning and is integrated in our day-to-day management as well as in the strategic choices we make.



SDG's  
on



# Sustainable Development Goals

With a large number of sustainability efforts, we actively contribute to the United Nations Sustainable Development Goals, or SDGs. These SDGs are an action plan built around 17 main themes and 169 targets to make the world more sustainable by 2030. The SDGs are promoted on an international, national, regional and sectoral level to combat poverty and to protect our planet.

## In fact, beMatrix positively impacts 9 SDGs:

- Good health and well-being (3)
- Quality education (4)
- Gender equality (5)
- Affordable and clean energy (7)
- Decent work and economic growth (8)
- Responsible consumption and production (12)
- Climate action (13)
- Peace, justice and strong institutions (16)
- Partnerships for the goals (17)

In this charter, our impact on an SDG goal is indicated by the relevant SDG pictogram.



## Good governance

The beMatrix path to sustainability consists of three elements: our mission, our corporate values and our strategy.

### Mission

beMatrix reduces sustainability to its essence: **we are the leading system for easy and sustainable event building**. We support our clients and exhibitors with sustainable materials, always focusing on ease of use.

- **Assembly and dismantling** – lightweight frames which do not require any professional tools.
- **Transport and storage** – modular, easy to store in handy trolleys.
- **Design** – user friendly online design program beCAD.
- **Use** – durable, no quality loss.
- **Rental and Service hubs** – international network with uniform parts for local delivery.
- **Support** – experienced and knowledgeable agents.

In collaboration with our partners, we write an all-encompassing modular story about unlimited possibilities in stand and event building. By incorporating trends and diversity in client segments, we continuously improve our corporate relationships.

### Values

To bring our mission to life, three values are of high importance, when making a decision regarding daily operations on the shop floor as well as when debating strategic choices at management level: respect, passion and teamwork.

## Respect

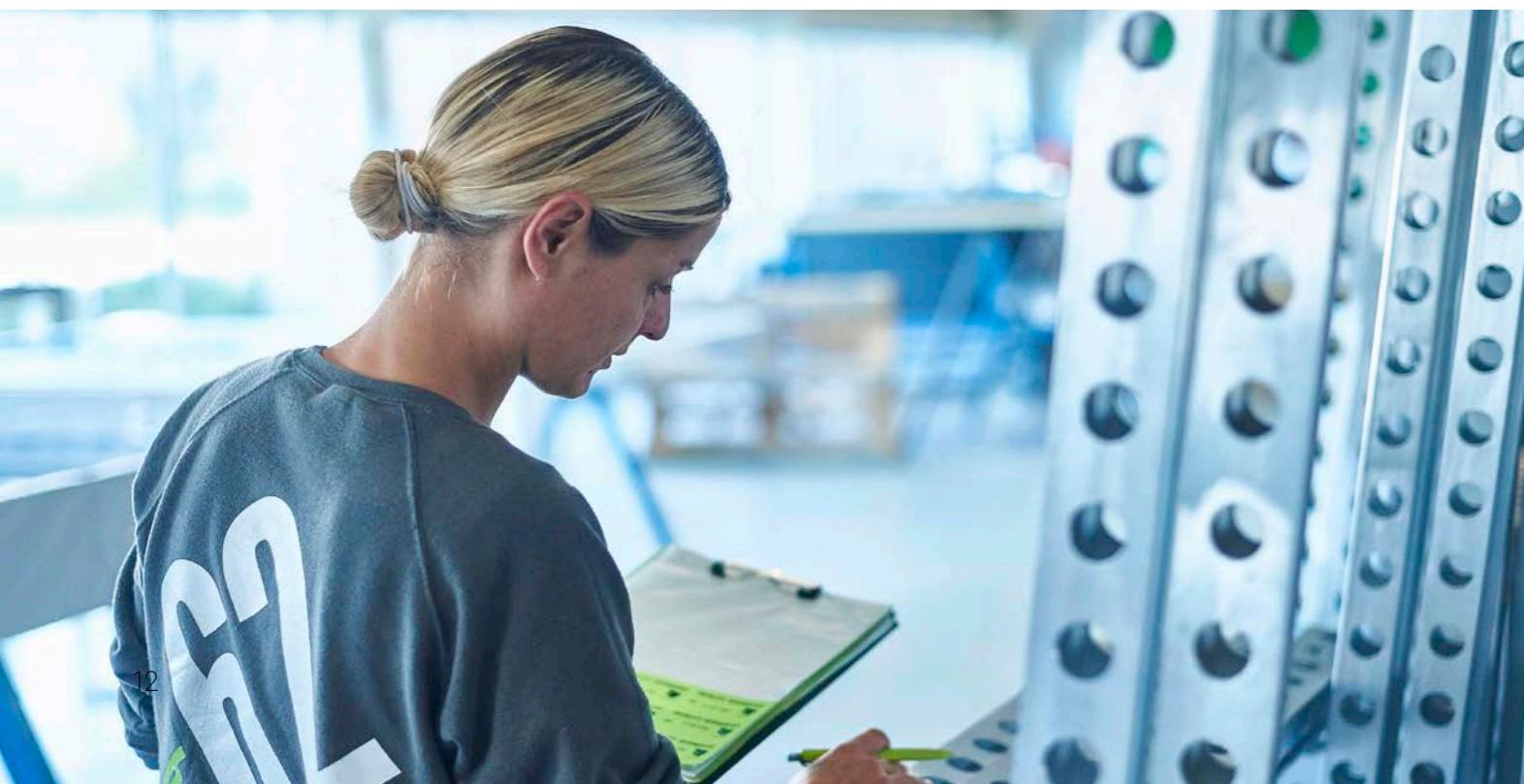
- We respect each other (colleagues, customers, suppliers and other stakeholders) and each other's diversity.
- We are open to the needs and expectations of our clients and of all other stakeholders and will do anything to meet these needs and expectations.
- We are committed to help the environment, also out of respect for the next generations.

## Passion

- We are proud of what we do, of our innovations and our brand.
- We are authentic and honest and straightforward in the way we communicate.
- We talk the talk and we walk the walk.
- We promote a positive, dynamic, optimistic and warm place to work.

## Teamwork

- We are a strong network of co-workers ('beManiacs'), working together to assure the entire group is successful; In that respect, we put the interest of the group before individual benefits.
- We collaborate closely with clients and suppliers ('bePartners').
- We share knowledge and insights.
- We are open to each other and support each other, both in a business context and outside of that.
- We spot opportunities for innovation in all links in the value chain.
- We subscribe to an open and honest corporate culture.



## Strategic goals

Our strategy consists of several cornerstones. The five mantra describe the way we want to embed the beMatrix mission throughout the business:

- **be the best** - Our skilled team is up for the challenge to deliver you great products with the best possible service.
- **be the first** - As a trendsetter in our industry, we constantly think how we can make things better, easier, nicer and with a higher return for you.
- **be everywhere** - Since day one we have the ambition to be globally present and create a worldwide network of customers, suppliers and Rental Service Centers.
- **be together** - We have an open, honest and true cooperation both within our team and with our customers & suppliers.
- **be sustainable** - We go for a positive impact in the complete value chain of our industry with clear sustainable goals. On top of that, we aim to be carbon neutral by 2026.

## Social responsibility

Also outside of the corporate context, beMatrix engages in corporate social responsibility: we invest a set percentage of our profits in different (national and international) projects. We endeavour to involve our teams or to raise awareness regarding the respective themes.

### 11.trail

A number of beManiacs take part in the annual 11.trail in Roeselare, organised by 11.11.11 who strives for a world with more justice and less poverty. Since 2018 beMatrix finances the logistics, being one of the main event sponsors. All of the ticket proceeds are donated to the 11.11.11 charities.

### Water kiosks in Ituri

Via Ondernemers voor Ondernemers we support the build of three water kiosks in the province of Ituri, Congo. Until recently, manually operated pumps were being used to pump water, resulting in large queues at the water pits. We chose to invest in water kiosks, where more people can tap water at the same time. The kiosks are run by local entrepreneurs, who are offered a minimum price for the water. They are also responsible for maintenance and ensure sustainable water provisions in the province.

16 PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



17 PARTNERSHIPS  
FOR THE GOALS





## beMatrix forest planting

beMatrix also invests in breathing space, literally: with the support of the Flemish government, we invest in local reforestation. Since 2018, we already planted trees on 3 locations. 3 beMatrix Oxygen forests (one, too & tree) in East & West-Flanders. On Three Planting Days by Natuurpunt, the beManiacs got their hands dirty and planted the sponsored trees themselves.



## Communication and dialogue

At beMatrix we aim for transparent and honest communication. The values 'respect' and 'teamwork' are prioritised, providing a solid basis for feedback. Internally, communication lines are short, since we have a flat hierarchical structure, enabling efficient communication between C-level, managers and employees. Our department heads play a pivotal part, since they are directly in charge of the shop floor.

Then there is our HR department, which for all beManiacs is always 'open for business'. On a regular basis one-2-ones with employees take place, to gauge their motivation and the way they feel. Thanks to this open culture, beManiacs do not feel inhibited to voice issues and HR can define actions for improvement. This feedback process also helps us to map the most important challenges and to incentivise self-development

## People-minded entrepreneurship

So many aspects are involved when it comes to the well-being of our beManiacs. beMatrix carefully monitors wage levels, policies, management style, work surroundings and job security. Simultaneously, we are fully aware of the impact of how people relate on the work floor and endeavour mutual respect. We recognise therefore the results our co-workers attain, so they feel proud of their contribution. Moreover, we are flexible, conscious of our co-workers maintaining a **healthy work-life balance**.

A large choice in training options entices people to continuously learn and facilitates personal development, such as assertiveness training, to help you speak confidently in a meeting or to overcome fear of making a call. Co-workers can also enrol in a specific program, to enlarge their professional know-how and to make the switch to a different function within our organisation which matches their capabilities. For each co-worker a customised training plan has been drawn up, including e-learning, webinars, internal training, training on the job... Based on our annual employee satisfaction survey, we list an action plan to improve the feeling of well-being amongst our workforce, with these actions also openly communicated. We for instance installed acoustic panels to minimise noise hindrance, etc.





## Sustainable Supply Chain

### Recycled aluminium

Aluminium for the main part consists of bauxite, a mineral won in opencast mines in Australia, China, India, Brazil and Guinea. To keep the impact on the environment as low as possible, 80% of the mining sites are redeveloped. When they close, part of the reclaimed mining sites is given a new life as forest or as a dedicated agricultural area.

Apart from the mining process, the actual production of aluminium also is very polluting, hence why these days, this raw material is carefully managed all over the world. 75% of the aluminium produced in total still is in use, claims a study of the Flemish public service OVAM. In Europe, the recycle conversion rate of aluminium varies between 34% to 62% for cans, even up to 95% for aluminium used in the building and transport industry.

**Aluminium can be re-used for an indefinite time, without loss of quality.** Recycling aluminium is quick and efficient, whilst using 95% less energy than the actual aluminium production process. However, only a small number of businesses specialise in recycling aluminium. beMatrix continues the search for a supplier that offers eco-friendlier aluminium at an interesting price.



### Efficient machines

In 2018, beMatrix automated the production process. With an automated machine park, beMatrix aims to house all production steps under one roof. This not only improves the quality of our profiles and frames, but also the speed at which these parts roll off the manufacturing line. The machine park is able to produce 1 frame every 100 seconds, including finishing. We are now very well versed in managing volume variance requirements and can deliver large volumes. This investment has been a conscious choice for sustainability: since the machines are much more precise, we **lose less raw materials** during production. The small amount of production waste is collected and re-used for aluminium production. The new machine park also requires less movements from and to subcontractors, again beneficial to the environment, both locally and on a world scale.

## Sustainable product development

### Sustainable design

An aluminium beMatrix frame system is re-usable, modular and light in weight.

### Versatile and reusable

Stand builders can use the profiles up to 200 times, in all kinds of configurations. With a bit of extra attention and care, they can even prolong the life cycle of their frames, minimising their impact on the environment.

### Modular

Based on the design of their stand, clients can choose parts accordingly. With the same frame they can create a wall, floor, ceiling or a combination of all of these. Thanks to the modular character of our frames, reusing them is even easier.

### Light in weight

The standard 992 by 2480 millimetre frames weigh 6.955 kilogram, making them ergonomically sound and user-friendly: stand builders require less hands for assembly and are guaranteed easy transport. Since the frames don't weigh much, less fuel is used during transport, hence causing less pollution!



## Sustainable surface treatment

In order to lower the environmental impact of the production process, beMatrix introduced the **ECO+ frame** as an alternative to anodised frames. Traditionally, anodised frames are finished with a layer of oxide to protect them from wear and tear. This procedure involves the use of heavy chemicals, such as chromium and sulphuric acid. beMatrix wants to combat this kind of pollution by brushing the frames as a finishing technique. The frames still look similar to anodised frames but are fully recyclable. The new frames are fully compatible with the existing frames, so clients can replenish their stock with new ECO frame modules.

At the same time of the launch of the ECO+ frames, in 2018, we also brought **ECO pins** to the market, used to attach frames to one another. These pins are no longer are chromium-plated, but are manufactured out of Zamak (an acronym for the Dutch words for Zinc, Aluminium, Magnesium and Copper). This treatment is much eco-friendlier than a chromium treatment: CO<sub>2</sub> emissions are reduced to 1/8th and the weight of the pins is halved. Again, another advantage during transport and when assembling or dismantling a stand. The ECO pins, thanks to their design, are fully stackable, so they take up less space during storage and transport.

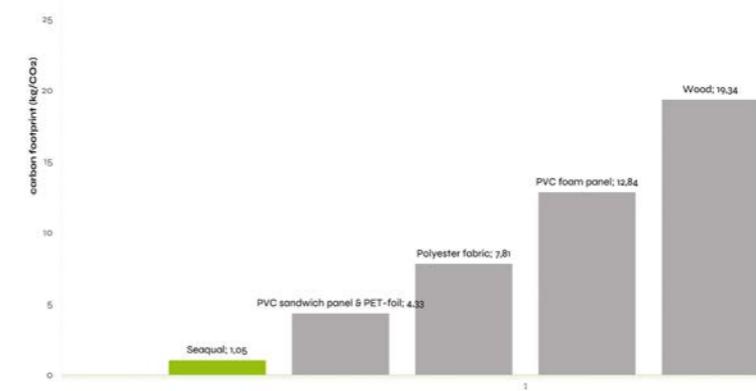
## CO<sub>2</sub>-reduction

Still today, a large number of stands still is erected out of a wooden construction, most of which ends in the garbage container after use. The re-usable beMatrix frame system not only helps reduce waste, CO<sub>2</sub> emissions throughout the entire lifecycle, from production to use, are halved. Calculations based on the **Bilan Carbone®** method showed that the carbon footprint of conventional wooden frames is almost double that of a beMatrix aluminium frame with foam panel infills.



Beginning of 2024, we will introduce a range of **Climate Certified products** based on a maximal reduction of footprint in collaboration with CLIMATE PARTNER. The study's boundary follows a "cradle-to-customer plus waste" approach and looks at material acquisition, pre-processing, production, distribution, storage & end-of-life.

## Carbon product footprint of a finished wall including frame (in kg/CO2 rm)



## Sustainable development principles

- **INCLUSIVITY:** We created a comprehensive list of stakeholders and they are given the opportunity to provide feedback. Key issues were addressed. Lessons learned were shared with peers.
- **INTEGRITY:** The Code of Conduct is spread amongst suppliers & approved by the vast majority. Implementation of sustainability is a strategic process and advantage aligned with broader organizational strategy.
- **STEWARDSHIP:** We have an internal sustainability program in place involving our staff, new employees are given education on sustainability. We involve suppliers on sustainability with mutual respect and environmental policies & standards applied.
- **TRANSPARENCY:** We're building out a transparent culture both internal & external to make sure everybody has access to accurate information.



## Management Systems

### Sustainable event, quality & environmental management

beMatrix never stops to take initiatives to run operations more sustainable and continuously improve with a clear focus on four dimensions:

- **Ecological:** reducing the ecological impact of our organization.
- **Social:** focusing on Talent management and Employee Engagement and supporting external social projects.
- **Economical:** steering sustainable procurement throughout the supply chain and continuously work on a sustainable business model.
- **Quality:** and this throughout the entire lifecycle of our products.

By becoming ISO 9001, ISO 14001 and ISO 20121 certified, we want to combine our efforts towards compliance with quality, environmental and sustainability criteria, since there is a strong link between all three. Another perk is the fact that the already strong ecological awareness within beMatrix now will be backed by a solid foundation to grow even stronger and more solid.

### Waste management

Our waste is recycled in accordance to the standards defined in the Flemish VLAREMA regulations, which defines **sustainable management of material cycles and waste**. At beMatrix we have our own recycling park, where each waste stream is collected separately:

- Wood
- Aluminium
- Compostable waste
- Plastics and metals
- Electronics
- Plastic foil
- Paper and cardboard
- Residual waste

Since the production process of our frame system runs efficiently, we generate hardly any residual waste in operations; most of it comes from the offices and canteen and is collected separately, as is paper, cardboard and compostable waste. Ink cartridges, glass and batteries are also kept aside.





## Energy and the climate

### Reconversion

The beMatrix headquarters are located in the former Philips buildings in Roeselare (BE), since renovating an existing site turned out to be eco-friendlier than a new build. During the renovations, we invested extra resources in **insulation**. We also had **sun blinds** installed on the outside of the building to keep the heat out by blocking the rays of sun before they touch the window panes; hence we require a lot less air conditioning.

### Green car fleet

beMatrix is phasing out the fossil-fuel, hybrid & CNG fleet. This means that we only offer **electrical options** in our fleet since 2023. We currently have 16 charging points on our sites in Roeselare (BE) since 2018 and plan to shift to smart charging stations in 2024. These are already also available for visitors and will also be made available for local residents or passersby who want to charge.



### Solar panels

With our efforts to minimise the carbon footprint of our products, we take our responsibility to battle climate change. We actively want to support, together with likeminded entrepreneurs, worldwide initiatives to save our planet. That is why we invest as much as possible in **renewable energy**. Currently our two production sites are fitted with hundreds of solar panels, producing about 25% of our energy consumption. We plan to further extend this solar park, to be able to cover the majority of our energy requirements with renewable sources.

 As from January 1st, 2019, beMatrix has a contract with Eneco, who supplies the rest of our electricity needs out of 100% renewable wind energy from local (domestic) origin!





## Quality of the surroundings and mobility

beMatrix opts for a **one-stop-shop strategy** in order to avoid any unnecessary transport movements: thanks to our worldwide **bePartner network** our clients can simply pick up our modules locally in a central service centre, or just go there for advice. Only experts who attend annual refreshers at the beMatrix Academy can become a member of our international network. These are the different partnership types:

### beMaster

Our beMasters have a large stock of frames and accessories, integrate our latest innovations, are able to think outside the box and consider optimal service to be of paramount importance.



### bePartner LEDskin®

Our LEDskin® bePartners all stock a minimum amount of LEDskin® and have years of expertise in the audiovisual industry. They are more than happy to help you perfectly integrate LEDskin® in your beMatrix stand.



### bePartner LEDskin® content

Do you already have LEDskin® available, but are you still looking for a partner to help you with content? Our content partners will advise and assist you, from content creation up to and including optimal display quality on your LEDskin® system.



### bePartner printed panels

Printing infill panels for our beMatrix frames might seem simple, but this specialised job really has to be executed in a very precise way. Our bePartners for printed panels have already proven they totally master this specialised skill and guarantee excellent service, time and again.



### bePartner printed textiles

Printing customised textiles takes real precision. Our bePartners for printed textiles have proven they totally master this specialised skill and guarantee perfect service, time and again.



### Global Rental Network

Our **beMatrix Service Centres** store a large range of frames, lighting and other beMatrix solutions to support you. We deliver anywhere with all the requisite care and urgency. We offer two different renting options so you get a beneficial price and, maybe even more interesting, a spread of the costs for your beMatrix project.



Project+Ci



WE'RE GOING CARBON NEUTRAL.  
HOW ABOUT YOU?



NEUTRAL

2

# Carbon neutral company

## What is ProjectC! ?

**ProjectC!** builds on the foundations of the SDG's and is the innovative masterplan of beMatrix to become **Carbon Neutral as a company**, to create **awareness with the employees**, to help other **companies in their calculations** and on collaborating with other parties in the value chain to make sure the **event industry** can have a long and prosperous future.



### CARBON NEUTRAL

"Is the state of zero carbon emissions as a result of maximal reduction of the footprint combined with a contribution of what could not be avoided."

## Corporate level

We have set the goal of becoming carbon neutral by 2026. It is based on 3 steps to be repeated every year. Measure, reduce and contribute.



### Reducing the footprint on a corporate level

Scope 1 and 2 are emissions that are owned or controlled by a company, whereas scope 3 emissions are a consequence of the activities of the company but occur from sources not owned or controlled by it.

The result of 2021 is the starting point to reduce in an ambitious reduction plan towards 2026. We have full control over **scope 1** and **2** and are going to reduce the footprint in these scopes by **46%** in the coming years. Main targets here are phasing out the remains of fuel-oil and gas by heat pumps and maximizing our on-site solar production.

Although we have far less control over **scope 3**, we also want to commit to the Paris Agreement Goals in scope 3. This means a reduction of the footprint of **28%**. Main targets here are using even more recycled aluminum and to work on an improved transportation policy for people & materials.



### Offset what we can not avoid

By 2026 we want to have our own insetting project. This means we will set up a project by then to offset what we could not avoid. This project will be focusing on 2 things: PLANET, meaning tackling the climate change and PEOPLE, meaning to support climate sensitive communities. In the run-up of that own project, we already supported **2 programs to offset our scopes 1 and 2**.

**1. UTSIL NAJ** ("A HEALTHY HOME FOR ALL") **project in Guatemala**. More than 2.5 million families in Guatemala still cook on traditional open stoves with firewood as solid fuel. As a result, more trees are cut for more firewood and the toxic fumes make the indoor climate unhealthy. This project invests in improved cookstoves, they are designed to maximize thermal and fuel efficiency and the community can now improve their quality of life while enjoying their traditional cuisine in a sustainable and healthy way.

**2. SCOЛЕ'ТЕ** ("THE TREE THAT GROWS") **project in Mexico** provides socio-environmental services to peasant and indigenous communities, through carbon capture with agroforestry and forestry systems, known as green carbon.

## Certifications



### Climate Neutral Now

by UNCC (2022)

Annually we will report to the United Nations of Climate Change on measuring our footprint, reducing our CO2 and contributing to a climate neutral business.

[Read more.](#)



### Sustainable Resource

by eventsost (2021)

We improve events & exhibitions with our durable and sustainable resources.

[Read more.](#)



### Green Good Design

by The Chicago Athenaeum (2022)

International recognition for pop-OUT in the product category.

[Read more.](#)

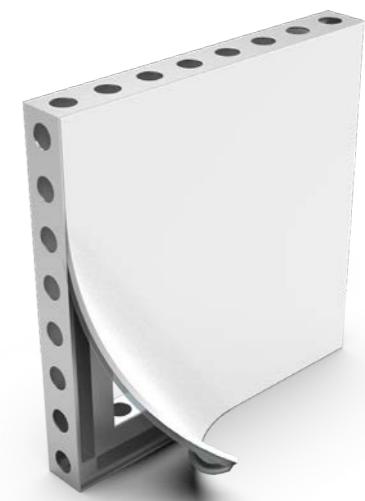
## Product level



We not only want to provide calculations on our own product but we also want to advice best practices on related products like textile and panels. The most sustainable infill at this time is a **Seaqual® textile** product that consist out of 62% SEAQUAL® YARN (Upcycled Marine Plastic and Post Consumer Plastic from Land Sources) & 38% Recycled Polyester (100% Post-consumer waste). This is no black-out solution yet but definitely the way to go if you want to go sustainable.

As important as bringing beMatrix to Carbon Neutrality, we want to help our industry to become more sustainable and future proof.

Therefore, we want to **provide Carbon Neutral products and product lines** as soon as possible. We also want to create a **carbon calculator for our customers**. Like that our customers will be able to use these calculation for their customers.



**When we join  
forces with  
other parties in  
the value chain,  
our industry  
will have a long  
and prosperous  
future!**

Want to share your ideas?

**Edwin Van der Vennet**

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**be strong** ↔ **be stylish**

**be anything.**

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