



# GLOBALLY RESPONSIBLE

Edition 2025



Global Products Group







## LET'S TAKE CARE

"You don't have to see the whole staircase, just take the first step."

~ Martin Luther King Jr.

# FOREWORD

As an entrepreneur, I believe that you only really make a difference when you show what you stand for, in deeds and in words. That's why we continue to actively pursue open, clear and inspiring communication about our CSR policy. Showing not only what we do, but also why we do it. The positive reactions to previous CSR annual reports and the appreciation from the industry, such as the Platinum Award within the Greener Globe Funeral Standard, confirm to me the importance of that honest story.

Last year we made an even more explicit connection between policy, innovation and social impact. Think of circular memory products, the CO<sub>2</sub> compensation through the foundation. Trees for All or the insights we chart through life-cycle analyses. We like to share those insights so that our customers can make more conscious choices and we as a company continue to contribute to making our industry more sustainable.

We share not only our successes, but also what we learn along the way. Because only by staying open can we continue to build together an honest, conscious and future-proof funeral industry.

**Peter Biemans**

Owner of Global Products Group

A handwritten signature in black ink, appearing to read 'P. Biemans', is written on a white background.

## Our inspiration

The fractal, a geometric figure that is uniform.

Discovered in 1975 by mathematician Benoît Mandelbrot. Constructed from parts more or less similar to the figure itself. Featuring an infinite amount of detail. At first sight chaotic, but extremely structured in actual fact. Think of the leaf of a tree, the way a school of fish swims, the fluff of a dandelion or a seemingly 'simple' shell. Behind every fractor is an equation.

Behind every story, a motivation. One that we want to promote worldwide.





OUR  
STORY

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# SUSTAINABLE REMEMBRANCE

## WHO WE ARE

Of course, this issue is not about us, but about the world around us, and we want to take responsibility in this. With the products we supply, the projects we realise and the initiatives we support. But especially with our people, working at the three companies that collectively operate under the banner 'Global Products Group'.

### Funeral Products

Keeping the memory alive

Offering bereaved families a unique and lasting memory is what we strive for every day at Funeral Products. A remembrance that feels right, that fits the spirit of the times and knows how to characterise a loved one like no other. Innovation is at the heart of this. In order to best respond to the changing needs of the market. We listen, think and work closely with the industry. Constantly looking for new techniques, materials and opportunities to keep that special memory alive.



[uk.funeralproducts.eu](https://uk.funeralproducts.eu)

### Funeral Projects

A new way to remember

Funeral Projects offers innovative, modern and personalised solutions for setting up memorial sites. An innovative redesign of the traditional columbarium, for example, which has now also found its way into sports stadiums worldwide. But also unique, fully personalised memorial columns or works of art as garden ornaments. Because the memorial projects and products offered feature a modular basis, the possibilities are endless. As a result, a custom design of your own is achieved, no matter how big or small the location.



[www.funeralprojects.com](https://www.funeralprojects.com)

### Atlantis Memorials

Pioneers in memorial jewellery

Around the year 2000, the Dutch company Atlantis Memorials was one of the first to enter the memorial jewellery market. And set the tone with subtly designed ash jewellery, in which a symbolic amount of ashes could be carried unobtrusively. Now, some 20 years later, the company is part of the Global Products Group and perfect workmanship with an eye for design and detail is still at its core. Moreover, all memorial jewellery is still made by hand; pure craftsmanship and using first-class materials.



[www.atlantismemorials.eu](https://www.atlantismemorials.eu)





# ONE UNIVERSAL STARTING POINT

*"One must travel to learn."*  
~ Mark Twain

# OUR VALUES

## Innovating together

Continuous improvement is at the core of our organisation. Therefore, we are constantly looking at what can be done better, faster and more sustainably. Which (business) processes can we implement more efficiently? With the same (or even fewer) resources, how can we get more done? And how do we ensure that working with the Global Products Group is a pleasure? Working smarter increases productivity and our performance, serves our clients even better, and creates more job satisfaction and commitment among our staff.

We also use this mindset within our own network. Thus, together with our suppliers and customers, we are constantly looking for new products, techniques, materials, solutions and opportunities. Standing still is simply going backwards. By continuing to invest in ideas and processes, we can develop continuously, with gains in all areas.

## Honesty as a basis

Corporate sustainability is expressed in various ways within the Global Products Group. Within the walls of the factories, but especially out there too. From the choice of raw materials and the use of new energy, through safe and fair production processes to the supply of bio-based products.

Moreover, by working only on the basis of long-term relationships, we build a relationship of trust within our network. And we also expect the same commitment and quality from our suppliers and subcontractors. For example, our Code of Conduct is not a nice-to-have, but a must, and acting in accordance with the Modern Slavery Statement is something we take for granted. We personally ensure that our products are not only of high-quality product-wise but also produced under safe and fair conditions. And all this, of course, chain-wide.



## A better world

As Global Products Group, we take our responsibility. And that goes beyond just our core business. After all, we have the people, resources and capabilities to make great things possible. From supporting small local initiatives to lending a warm heart to national and even global social initiatives.

Financially, of course, but also with the deployment of support services and media coverage, for example. Moreover, because we have built up a broad network over all the years of our existence, we also see it as our task to successfully connect people, projects and initiatives. For example, our accountant works on a non-profit basis for several foundations that we have associated with our company. And a number of our freelancers are working selflessly to promote those same charities.







THE JOURNEY  
TO MEANINGFUL  
IMPACT

# WHAT WE DO

Attention to the world around us is at the forefront of everything we do. This starts with a conscious purchasing policy, the use of mostly natural processes and pure raw materials, and our choice of suppliers. Committed partners who invest in the highest achievable quality. Suppliers paying attention to their employees, protecting local production environments and working according to environmental guidelines, attention to their employees, protecting local production environments and working according to environmental guidelines.

Our commitment is also reflected within the organisation's business processes. From considering reusing packaging materials and combining orders to minimise transport miles, to simply printing out fewer emails and separating waste. With an eye for all human aspects inside and outside the organisation and aiming to be meaningful and responsible from raw material to handover to the next of kin.







OUR  
HISTORY



## The years in a nutshell

Where you come from partly determines who you are, and that story starts with us in 2005 with the establishment of the Global Products Group.

This is based on the desire to make an impact through entrepreneurship. A sustainable foundation was created that now extends so much further than mere registration in the Trade Register.

## FOUNDATION

An entrepreneur looking for his new challenge, Peter Biemans founded the Global Products Group. Not yet knowing exactly what this move will look like, he does know what he wants with his new company: to make an impact in the world.

Whether it is creating jobs, solving problems or making a difference in society. Entrepreneurship has the power to bring about positive change.



## FUNERAL PRODUCTS

Peter is confronted twice with the death of someone close to him. When discussing the destination of the ashes, the choices were very limited: urn 1 or urn 2, both at very high prices.

It was precisely this limitation of options that ultimately gave birth to Funeral Products.



## SALES IN THE NETHERLANDS

While searching for a wider range and suitable suppliers, the first Funeral Products urns are sold to funeral directors in the Netherlands.



## PET PRODUCTS

A pet is part of the family, so its loss often has a big impact on its owners.

It was therefore a logical step for Funeral Products to expand its collection to include pet urns in different shapes, sizes and materials.



## INTERNATIONAL

Funeral Products produces and supplies memorial items with a high level of quality at both the product level and in terms of working conditions and terms of employment.

The word spreads fast and the first international customers order from Funeral Products.



## PARTNERSHIP ATLANTIS MEMORIALS

Funeral Products launches its partnership with Atlantis Memorials. Memorial jewellery that not only beautifully complements the collection, but also expresses a special collaboration between two like-minded organisations that value fair trade.



## MANAGING DIRECTOR SPAIN

To better serve Spanish funeral directors' needs and wishes, Funeral Products adds a Managing Director Spain to the team.

Based in Madrid, it allows for even faster and more effective communication.



## RESPONSIBLE PRODUCTION

Atlantis Memorials' factory in Thailand operates under good and fair working conditions, production is naturally free of child labour and contributes directly to local living conditions. This also marked an important step towards supporting the Thai Child Development Foundation, one of the Global Products Group's six pillars.



## MANAGING DIRECTOR UNITED KINGDOM

To strengthen its position in the UK market after the *Brexit*, Funeral Products appointed a Managing Director. This native speaker is resident in the United Kingdom, enabling him to move faster and keeping the lines short with the local market.



## FUNERAL PROJECTS

There are increasing requests from the market for tailor-made advice; not only limited to the collection, but also for the purpose of designing memorial sites.

Funeral Projects was born: appropriate innovative and personalised solutions and products.



## THE SIX PILLARS

Global Products Group believes in the positive ripple effect:

**Doing good is contagious.**

This philosophy formed the foundation of the company's pillars: six social initiatives, which the organisation supports in different ways.  
(read more on [page 58](#))






**2020**

### SUPPLIER ANALYSIS

During the roll-out of the Code of Conduct process, Global Products Group had to say goodbye to a number of suppliers who did not want to move or comply with the new code of conduct. Not an easy decision, but one that was needed to drive continuous improvement.



**2020**

### THE FIRST STEP

In the search for tools to provide insight into sustainable business practices, the Global Products Group came across the CSR Performance Ladder.

A certification standard that objectively demonstrates Corporate Social Responsibility performance. The groundwork is laid to work towards a certification audit two years later.



**2023**

### SUSTAINABLE ENTREPRENEURSHIP

Outlining frameworks, documenting processes and set objectives. All to uniformly implement the sustainability standard according to the CSR Performance Ladder within the Global Products Group companies. Translated into a Digital Management System, tested through a two-and-a-half-day audit. Conclusion: level 3 certification and good development points to further expand this standard in the coming years.



**2023**

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

The Global Products Group network reaches all over the world. We therefore developed a CO<sub>2</sub> dashboard to provide insight into the emissions of incoming deliveries. This creates awareness, but also the possibility to steer more specifically towards sustainability within the chain. This allows us to make effective choices that reduce our ecological footprint.



**2020**

### CODE OF CONDUCT

Saying you are doing the right thing is one thing, making it visible and transparent is another matter entirely. Global Products Group is taking a first step towards demonstrating its commitment to CSR by adopting Code of Conduct: a code of conduct that provides guidelines for operating under high legal and ethical standards. It applies to all employees, agents, distributors, producers and consultants with whom the company works.



**2019**

### GREENLEAVE APPROVED LABEL

Dutch foundation GreenLeave focuses on making sustainable, green funerals more accessible and tests funeral items against strict sustainability criteria.


This year, Funeral Products successfully had its first biodegradable products rated by GreenLeave. With success, as several products now carry the GreenLeave Approved label.



**2024**

### SMETA 4-PILLAR

"Words are wind", meaning that vows are easily made but must also be kept. This year, the first audit at a supplier was conducted using a SMETA 4-pillar audit. This allows us to ensure not only responsible but also ethical business practices.



**2024**

### PLATINUM AWARD

The Greener Globe Funeral Standard is an environmental certification specifically designed for the funeral industry.

By achieving the highest possible certification, the Platinum Award, we underscore our commitment to sustainable business practices. An appreciation for our collective passion.



**2019**

### ACQUISITION OF ATLANTIS MEMORIALS

Global Products Group further expands its product range and operations with the acquisition of Atlantis Memorials commemorative jewellery, a partner with whom Global Products Group has been working for some time. A logical strategic next step, as GPG had been responsible for a substantial part of Atlantis' sales for some time.



**2019**

### FP-ORIGINALS


Funeral Products introduces Celest urns, the first product line from the FP-Originals collection. A patented, special collection featuring only products sketched, designed and produced by Funeral Products itself in collaboration with its own designers.



**2024**

### SUSTAINABLE RETURN

Through the dashboard we mapped our CO<sub>2</sub> emissions for incoming deliveries. Through a partnership with Trees for All we compensated our emissions and supported sustainable forest projects in the Netherlands and abroad. In this way we contribute to biodiversity, climate resilience and awareness of the importance of a forested world.



**Eventful years ...**

To look back at with pride, usually with a smile, sometimes with a few tears. But our story doesn't stop here. In fact: it is just now really starting to get its shape and content.

Keep on reading to see what else we have to say.



# THE DRIVING FORCE

## OUR PEOPLE

People are the strength of the Global Products Group and its subsidiaries. The people who work for us, the partners we work with and those we work for. Each from their own strength and with their own story, but together as one. And above all in line with our shared vision to work together on what feels good and what is good.





# OUR CSR POLICY

Of course, it is easy to exclaim that you are being responsible as a company. That you are mindful of our planet and the people and animals that live on it, that your sustainability policy goes beyond double-sided printing and waste separation. We prefer to make what we promise concretely visible and we have translated our promises into the Code of Conduct and the first steps on the CSR Performance Ladder.

## The how, what and why of CSR

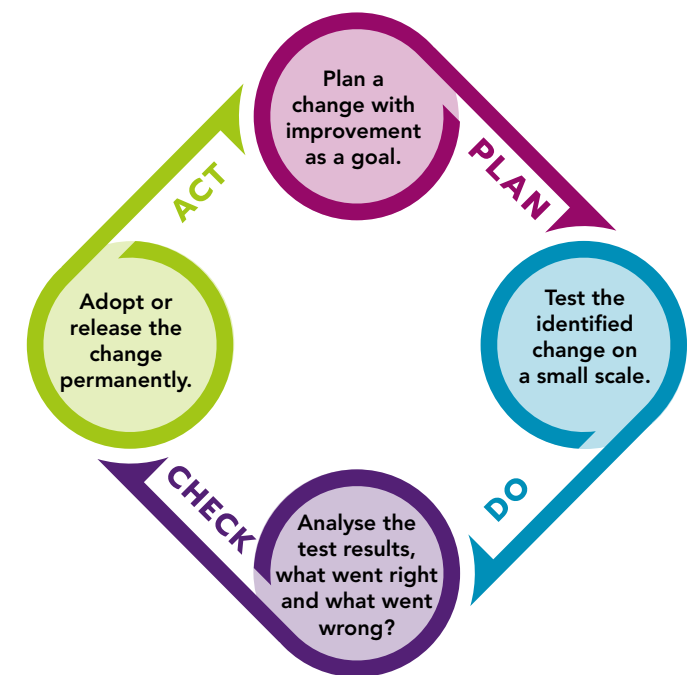
Corporate Social Responsibility (CSR) as a term has different definitions, however, they are always basically the same. We have chosen to adopt the definition of both CSR Netherlands<sup>1</sup> and the Social and Economic Council (SEC)<sup>2</sup>:

*‘Consciously focusing on value creation in the elements People, Planet & Profit and thereby adding long-term value to social prosperity.’*

## Targeted tools

This definition is the basis of the Global Products Group’s CSR policy, or how we deal with business processes that have a social or environmental impact. The policy is implemented and ensured through the ‘Deming circle’<sup>3</sup>. This quality circle gives us the tools to operate with a focus on both results and continuous improvement. This by means of the four activities: Plan, Do, Check and Act.

This circle is continuously rotated. There are always activities that can be further optimised: the principle of continuous improvement.



## What is the CSR Performance Ladder?

The CSR Performance Ladder<sup>4</sup> is a certification standard that objectively demonstrates the performance of corporate social responsibility. The standard enables the continuous development of 26 different CSR themes, divided into 7 main themes. By means of a management system, but also by continuously engaging in dialogue with stakeholders. The certificate makes sustainable developments and corporate social responsibility tangible.

The CSR Performance Ladder draws on internationally recognised documents, including the ISO 26000, ISO 9001:2015, AA1000 and the Global Report Initiative (GRI). An ISO 26000, for example, is a guideline and has no management system, making it unsuitable for certification. The CSR Performance Ladder is a management system that is able to be certified, and thus translates the guidelines from these documents into concrete, testable requirements.

The CSR Performance Ladder certificate offers clear guidelines and transparency between the Global Products Group and its business relations. The certification provides insight and reduces potential questions about CSR.

SHOW,  
DON'T TELL

<sup>1</sup> MVO Nederland, <https://www.mvonederland.nl/en>

<sup>2</sup> Sociaal-Economische Raad, <https://www.ser.nl/en>

<sup>3</sup> The W. Edwards Deming Institute, <https://deming.org/explore/pdsa/>

<sup>4</sup> CSR Performance Ladder, <https://www.mvoprestatieladder.nl/en>





"A seven surrounds itself with sixes to make sure it compares favorably. But a nine always looks for a ten because they aren't afraid. They know they're good and want to get better."

~ Johan Cruijff

# CSR MOTIVES

## 17 goals to improve the world

The 26 themes of the CSR Performance Ladder are linked to the 17 well-known Sustainable Development Goals (SDGs)<sup>5</sup>. Created on the basis of global input from both organisations and citizens, these goals provide a global compass for challenges such as poverty, education and the climate crisis. They were drawn up by all 193 countries affiliated with the United Nations.



## Concrete targets

To make each goal even more concrete and insightful, behind the SDGs are 169 so-called targets. This makes it immediately clear to the Global Products Group what contribution the company is making to the various SDGs. Thanks to the CSR Performance Ladder, we have tools to concretise and systematically manage our sustainable developments, corporate social responsibility and related objectives.

## Step by step

In order to achieve certification, the Global Products Group had to evaluate both its CSR performance and the effectiveness of its CSR management system. To ensure objectivity, this assessment was conducted through an external audit. DNV was engaged. This independent risk management service provider is a renowned certification body in risk management and quality assurance. DNV was chosen because of their international experience and recognition, which contributes to the value of the results achieved.

**We are proud to announce that Global Products Group obtained its CSR Performance Ladder certification in 2023, in compliance with the requirements of performance level 3.**

A direct certification at level 3 is special, since an initial certification usually occurs at level 1 or 2 as a stepping stone. However, both we and our partners already had many things in place, which made this step possible. The certificate (No **C588645**) is valid for three years. Within this period, we aim to further develop, with the goal of achieving certification at performance level 4 in 2026.

## Scope Performance Level 3:

- The CSR topics that are material have been identified; goals have been formulated for these topics.
- These goals form the basis for continuous improvement and are at least in line with the industry average.
- Core CSR values and principles are explicitly established and applied in practice.
- The CSR policy encompasses the entire business operation and relates to customers, staff, local residents, industry organisations and suppliers.



<sup>5</sup> United Nations, <https://sdgs.un.org/goals>





# GREEN STEPS, LASTING IMPACT

At Global Products Group, we take our climate responsibility seriously. As a link within an international chain, we recognise the impact of our activities on the environment. For us, 2023 was a year of deepening, insight and above all: action. We mapped out our CO<sub>2</sub> emissions and compensated them through a meaningful collaboration with Trees for All<sup>6</sup>.

## CO<sub>2</sub> insight as a basis for sustainable policy

In 2023, we initiated a systematic mapping of our carbon emissions. The scopes used were based on international terminology:

- **Scope 1:** Direct emissions from operations.
- **Scope 2:** Indirect emissions from energy consumption.
- **Scope 3:** All other emissions associated with a company's activities.

Although all three scopes are named within the policy, the Scope 3 data collected is, for now, limited to business travel and inbound deliveries from production sites to Global Products Group's corporate locations. With this collected data, we have developed a CO<sub>2</sub> dashboard. This dashboard provides insight into transport kilometres, transport types, emissions per supplier and total emissions, among other things. This provides a solid basis for formulating targeted reduction targets and further optimising our policy.

## Together for a forested world

As we are unable to alter past, we chose to offset our total measured CO<sub>2</sub> emissions from 2023 onwards. We have been working in partnership with Trees for All, a Dutch nonprofit organisation dedicated to creating a tree-filled world through the planting of trees and the restoration of existing forests, both nationally and internationally. In addition, the foundation raises awareness about the importance of trees and forests for a healthy planet. As a result of Global Products Group's contribution, 135 tonnes of CO<sub>2</sub> have been offset, in addition to the planting of 100 trees. This has enabled us to contribute to sustainable forestry projects in Borneo, Mexico and the Netherlands. These projects not only promote biodiversity and climate resilience, but also contribute to the enhancement of living conditions for local communities.

## Green Friday

Although the Global Products Group companies do not participate in commercial actions such as Black Friday, we wanted to do something positive in 2024. Therefore, we participated in the Green Friday action of Trees for All. For every 10 products sold on November 29, 2024 (Black Friday), we donated 1 tree. Thanks to the involvement of our colleagues and customers, we were ultimately able to donate 35 additional trees. A sustainable and meaningful contribution.

## Together we make a difference

Thanks to our partnership with Trees for All, we have not only offset our emissions, but also contributed to a greener world. We believe that real impact starts with insight, followed by conscious choices. This partnership is tangible proof of that.



**Number of trees:**

**135**

Certificate number:  
17218555346948  
17332709828579



**Project locations:**

**Borneo  
Mexico  
Netherlands**



**For the compensation of:**

**135 tons CO<sub>2</sub>**

Certificate number:  
17218555315229

*"When we plant trees, we plant the seeds of peace and hope."*

*~ Wangari Maathai*

<sup>6</sup> Trees for All, <https://treesforall.nl/en/>



### Shiitake

The shiitake mushroom is a sustainable crop that thrives on organic residue such as sawdust. The process requires minimal water, energy and space, and can be cultivated locally, thereby reducing transportation and CO<sub>2</sub> emissions. After harvest, the mycelium, the fungal network of mushrooms, can be utilised for circular applications such as organic products.



# MAKING WASTE MEANINGFUL

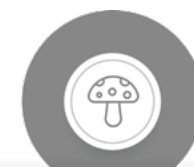
Corporate sustainability is a core element of Global Products Group's CSR policy. We are committed to developing products that are both environmentally sustainable and responsibly manufactured, utilising raw materials in a manner that is both efficient and ethical. The mycelium urn is a prime example of this: an innovative, natural and circular product that aligns perfectly with our sustainability ambitions.

## Mycelium urn: grown, not produced

The mycelium urn is made from the underground network of fungal threads of mushrooms: mycelium. Unlike traditional manufacturing processes, where raw materials are intensively processed, this urn is not produced in a factory, but literally grown. The material grows on organic residue left over after cultivation of shiitake mushrooms, forming a firm, naturally bound structure.

## From waste to product

The production process begins at a Dutch mushroom grower. Here, mycelium and sawdust are used to grow shiitake mushrooms. After harvesting, the mycelium becomes depleted for food production, but does not lose its value. On the contrary: it gets a second life. The substrate of this residual material is reused and placed in a mold. In a controlled environment, the substance will gradually solidify and take on a malleable form within approximately eight days. The use of adhesives, plastics or other synthetic binding agents is not required, as the mycelium performs all the binding functions.



### Raw Material

Mushroom spawn for cultivation



### Production

Residual mycelium grows to form an urn



### Trade

Urn is sent to funeral director



### Use

The family returns the bio urn to the earth



### End-of-Life

Urn disintegrates - ecologically regenerative

## Circular and biodegradable

This unique process ensures a fully circular urn. The process begins with a waste product, which is then transformed through a natural growth process into a new, valuable and fully biodegradable item. The product is entirely free from harmful substances, and the urn naturally breaks down in the soil, leaving behind nutrients that enrich the soil and stimulate plant growth.

## A meaningful return to nature

The mycelium urn is an eco-friendly alternative to traditional memorial products, symbolising the natural cycle of life. It offers a meaningful farewell in which love, sustainability and new life come together. When a loved one returns to the earth, they nurture the life that is allowed to arise anew.

*"Fungi are the grand recyclers of the planet and the vanguard species in habitat restoration."*

*~ Paul Stamets*





# RESULTS 2024

2025 marks the third year in which we, as Global Products Group, take a focused look back at the concrete results of our CSR policy. This not only provides valuable insights, but also confirms that structural commitment to sustainability and social responsibility is actually bearing fruit. In the past year, we have again taken **meaningful steps** in the area of corporate social responsibility. Our initiatives are beginning to have a visible effect, both within our organisation and beyond. The further embedding of sustainable processes has led to increased awareness and tangible progress in reducing our ecological footprint.

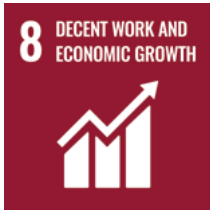
At the same time, we realize that not all goals were fully achieved by 2024. In some cases, implementation required more time due to the complexity of implementation, dependencies within the chain or changing external circumstances. These experiences are valuable: they underscore the importance of realistic planning, flexibility and cooperation. We consider these learning points an essential part of our continuous improvement process. They form the basis for further deepening our CSR policy, where we continue to sharpen and strengthen our approach. The results achieved in 2024 show that we are on the right track: with room for **growth, reflection** and **lasting impact**.



### 3. Good health and well-being

- Consumer health and safety
- Establishing procedure for instructions for use of new products

Although we had set ourselves the goal of having instructional videos available for 100% of our axis-containing items by the end of 2024, unfortunately this ambition has not yet been fully realised. In practice, establishing a structural process for new product introductions, and actually filming them, proved to be a more challenging project than expected. Changes in the assortment and the lack of an established process for filming new items caused delays in implementation. Setting up an appropriate filming process, including planning and production, also required more time than previously estimated. Nevertheless, the first steps have now been taken successfully: at the beginning of 2025 we started filming the first new **instructional videos**, and this process will continue. In parallel, work is underway on the aforementioned procedure, which should ensure that in the future new articles are immediately provided with clear instructions, via video or, if necessary, via printed manuals.



### 8. Decent work and economic growth

- No barriers for forming a union

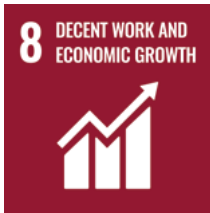
In 2024, the Global Products Group drew up a concrete **Plan of Action** to formally ensure that employees have complete freedom to form a union or enter into a collective bargaining agreement. Although this space has always been present in practice, we believe it is important to establish this structurally and actively draw attention to it. After all, transparency, openness and mutual dialogue are values that are deeply rooted in our organisational culture. With this plan, we emphasise that every employee is free to organise and contribute to a healthy long-term working relationship.





GROWING  
WITH IMPACT

# RESULTS 2024



## 8. Decent work and economic growth (continued)

- Curbing child labour at suppliers
- Curbing forced labour at suppliers
- Documentation of statements of intent

Although we had set ourselves the goal of receiving signed and documented returns of behavioural documents (**Code of Conduct**, **Modern Slavery Statement** and **Suppliers Environmental Code**) from all suppliers in so-called high-risk countries by 2024, unfortunately this ambition has not yet been fully realised. Within this group, a number of signed documents are still missing. The reasons for this are varied. One party supplies hardware as part of a broader software solution and initially fell outside the scope, but has since been included within our in-depth analysis. Another supplier is based in the United States, a country that has only been identified as a risk country by the CSR Risk Checker since 2024<sup>7</sup> due to a sharp increase in reports of child labour violations.

This situation underscores both the importance and complexity of due diligence within a dynamic risk landscape. The CSR Risk Checker is a valuable tool that lists and provides insight into **potential dangers** by country in the areas of **forced labour**, **human trafficking** and **child labour**. The tool is updated several times a year based on current reports and sources. At the same time, the frequency of these updates makes it necessary to constantly recalibrate targets. For this reason, we are taking this year's experience as a starting point for a new objective to be achieved by 2025: documenting and securing behavioural documents for all suppliers, regardless of risk country status, so that we can monitor and adjust structurally.

Coverage of behavioural documents at suppliers in high-risk countries	
2022	0.0%
2023	92.3%
2024	80.0%

\*Displayed percentage excludes suppliers that will be discontinued.

Coverage of behavioural documents at suppliers	
2022	0.0%
2023	59.1%
2024	55.2%

\*Displayed percentage excludes suppliers that will be discontinued.

In 2024, a first, full **SMETA 4-pillar audit** was successfully completed at a supplier with a production site in a so-called high-risk country. In the process, the identified areas of concern were also followed up and documented. Preparations for two audits, also focused on a high-risk country with a CPI score of<sup>8</sup> lower than 60, were started but not conducted or completed within calendar year 2024. In practice, the planning, execution and follow-up of these types of ethical audits proved more intensive and complex than expected. This was compounded by practical challenges such as time differences, local legislation, language barriers and coordination with external auditors.

Completed SMETA 4-pillar audits of suppliers in high-risk countries	
2023	0
2024	1

Nevertheless, these experiences have provided valuable insights into the preparation and follow-up required. The SMETA 4-pillar method proves to be a robust and thorough tool to concretely assess risks around labour standards, environment, safety and business ethics. The chosen prioritisation based on the **Corruption Perceptions Index** (CPI) confirms its value in this regard: targeted auditing of suppliers in countries with a low CPI score allows us to focus efforts where social risks are highest. We use the knowledge gained to optimise the audit process and achieve the intended catch-up by 2025, with the goal of a structural and future-proof risk assessment system.

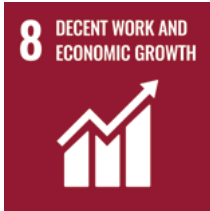
<sup>7</sup> CSR Risk Check, <https://www.mvorisicochecker.nl/en/worldmap>  
<sup>8</sup> Transparency International, <https://www.transparency.org/en/cpi/2024>





GROWING  
WITH IMPACT

# RESULTS 2024



## 8. Decent work and economic growth (continued)

- 80% of suppliers are located in Europe

In 2024, the Global Products Group continued its commitment to increase the proportion of **European suppliers** within the network. Although the goal was to position 80% of our suppliers within Europe, the percentage ended up at 75%. An important reason for this was the cooperation with a non-European supplier that was scheduled to be phased out in 2024, but still made deliveries that calendar year. As a result, this party was included in the final measurement. At the same time, some new European suppliers were scheduled to make their first deliveries in 2024, but ultimately did not take place until after the calendar year, making them outside the scope of the target. Furthermore, the supplier base was recalibrated in 2024 and expanded to include parties that are part of our wholesale function, including **suppliers of partial products** and complementary solutions. This broadening resulted in a temporary shift in geographic relationships within the network.

Percentage of European suppliers	
2022	68.0%
2023	78.6%
2024	75.0%

\*Displayed percentage includes suppliers that will be discontinued.



## 10. Reduced inequalities

- Establish a procedure for the possibility of anonymous job applications

To further strengthen equal opportunities during the recruitment process, Global Products Group established a procedure for anonymous job applications in 2024. This procedure is set out in a concrete roadmap, laying the foundation for safe and structural implementation. By being able to shield personal data, such as name, age, gender, background and nationality, in the initial application phase, candidates can be assessed primarily on their **qualifications** and **skills**. In doing so, we promote a more inclusive selection process and reinforce our commitment to an open, transparent and fair working environment in which everyone is given equal opportunities.



## 12. Responsible consumption and production

- Ensuring compliance with the Advertising Code in promotional activities

Also in 2024, Global Products Group has once again followed the rules of the Advertising Code Foundation<sup>9</sup> observed when preparing and distributing advertisements. We have ensured that all communications are respectful, transparent and truthful. Complaint procedures remain available through clearly stated contact information. Compliance with these rules is assessed annually as part of our **internal compliance checks** in order to structurally test whether our advertising is in line with applicable standards and our social responsibilities. In this way, we continue to work structurally on reliable and responsible advertising, also in the further future.

<sup>9</sup> Advertising Code Foundation, <https://www.reclamecode.nl/english/>





GROWING  
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# RESULTS 2024



## 12. Responsible consumption and production (continued)

- 75% of the biodegradable collection is GreenLeave-certified
- Alternative packaging for outbound deliveries
- Applying Life Cycle Analysis to eight product groups

By 2024, Global Products Group has actively committed to having 75% of its biodegradable collection certified by the **GreenLeave** Foundation<sup>10</sup>. Due to adjustments in the foundation's certification policy, including the introduction of a new zero point and adjusted assessment criteria on which all products had to be re-certified, this goal was not officially achieved. The certified share remained stuck at 59%. However, this percentage is based on the fully active supply of biodegradable urns, while GreenLeave only assesses products produced within Europe or coated with milk paint. The Global Products Group deliberately chooses not to limit its collection to this. Based on our sustainability vision, we believe that biodegradable urns produced outside of Europe, if manufactured responsibly, are also valuable for a sustainable funeral. For us, sustainability is about the total picture of raw materials, production process and environmental impact. Excluding non-certifiable items, the certified share comes to 85.2%. Moreover, many still uncertified products feature the same materials as already approved items. Their assessment is ongoing, so we expect that the original target will still be met by 2025, combined with a more efficient lead time from GreenLeave.

Certification status GreenLeave biodegradable collection	
2022	47.8%
2023	62.9%
2024	59.0%

\*Displayed percentage includes suppliers that will be discontinued.

Research into sustainable alternatives for outbound deliveries was successfully completed in 2024, although the goal of replacing 50% of plastic padding material was not fully achieved. The first implementation of sustainable packaging and solutions did not take place until 2025. One such solution, **packaging with transparent film** for small reminder products, for example, eliminates additional padding material, reduces shipping weight and protects products during shipment. A supplier saw this application on site and responded positively to this solution, then decided to implement the packaging form in 2025. Thus, these **sustainable alternatives** are not only limited to the Global Products Group's premises, but beyond. Although the 2024 target has not officially been achieved, we will continue to work intensively to roll out and expand these initiatives in 2025.

In 2024, the Global Products Group conducted a **Life Cycle Assessment (LCA)** on four product groups. Although this is not the target number of eight, important steps have been taken in the implementation of this complex but valuable tool. One supplier was unable to provide LCA insight in 2024, despite prior contact and a concrete briefing. This experience showed that the subject is complex in practice, not only in terms of content and explaining it, but also due to dependence on third-party proactivity and language barriers. Nevertheless, this track provided **valuable insights**. There has been active communication with various national and international suppliers about the LCA process in 2024, so that they can prepare timely and better in 2025. This creates more support and efficiency in implementation. Conducting life cycle analyses still appears to be little common within the industry and requires pioneering and continuous optimization. This learning process has led to enhanced cooperation and awareness within the chain. We are confident that these foundations will allow us to catch up by 2025 and better utilise and apply the full potential of the LCA methodology.

Life cycle analyses (LCA) performed by product group	
2023	0
2024	4

<sup>10</sup> GreenLeave, <https://greenleave.nu/>





GROWING  
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# RESULTS 2024



## 12. Responsible consumption and production (continued)

- Waste reduction
- Reduction of remnants of memorial products

Last year, the Global Products Group took further steps in reducing residual waste. Through optimisation of the environmental street introduced in 2023, including more intensive waste separation and employee awareness campaigns, the volume of residual **waste** was **reduced** by at least 17.9% compared to 2023. This will more than achieve the target of a 10% reduction in residual waste. This reduction is based on the use of a smaller 660-litre residual waste container and observations showing that it is rarely filled to capacity. The actual savings are therefore expected to be even higher than the stated percentage, but are not currently specified. Waste streams are now separated even more specifically: in addition to paper, PD, plastic packaging, plastic strapping pools and Styrofoam are also collected separately. This promotes recyclability and significantly reduces the amount of residual waste. In 2025, Global Products Group will start weighing the various waste streams so that **future reductions** can be even more targeted and measurable. The processing of all industrial waste is carried out by Van Happen, a certified processor according to the CSR Performance Ladder, performance level 4. It is of added value to us to work with a waste processor that, like us, is certified according to the CSR Performance Ladder; this ensures a shared commitment to sustainability and strengthens transparency and reliability within our chain. In this way, we continue to reduce our ecological footprint step by step.

Amount of residual waste in litres	
2022	57,200
2023	41,800
2024	34,320

By 2024, the weight of rejected recall products has decreased significantly: from 2,373.9 kilograms in 2023 to 273.5 kilogrammes this year. This **significant decrease** is the result of several improvement measures, including closer coordination with suppliers, faster follow-up of quality deviations and an increase in **repair and replacement options**. As a result, defective products in many cases no longer had to be rejected, but could still meet our quality requirements via part replacement or repair in our warehouse. In addition, major incidents with high rejection numbers, as was the case in 2023, did not occur in 2024. This peak significantly affected that year's figures and partly explains the difference in total weight. The reduction is therefore partly structural and partly due to a more favourable course of deliveries. The remaining 273.5 kilogrammes of rejected products were, as usual, classified as recycled, returned to the supplier or destroyed.

Weight in kilograms of rejected memorial items					
Year	2023		2024		% difference
Total	2,373.9	100.0%	273.5	100.0%	- 88.5%
Recycled	2,211.1	93.1%	221.6	81.0%	- 90.0%
Return to supplier	31.8	1.4%	1.8	0.7%	- 94.3%
Destroyed	131.0	5.5%	50.1	18.3%	- 61.8%





# RESULTS 2024



## 13. Climate action

- CO<sub>2</sub> reduction in inbound deliveries
- CO<sub>2</sub> compensation for inbound deliveries
- CO<sub>2</sub> reduction in outbound deliveries
- CO<sub>2</sub> compensation for outbound deliveries

The goal of reducing CO<sub>2</sub> emissions from inbound deliveries by 25% proportionally compared to 2023 proved unachievable in 2024. Despite a solid foundation, including a comprehensive CO<sub>2</sub> dashboard with insight into transport routes, transport types and emissions per supplier, we were unable to achieve this reduction target. Looking only at the **CO<sub>2</sub> emissions** caused by **upstream transport**, the Global Products Group was able to achieve a 2.9% reduction in 2024. However, this is only part of the story, as the number of kilogrammes of products transported also decreased. Thus, the emissions per kilo did not reduce, but increased instead.

Development of CO <sub>2</sub> emissions from transport incoming deliveries				
Year	CO <sub>2</sub> emissions	Weight of products	Average CO <sub>2</sub> emissions per kilogram of product	% difference
2023	88,864 kg	310,200 kg	0.2865 kg CO <sub>2</sub>	0.0%
2024	86,267 kg	270,400 kg	0.3190 kg CO <sub>2</sub>	+ 11.3%

This is mainly because, for **commercial reasons**, air freight was chosen more often than previously planned. This choice was made, in periods of logistical uncertainty for deliveries from outside Europe, in order to ensure stronger delivery reliability for products with high emotional value. While we are disappointed that we did not make progress on this issue, we recognise that reliability towards our customers sometimes weighed more heavily. At the same time, we have made significant improvements in planning, forecasting and work processes, To significantly reduce dependence on polluting forms of transportation in the future. In 2025, we will again focus on what really counts: the structural reduction of our carbon footprint.

In 2024, Global Products Group successfully achieved its ambition to offset the 2023 CO<sub>2</sub> emissions from inbound deliveries. Through our cooperation with the Trees for All foundation, we offset the entire measured emissions of this segment. This **offsetting** involved a contribution of **135 tons of CO<sub>2</sub>**. In addition, a contribution was also made to realise the planting of 135 trees within sustainable forest projects in Borneo, Mexico and the Netherlands. In doing so, we contributed not only to the restoration of ecosystems, but also to a healthy living environment for future generations. This step marks an important milestone within our broader sustainability policy. Although the focus on CO<sub>2</sub> reduction remains, we see offsetting as a necessary complement to further reduce our carbon footprint and actively assume our responsibility within the chain.

The Global Products Group also had an objective for 2024 to fully map CO<sub>2</sub> emissions from outbound deliveries in order to offset and reduce them in the future as well. Although we are aware of the importance of making both upstream and **downstream activities** transparent, we have not been able to fully achieve this target. The diversity of destinations, transportation methods and shipment volumes made collecting and structuring the necessary data challenging, so implementation proved more complex than previously estimated. However, we did take important steps in 2024: a plan of action was drawn up that defines the methodology and necessary data flows for building a CO<sub>2</sub> dashboard for outbound deliveries. This provides a solid basis to continue the project in 2025 and still establish a zero point. In this way, we will continue to work in a focused way to gain full insight into our ecological impact and to make our chain even more sustainable.





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# RESULTS 2024



## 16. Peace, justice and strong institutions

- Respecting the rights of the local population
- Countering corruption

In 2024, Global Products Group made strides in obtaining signed Suppliers Environmental Code (SEC) behavioural documents within the supplier network. Although our goal was to have 100% of our suppliers sign, the percentage came out at 55.2%. This outcome calls for nuance: at the product level, 71.8% of the products in the basic collection come from suppliers who did sign the document. Moreover, more than half (61.5%) of the suppliers without a signature are located in the Netherlands, which has a **low-risk profile** in terms of **Environment & Public Health**<sup>11</sup>. The partial coverage can largely be explained by the scaling up of our due diligence, which includes suppliers of sub-products that were previously out of scope. For the year 2025, we intend to structurally secure the SEC document for all suppliers, both existing and new, so that compliance with our standards and values is better guaranteed across the entire chain.

Coverage rate Suppliers Environmental Code at suppliers in high-risk countries	
2022	0.0%
2023	81.3%
2024	72.7%

\*Displayed percentage excludes suppliers that will be discontinued.

Coverage rate Suppliers Environmental Code at suppliers	
2022	0.0%
2023	66.6%
2024	55.2%

\*Displayed percentage excludes suppliers that will be discontinued.

The past year has been focused on further rolling out the Code of Conduct across our entire supplier network. Instead of just looking at the main level, 2024 zoomed in emphatically on the individual **production sites per supplier**, with some suppliers operating multiple sites. Our ambition was for full coverage (100%), but realisation came to 59.4%. Within the countries originally identified as high risk, the percentage is 84.6% of production sites with an increased corruption risk have returned signed Code of Conduct. The lower overall coverage rate can be explained by a broadening of the scope, similar to the path around the Supplier Environmental Code: in 2024, **suppliers of sub-products** and their production sites were also included in the due diligence process. This required additional time and coordination. It is important to note that more than three-quarters, 76.9%, of the production locations that have not yet been documented are in countries within the top 15 of the Corruption Perceptions Index<sup>12</sup> fall, and thus have a very low risk profile. Although the target has not yet been fully achieved, this has overcome the greatest risks. In 2025, we will continue along the line we have set in order to cover the remaining share as well.

Coverage rate Code of Conduct production sites of suppliers in high-risk countries	
2022	0.0%
2023	91.7%
2024	84.6%

\*Displayed percentage excludes suppliers that will be discontinued.

Coverage of suppliers' Code of Conduct production sites	
2022	0.0%
2023	65.4%
2024	59.4%

\*Displayed percentage excludes suppliers that will be discontinued.

<sup>11</sup> **CSR Risk Check**, <https://www.mvorisicochecker.nl/en/worldmap>  
<sup>12</sup> **Transparency International**, <https://www.transparency.org/en/cpi/2024>





GROWING  
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# RESULTS 2024



## 16. Peace, justice and strong institutions (continued)

- Communication of CSR policy

In 2024, we continued to build on the communication and visibility of our CSR policy. As in 2023, we published our **achievements** and **new targets** on our website so that they are accessible and comparable for everyone. The positive feedback from the industry continues to motivate us to continue this journey. At the same time, we have encountered new challenges in this second year of practice that were not always visible beforehand. As a result, some objectives have not been fully realised. However, this room for improvement offers us valuable lessons to further align our processes and ambitions with the future. By taking these experiences on board, we can avoid potential threats in 2025 and make even more focused improvements. In this way, we will continue to work towards a strong and credible interpretation of corporate social responsibility.





# SUSTAINABLE AMBITIONS

# OBJECTIVES 2025

In 2025, we are further sharpening our CSR ambitions in line with the Sustainable Development Goals. From the update of the CSR Performance Ladder<sup>13</sup> to the **standard requirements** of version 4.0, we are focusing on the themes where our social impact is greatest: climate action, circular product development, decent work and supply chain responsibility. This change resulted in a revision of the number of CSR themes and affects the assignment of our targets to specific SDGs. Certain goals that previously fell under other SDGs have now been **repositioned** under new themes.

We are moving from compliance to purpose: from meeting minimum requirements to making a demonstrably **positive contribution**. This requires transparency, due diligence and structural stakeholder dialogue. This means that we continue to communicate transparently about our progress and measure and improve our impact using the Plan-Do-Check-Act cycle. This is how we build a future-proof business operation that does justice to planetary boundaries as well as growing social expectations.



### 3. Good health and well-being

- Instructional video for filling article per product group available
- Plan of action for instructional videos for new products

The Global Products Group offers a wide range of memory products, varying in material, shape and application. There is also considerable variety in terms of filling and sealing techniques. Some are straightforward to use, while others necessitate a greater degree of handling or attention. As the correct application of ash-containing items is ultimately the responsibility of the customer, it is vital that we provide clear instructions on how to properly fill these products. In 2024, the coverage rate of instructional videos on ash-containing articles was 68.2%. Therefore, in 2025, we are once again aiming to provide 100% of these products with **instructional videos** on the product pages of our websites, specifically tailored to the **closing system** for each product group. By taking this approach, we are able to provide support not only to our customers but also to their families and relatives, ensuring correct usage and enhancing accessibility to this information.

To ensure high coverage of instructional videos also in the future, a plan of action will be drawn up in 2025 in which the development of instructional videos will be included as a permanent part of the standard work process when introducing new ash-containing products. By structurally integrating this into the development and launch process, we aim to provide **clear user instructions** immediately in future product expansions as well. This should result in the 100% coverage rate being maintained, or very close to it.

<sup>13</sup> CSR Performance Ladder, <https://www.mvoprestatieladder.nl/en>





# OBJECTIVES 2025

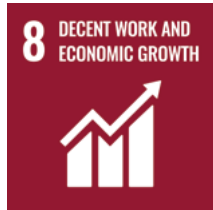


## 7. Affordable and clean energy

- Achieve a 5% reduction in energy consumption

After the positive results in 2023, the Global Products Group will take the next step in making its operations more sustainable in 2025. We aim to achieve an additional 5% energy savings in gas, water and electricity consumption compared to the year 2024. This target is in line with our broader ambition to contribute structurally and measurably to a lower environmental impact. In order to achieve these savings, various initiatives are being deployed. These include the further optimisation of climate systems, such as more accurately matching heating and ventilation to the intensity of use of rooms. We are also considering the replacement of existing lighting with **more economical alternatives**. Furthermore, we are committed to raising awareness among employees. To this end, we have implemented various measures, including internal communication and the provision of practical tips for limiting energy consumption in daily activities.

As an additional measure, in 2025 we will investigate the possibilities of switching to a supplier of **green power** instead of so-called grey power. By doing so, we want to further reduce CO<sub>2</sub> emissions and reduce our carbon footprint, including the origin of our purchased energy. By structurally integrating these measures into our internal processes and daily routines, we aim not only to reduce energy consumption, but also to further increase employee involvement in our sustainability goals.



## 8. Decent work and economic growth

- 75% of suppliers are located in Europe

This year again, the Global Products Group remains committed to a supplier network with a strong European base. We are adopting a target for this year where at least 75% of our suppliers are located within Europe. This adjusted target, 5% lower than in 2024, takes into account recent market developments and the broadening of our **supplier base** within the **wholesale function**. Due to the addition of new categories, such as sub-products, complementary solutions and a deepened assortment at existing suppliers, a percentage increase within the calendar year is not a realistic or representative target. The Global Products Group does not limit its scope solely to supplier location, but also looks at the product level to see if substitutes from the collection within Europe can be produced from more sustainable raw materials, thus cutting both ways. At the same time, we remain committed to reducing transport miles, shortening delivery times and reducing CO<sub>2</sub> emissions, with European sourcing remaining an important starting point. The adjusted target reflects realistic growth within a changing operational context.

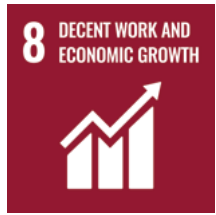
SUSTAINABLE  
AMBITIONS





# SUSTAINABLE AMBITIONS

# OBJECTIVES 2025



## 8. Decent work and economic growth (continued)

- 2 new completed SMETA 4-pillar audits for proof of intent statements
- 3 Year plan SMETA 4-pillar audits for proof of intent statements
- No child labour in the supply chain
- No forced labour in the supply chain

In 2025, the Global Products Group continues its commitment to ethical and responsible supply chain management by conducting two new full SMETA 4-pillar audits of suppliers with production sites in high-risk countries. These audits are an important follow-up to the previously signed letters of intent and are intended to provide evidence that suppliers not only formally endorse our standards, but actually comply with them. The **SMETA 4-pillar audit** is an internationally recognised audit standard that tests suppliers on four themes: Labor Standards, Health & Safety, Environmental Management and Business Ethics. It is an in-depth assessment tool that provides insight into actual practices at production sites and helps to identify and address risks. Based on experience in 2024, we are sharpening our approach. For example, we are focusing on early planning, better coordination with external auditors and clear communication about documentation requirements. At the same time, we are investigating how we can structurally anchor this audit process in our working method. In this way, we can, as far as possible, maintain control and avoid potential threats more easily. By continuing to focus on suppliers in countries with a low CPI score<sup>14</sup> (<60), we continue to steer corporate social responsibility where the risk is greatest.

In 2025, the Global Products Group formulates a multi-year audit plan for the next three years, specifically targeting suppliers with production sites in high-risk countries (CPI score <60). With this plan, we aim to achieve a structured, predictable and risk-driven approach to conducting SMETA 4-pillar audits within our supply chain. The establishment of a multi-year audit planning allows us to better prioritise, use available resources more efficiently and systematically track progress in sustainability and compliance. This **strategic planning** ensures continuity in our due diligence activities and prevents reactive or spontaneous decision-making when selecting suppliers for audits. At the same time, it promotes transparency towards internal and external stakeholders, and supports chain supervision for the further future. The development of this plan is thus an important step in the further professionalisation and deepening of the Global Products Group’s CSR policy.

The Global Products Group will continue its efforts to structurally eliminate child and forced labour throughout the value chain by 2025. We are formulating an explicit goal this year to have signed and documented behavioural documents (Code of Conduct, Modern Slavery Statement and Supplier Environmental Code) from all active suppliers, regardless of country of establishment. This will strengthen our commitment to due diligence and human rights, and increase our monitoring of compliance with **core labour standards** within the chain.

The dynamics of the **international risk landscape**, as visible in the CSR Risk Checker<sup>15</sup>, shows that even countries previously considered ‘low risk’ can still develop relevant risks. By testing all suppliers against the same social behaviour standards from now on, we continue to build a future-proof and uniform approach. This broad approach makes it possible to intervene more quickly in the event of signals of abuses and is an important step towards a fully responsible chain free of child labour, forced labour or human trafficking.

<sup>14</sup> Transparency International, <https://www.transparency.org/en/cpi/2024>  
<sup>15</sup> CSR Risk Check, <https://www.mvorisicochecker.nl/en/worldmap>





# OBJECTIVES 2025



## 10. Reduced inequalities

- 100% coverage rate Suppliers Environmental Code at suppliers

By 2025, Global Products Group aims to achieve a full signatory rate (100%) to the Suppliers Environmental Code behaviour document by all active suppliers, regardless of product type, at-risk country status or location of establishment. This document is an important **foundation** for our **sustainability strategy** and contains guidelines for environmental responsibility, working conditions and respect for the rights of local people. This uniform basis allows us to set clear expectations and make timely adjustments if deviations are identified. Experience from 2024 shows that expanding our due diligence efforts, including the inclusion of partial-product suppliers, is necessary to ensure a robust and future-proof chain. Therefore, in 2025 we will take concrete steps to embed the SEC document even deeper into the supplier process. With this approach, we aim not only to achieve higher coverage, but also to increase supplier awareness and engagement around environmental and human rights issues.



## 12. Responsible consumption and production

- Apply Life Cycle Analysis to five new product groups

After the initial implementation of the LCA model in 2023 and its practical application to four product groups in 2024, in 2025 the Global Products Group will focus on conducting life-cycle analyses for five additional product groups. An LCA is a powerful tool that measures the **entire environmental impact** of a product: from raw material extraction to waste disposal. By understanding the environmental impact at each stage of the life cycle, informed choices can be made in terms of design, material use and production process.

The lessons learned in recent years, including coordination with suppliers, improving data collection and dealing with language and knowledge barriers, will be actively incorporated into the 2025 rollout. By investing in guidance and knowledge sharing with chain partners, we are increasing support and accelerating the feasibility of the model. This will create a solid basis for **structural sustainability** of our product developments. The application of the LCA methodology also meets the increasing demand for transparency, measurable environmental claims and reliable sustainability data within the funeral industry and beyond.





# SUSTAINABLE AMBITIONS

# OBJECTIVES 2025



## 12. Responsible consumption and production (continued)

- Implementing sustainable solution for packaging outbound deliveries
- 75% of the biodegradable collection is GreenLeave-certified

In 2025, the Global Products Group will take an important step toward making its packaging policy more sustainable by structurally implementing at least one **sustainable packaging solution** in its outbound deliveries. Using the successfully completed research in 2024 as a basis, the emphasis in 2025 will be on applying a proven solution in practice. These include packaging with integrated protection or the use of environmentally friendly materials. In collaboration with internal departments, packaging specialists and suppliers, this solution will be optimised and embedded in the operational processes, as a first concrete step toward broader sustainable innovation within the sector. Implementing a sustainable packaging solution is key to reducing the environmental footprint of our logistics chain and responds to growing expectations around corporate responsibility.

In 2025, the Global Products Group remains committed to increasing transparency and sustainability within its range of biodegradable urns. Despite not fully achieving the certification target in 2024 on paper, the actual sustainability of the collection is more widely represented than the figure suggests. Therefore, we are continuing our effort unabated to still have 75% of our biodegradable collection officially certified to the GreenLeave standard by 2025<sup>16</sup>. This goal is important because the label provides relatives with clear and independent information about sustainable product choices. Thereby, Dutch GreenLeave remains the recognised platform within the funeral industry for bundling and **highlighting responsible alternatives**. We are confident that the adjustments GreenLeave made in 2024 around establishing a new zero point will contribute to a smoother and more efficient assessment of certification applications in 2025. This expectation is reinforced by our own optimised preparation, closer coordination and more proactive follow-up from the Global Products Group. In this way, we hope not only to increase certification rates, but also to strengthen and increase awareness around sustainable funeral options among business owners and bereaved families.

<sup>16</sup> GreenLeave, <https://greenleave.nu/>





# OBJECTIVES 2025



## 13. Climate action

- CO<sub>2</sub> reduction of 25% on incoming deliveries
- Offsetting CO<sub>2</sub> emissions from incoming deliveries
- Understanding CO<sub>2</sub> emissions from outgoing deliveries
- Reduction in residual waste of 10%

With renewed focus on impact and efficiency, this year Global Products Group is targeting a structural reduction of 25% in CO<sub>2</sub> emissions from inbound deliveries by 2024. The insights we have gained over the past year, such as the effect of air freight on our CO<sub>2</sub> balance, underline the importance of **structural choices**. Therefore, this year we are actively pursuing the implementation of optimised planning and forecasting processes so that shipments can be scheduled in a more timely and sustainable manner. We want to significantly reduce the use of air transport in favour of less polluting modalities such as transport by boat or truck. We remain in dialogue with our suppliers to strengthen cooperation on sustainable transport in our logistics chain. By balancing reliability and sustainability, we are taking a powerful step towards reducing our ecological footprint, without making concessions to the security of supply of emotionally valuable products.

In addition, Global Products Group is committed to offsetting CO<sub>2</sub> emissions from its business activities by 2025. While the initial focus is on offsetting incoming deliveries, our approach extends further. We are systematically mapping our emissions based on internationally applied scopes. In addition to Scope 3 components, such as transportation from production sites to company locations and business travel, we also focus on **offsetting emissions** from Scope 1 (direct emissions) and Scope 2 (indirect emissions from energy consumption). The data collected is compiled in a CO<sub>2</sub> dashboard that provides insight into transport types, emissions per supplier and total chain emissions, among other things. Following a thorough evaluation of the available data, we have concluded that we should continue to offset our CO<sub>2</sub> emissions through the Trees for All foundation<sup>17</sup>, also by providing ongoing support for sustainable reforestation projects worldwide.

In order to fully understand our ecological impact, Global Products Group is firmly committed to further developing a **CO<sub>2</sub> dashboard for outgoing deliveries** in 2025. Whereas in 2024 an action plan was already drawn up and the necessary data streams identified, in 2025 the focus will be on concretely collecting, structuring and analysing this data. The ultimate goal is to establish a reliable zero point that serves as a basis for future mitigation and compensation strategies. In particular, the challenge lies in the wide variety of shipping locations, transport partners and delivery volumes. Through close cooperation with logistics service providers and further refinement of our internal systems, we aim to capture this complexity. Transparency in the entire logistics chain enables us to make better choices and contribute to structural emission reduction. Setting up this CO<sub>2</sub> dashboard is therefore an important step in making our business operations more sustainable.

In 2025, Global Products Group will focus on further reducing residual waste, aiming for a 10% reduction compared to 2024. The initiated line of **specific waste separation** will be continued and refined. By weighing individual waste streams, including paper, PD, plastic strapping tape and polystyrene foam, more insight is gained into the composition and volume of the waste, enabling us to target reductions more effectively. We are also investigating the possibilities of making even more material streams reusable or recyclable, so that the residual fraction is further reduced structurally. The cooperation with waste processing company Van Happen, certified according to the CSR Performance Ladder, remains a valuable link in this process. Joint ambitions create a reliable basis for sustainable waste processing. The combination of measurability, awareness and cooperation enables us to increasingly apply our circular principles within our business operations.

<sup>17</sup> Trees for All, <https://treesforall.nl/en/>





# OBJECTIVES 2025



## 16. Peace, justice and strong institutions

- 100% coverage rate Code of Conduct at suppliers

Corruption in the supply chain continues to be a priority area for Global Products Group’s CSR policy. In 2025, we will build on the steps taken in 2024 by focusing on achieving full (100%) coverage of the **Code of Conduct** among all of our suppliers’ production sites. This continues to focus not only on suppliers in high-risk countries, but also on production sites in low-risk countries and of subcomponent suppliers. By signing our Code of Conduct, we set clear standards for ethical business practices, actively helping to prevent corruption. In 2025, we will intensify communication with suppliers and monitor progress at production sites in countries with an increased risk of corruption through the SMETA 4-pillar audit programme. For this purpose, we define a high-risk country using the annual Corruption Perceptions Index<sup>18</sup> of Transparency International; countries with a low score on this index are considered at increased risk. This is consistent with our goal of a transparent, honest and responsible supply chain. We approach this matter methodically, with the objective of ensuring that our **principles** of conduct are **fully secured** at every stage of the process.

<sup>18</sup> Transparency International, <https://www.transparency.org/en/cpi/2024>





# SOCIAL INITIATIVES

As Global Products Group, we not only take a critical look at our own role in the world, but we like to go the extra mile. Thus, we support various local, national and global social initiatives and support them in various ways. Financially, for example, but also with deployment of support services and media coverage of the wonderful things they in turn do for the world.





# GIVE UNDERPRIVILEGED CHILDREN A CHANCE

*"I don't believe we can change the world, but for the children we help, we make a world of difference."*

~ Rosalie Tieges



## THAI CHILD DEVELOPMENT FOUNDATION

We travel to Thailand. To Paksong to be precise. A rural community amid the rainforest in the hills of Phato, near the Thai coastal town of Ranong. From there, Rosalie Tieges, Ingrid van der Straten and countless local volunteers take care of hundreds of children outside the available care and education system, and help them with scholarships, school uniforms, lunch money, surgeries, physiotherapy, tube feeding, numerous educational programmes or whatever is needed. They often involve children with disabilities or socio-economic problems.

### Love knows no boundaries

"About 20 years ago, I was sent to Thailand as a volunteer," says Rosalie, founder of the Thai Child Development Foundation (TCDF), "and got to work on numerous wonderful projects. It was incredibly rewarding work, but I often found that things could be different. Moreover, not only had I fallen in love with the country and its people, but a certain person had also stolen my heart. Reason enough to stay, so together with support from Ingrid and some Thai volunteers, I started the foundation. Because although Thailand is developing at a rapid pace, rural opportunities are mostly limited."

### What exactly does the TCDF do?

TCDF supports children with physical limitations, developmental or learning disabilities, as well as children growing up in extreme poverty or facing social problems. "The local teachers in the village schools are our eyes and ears," says Rosalie. "They signal it when a child, for example, does not come to school, does not have food with him or has bruises. When such a report comes in, one of our home care staff will go out and work in close consultation with local village leaders and parents or carers to see how we can provide tailored help. This could be support in the form of study help, but also medical care or temporary accommodation with someone else within the family or local community."

### From poverty to university

The foundation prefers not to remove the children from their homes and instead makes every effort to let them grow up in their own environment. In all these years, there has been only one exception to that rule at the very beginning. Rosalie: "Through a monk, I was made aware of Dau aged two and her younger sister. The mother had been out of the picture

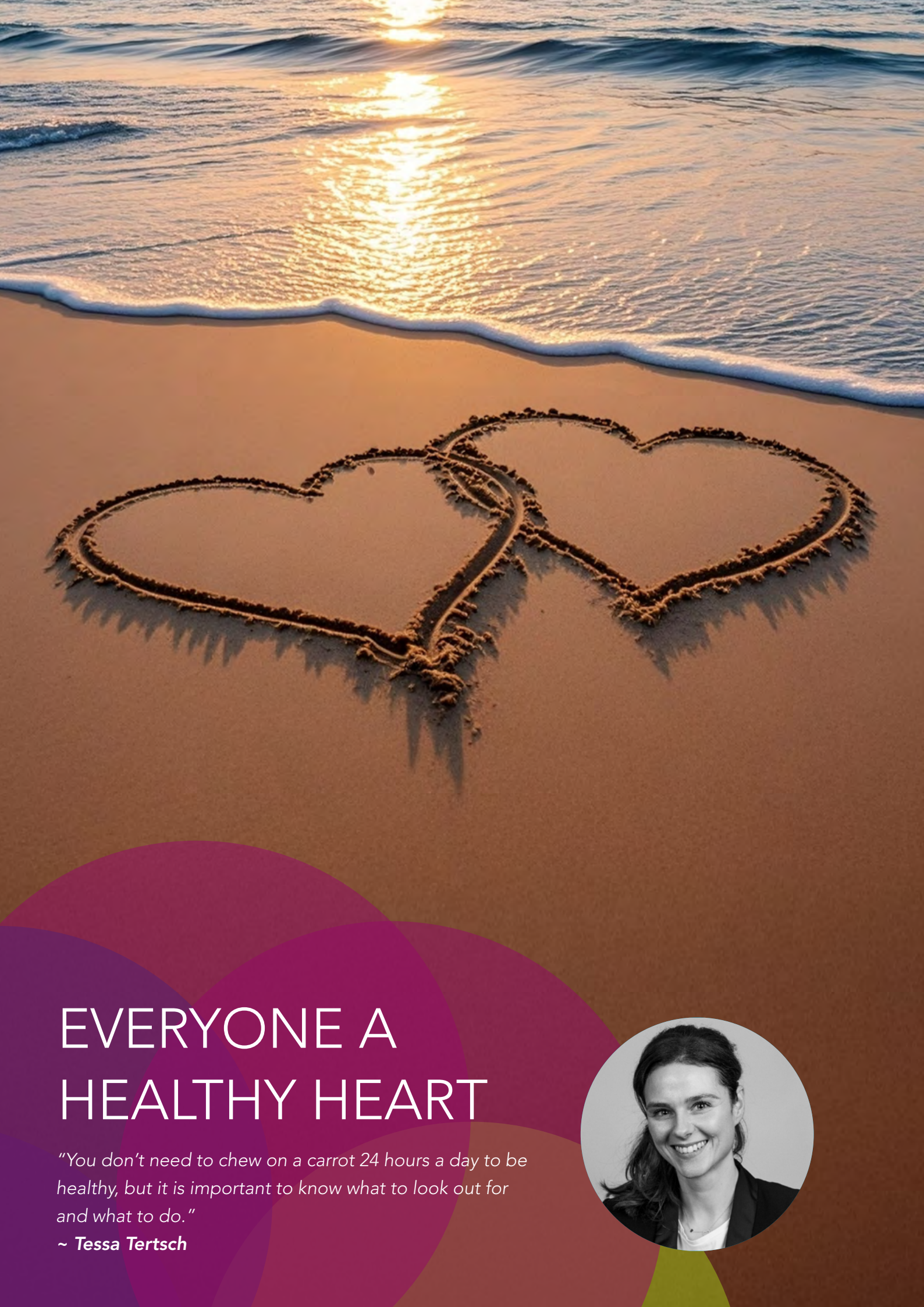
for some time and the father had been given a life sentence and was wanted. So a dire situation, especially as the children were considerably neglected. Since we did not have our strong networks in the villages back then and could not find a foster family, I then took them in and took them into my heart. We have gradually rebuilt contact with the mother over the years into co-parenting with me. Meanwhile, Dau turned 19, had the highest mark in the class during her graduation and started studying Maritime Business at university. That makes me so immensely proud!"

### How can you support TCDF?

Donations are of course always welcome and even a small amount can really make a substantial difference to a child in Thailand. The foundation is also always looking for volunteers to get involved on location or from home (online). Last but not least, the foundation rents out holiday homes by the river. Besides the beautiful nature and gardens, secluded beaches and national marine parks are a stone's throw away. There are also numerous activities and day trips organised, a restaurant, a shop, and daily yoga and other workshops. All proceeds flow back to the school for children with learning disabilities and vocational training for young people with disabilities. And so the foundation can create fair jobs again for young people with disabilities in the future. Holidays for charity as it were, but without the terrible orphanage tourism.







# EVERYONE A HEALTHY HEART

*"You don't need to chew on a carrot 24 hours a day to be healthy, but it is important to know what to look out for and what to do."*

~ Tessa Tertsch



## HEART FOUNDATION

6 minutes. So what is 6 minutes? It is the time for an enchanting fairytale ride on the 'Droomvlucht' in the park the Efteling. A train journey from Amsterdam Central to Sloterdijk station, and and the duration of Bohemian Rhapsody. But it is especially time that is crucial in a cardiac arrest, stroke or heart attack. Because by starting CPR and/or deploying an AED within that paltry 6 minutes, the chances of survival are significantly increased.

In the Netherlands, there are approximately 1.7 million people with chronic heart or vascular disease. If we do nothing, nearly one million patients will be added within seven years. Founded in 1964, the Dutch Heart Foundation aims to outsmart heart and vascular diseases in the future and stop their growth.

### Heart for the Cause

One of the ways to support the Heart Foundation in its life-saving work is the Heart for the Cause partnership.

"Companies kill a lot of birds with one stone by doing this," says relationship manager Tessa Tertsch. "Indeed, on the one hand, companies are asserting their social commitment. They also show that they want the best for their employees, support them in this and create internal awareness. And as a partner, you can even actually save lives."

### What exactly does Heart for the Cause do?

With a monthly investment of around € 300, as a Heart for the Cause partner you will help keep even more hearts healthy and strong, while inspiring your employees to take good care of their hearts. With a smoke-free work environment and an employee vitality package, for example, with education and events for a heart-healthy lifestyle. With the Personal Health Check and blood pressure meters or on-site blood pressure readings, encouraging employees to learn about their heart and thus the risk of cardiovascular disease. But also with a CPR course for employees and an AED at the company premises, so as citizen responders, they can provide quick assistance when every minute counts.

### Still 39% to go

"Certainly the latter is important," Tessa continues her story. "Currently, 61% of the Netherlands is a covered 6-minute zone. That means that in almost two-thirds of the country,

proper cardiac arrest assistance can be provided within those six minutes. For example, in that part of the country, there is an active call system, where after calling 112 through the national CPR call system HartslagNu, messages are automatically sent to people who can resuscitate and are in the vicinity of the victim, the so-called 'citizen responders'. And are there enough AEDs available and, most importantly, accessible. After all, an AED hanging in the hall of a company or inside the gates of a business premises is of no use outside office hours.

### Everyone a healthy heart

"That is the Heart Foundation's dream. So for more than 55 years, we have invested in research and innovations in prevention and care. But just as important, we believe it is to help Dutch people know their hearts and take good care of their hearts. In this way, we prevent people from becoming heart patients and/or unnecessarily (over)suffering from heart disease," Tessa said.

### How can you support the Heart Foundation?

Become a partner of Heart for the Cause and decide where your donation goes, and of course, any new citizen first responders are also more than welcome, as are AEDs. So do you have a heart for the cause? Find out how you can join and contribute at the [hartstichting.nl/hartvoordezaak](https://hartstichting.nl/hartvoordezaak), because everyone in the world has the right to a healthy heart.







# MAKE A DIFFERENCE WITH HAPPY MOMENTS

*"I had to break my neck to realise what is really important in life and therefore advise others to start doing that a little sooner."*

~ Jaap Bressers



## CARLOS MOMENTS

What started as a refreshing swim on a sunny summer day in Albufeira, ended all alone and in a blind panic in the ICU of a hospital in a complete strange country. It happened to Jaap Bressers. Just 21 years old and a bright future ahead. A future that was ruined with one crack of his neck. A high spinal cord injury was the diagnosis and Jaap became paralysed from the chest down.

What does that have to do with the Carlos moments foundation? "'Practically everything'," Jaap adds. "Because then suddenly during the night shift and my umpteenth panic attack, there was Brother Carlos. He assessed the situation well, walked over to me, put his hand on my shoulder and said, 'It's okay'. That moment changed my life, and gave me just that push I needed to realise I was still alive."

### There is a Carlos in everyone

Ten years later, Jaap dares to call his lifesaver and thank him. For Carlos, it was just his job, but only then did he realise that that 'simple gesture' was vital for Jaap. And with that, Carlos moments became a reality. A foundation dedicated to making a big difference with small gestures, and the great thing is that anyone can do it! Simple and in your own way, because there is a brother Carlos in every person.

### What exactly do Jaap and his foundation do?

What don't they do, is better to ask. Thus, Jaap is now a much sought-after speaker and inspirer. He has set up an inspiration network for entrepreneurs, developed happiness lessons for primary schools and has two successful books to his name, part of the proceeds of which are used to plant trees. He gives away holidays at the Carlos House to those in need and puts heartwarming people in the bright sunshine with flowers and a real care award. He also encourages people to simply make a difference to another person themselves. By sharing wonderful examples through his self-developed special happiness app. Here people share and inspire each other to simple valuable actions. This is how the impact continues to grow.

### Doing good multiplies

Superheroes, an app and chilling. Just three examples of happy moments shared on his platform and multiplying. For example, on a sweltering day, Mieke treated the postman to a pink popsicle. Fleur sent an app to a classmate who had lost his grandfather to wish him strength, and window washers now wash the windows of the children's hospital in Utrecht dressed as superheroes, resulting in plenty of happy little faces. Doing good is not that difficult and a small gesture brings much joy. When you consider that negative things require three times more attention than positive ones, you know what to do!

### How can you support Carlos moments?

Although the foundation is not-for-profit, it does have big ambitions and any contribution to that end is more than welcome. All proceeds go to the foundation, and [carlosmoments.nl/ikwilhelpen](https://carlosmoments.nl/ikwilhelpen) lists the possibilities. So be sure to check out the site and find all the information you are looking for.

In addition, what you can also do is give your neighbour, mother, aunt, dentist or postman a happy moment or just simply smile. And be sure to download the free happiness app for the necessary dose of positivity in your life.







# HELP STRAY ANIMALS WORLDWIDE

*"Only the Netherlands and Vatican City have no stray dogs; otherwise, they can be found all over the world in large numbers."*  
~ Hanno Berger



## ANIMAL EMERGENCY FOUNDATION

September 2009. Hanno Berger was working as a manager in tourism and was travelling with a large incentive group in Indonesia at the time. Eating together outside on the hotel terrace, they suddenly heard a terrible dog howl. It went through marrow and bone, and Hanno and some others rushed to the scene. What they found there is too gruesome to put on paper here. It was then that something snapped in Hanno.

"Back home in the Netherlands, it kept gnawing at me," Hanno says. "I could not fathom that humanity is capable of inflicting so much suffering on other living creatures. I wanted to do something; dedicate the rest of my life entirely to helping stray animals. But not without consulting my wife Stephanie. She gave me her blessing. However, I did have to promise her that I was going to set up my own foundation to help stray animals structurally without any compensation. "And so it happened. Hanno quit his top job, Stephanie would start earning a living, the car went out the door and from then on, holidays, cinema visits and eating out became a thing of the past."

### From luxury living to other wealth

To gauge the situation, Hanno first visited dozens of local shelters across Europe. From Spain and Portugal to Ukraine and Hungary. Everywhere came one unequivocal answer to his question of where the need was greatest: there was a particular need for sterilisations. Hanno: "Back on home soil, I immediately contacted the faculties of veterinary medicine at the universities in Utrecht and Ghent. Less than six months later, the first students were on their way to help local vets with spaying and neutering. That eventually became 5,000 to 6,000 interventions on an annual basis."

### What is it that Hanno and the many volunteers actually do?

Animal Emergency Foundation rests on three pillars. The first, of course, is spaying and neutering cats and dogs to curb stray animal problems. Secondly, the foundation provides both financial and moral support to strictly selected animal helpers worldwide to provide emergency assistance. For example, for animals that are hit for reasons of cruelty or

that are affected in other ways by the cruelty of people or by an accident. The third pillar is education for children, aged 8 to 12, about respect for animals. Especially in Southern and Eastern Europe, the foundation's core team is currently busy with this.

Some of the success stories: Meet Sasha from Serbia. He has more dogs than all the shelters in the Netherlands put together; now more than 800. Above all, these need food, and preferably nutritious food, to improve their resistance. This is much needed with winter temperatures of minus 20°C. An aid campaign for the shelter was already launched in 2020 and is now repeating itself. Just because it is badly needed, and because Sasha's words have stuck with many: "For the first time in the existence of this shelter, not one dog has died of malnutrition this winter ..." That's what we do it for Sasha!

### How can you support the Animal Emergency Foundation?

Actually, it just comes down to euros or dollars and anything the foundation can use to pay for nutritious food, medical care, sterilisations, castrations, shelter and facilities. To make the help more concrete, monthly actions have been created and are listed on the website available in 10 languages. Every donor is mentioned by name (or anonymously), and weekly updates are given for each aid project. Full transparency and 100% for the animals, that's what it's all about. Beautiful right?







## HELP PEOPLE IN NEED

*"Everyone can contribute to this good work in their own way and from their own strengths to a greater or lesser extent."*

~ Henry Dunant

# CRUZ ROJA

What began 160 years ago as one man's dream has grown over the past century and a half into the world's largest relief organisation. With nearly 100 million members, volunteers and supporters and branches in 192 countries, the Red Cross helps people in natural disasters, pandemics, conflicts and other emergencies. Spain's Cruz Roja also contributes.

Spain has always been on the front line on humanitarian issues. Not surprisingly, the country was the seventh to sign the first Geneva Convention, drafted in 1864 on the initiative of Red Cross founder Henry Dunant. Six years later, the Cruz Roja came into action for the first time, providing humanitarian aid in the Franco-Prussian war. In 1872, it acted independently for the first time in the Third Carlist War.

### What does the Cruz Roja do?

Although much has changed since the early years, the basic principles are still firmly embedded in the organisation. Humaneness, neutrality, impartiality, independence, voluntarism, unity and generality are central and form the basis of everything the Red Cross does. Whether that is helping with an earthquake, a hurricane or the forest fires that ravaged the country recently. Or to fight poverty, accommodate evacuees, promote equality in the workplace or fight discrimination.

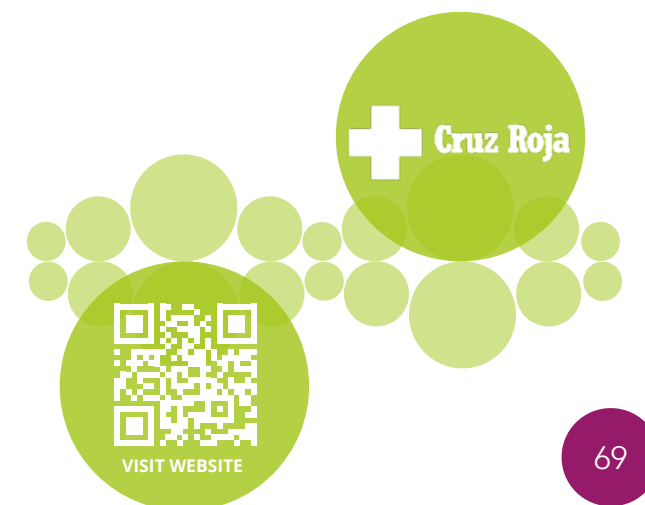
A catchy example of the work is the homegrown assistance in 2012. As a result of the economic crisis, almost 22% of Spaniards lived below the poverty line of less than 630 euros a month. Unemployment also hit hard, leaving some families with no money coming in at all, as they don't know benefits in Spain. Ultimately, the Cruz Roja supported these crisis victims with things like food, clothes, nappies and school supplies. But money was also made available to provide shelter for homeless people and young people with no income.

### 70,000 volunteers, 20 million actions

One of the best-known examples, however, is surely the corona crisis aid. At the beginning of COVID-19, the Red Cross launched an action called 'Plan Cruz Roja RESPONDE' to help affected people worldwide. With the participation of more than 70,000 volunteers and the help of numerous organisations, as many as 20 million actions were undertaken. Actions in vaccination, testing, medical aid, transportation of patients and relief goods, as well as prevention and education.

### How can you support the Red Cross?

Whether it is the Cruz Roja in Spain or the Red Cross in the Netherlands: you decide what you donate, donate or sponsor, and even which action your donation goes to. Of course, new volunteers are also more than welcome. So check your country's Red Cross site, because there is still more than enough work to be done worldwide.







## SMALL INITIATIVE, BIG MISSION

*"You cannot change a dog's past,  
but you can rewrite its future."*

~ Henriëtte Steeghs & Jifke van Popering



# DOGATEERS UNITED FOUNDATION

The expression "leading a dog's life" must have originated in Spain. In Spain, a whopping 700 dogs are abandoned daily or end up in one of the more than 5,000 killing stations. Illegal puppy mills and the import of dogs from unscrupulous breeders do not improve the situation. Hunting is also one of the culprits; about 10% of the often-neglected and mistreated dogs come from this sector. Dogateers United Foundation advocates for these animals and gives them a second chance.

After purchasing several dogs, co-initiator and chairwoman Jifke van Popering adopted her first dog from abroad in 1999: "Faki was so scared when she came to us. And the provision of information, guidance, and coaching were so minimal that I thought: this can and should be done differently!" After participating in a few other initiatives, she co-founded Dogateers United with two others in 2020. The foundation guides "second-chance dogs" from Spain to a loving new home in the Netherlands.

### You either do it right or you don't do it at all

"When we adopt, we don't take any chances", says treasurer and secretary Henriëtte Steeghs, taking over from her colleague. "We maintain close contact with our rescuers in Spain, and our mediators always plan a home visit before adoption after an introductory phone call. Only when they are convinced that there is a match and the adopter shares this opinion, we bring the dog to the Netherlands. We also have a qualified dog coach who can offer assistance on location, rely on several foster families, and a boarding kennel whose owner is a dog behaviourist. And if something insurmountable happens and the adopter can no longer care for the dog, we always take the animal back."

### Searching for a forever home

Although the foundation has now placed over 300 dogs, one dog in particular sticks with Henriëtte: Amy, a mix between a Podenco and a Belgian Shepherd. "She was found as a young girl with her big brother, who always protected her. However, a few weeks before her departure to the Netherlands, her guardian angel died, and Amy had to make the journey alone in 2021. From the start of her adoption, she struggled with the

changes. We eventually brought her back, and after some time in a boarding kennel, a year and a half in foster care, and an intensive training programme, she now lives with Jifke, along with a pack of five other female dogs. That goes very well, but it is, of course, not the ideal solution. It's sad to see because she is so sweet and tries so hard, but she still hasn't found her forever home."

### How can you support Dogateers United?

All help is highly appreciated! For instance, the foundation is constantly looking for shelter families and volunteers. In addition, since the volunteers also bear all costs themselves (except for parking fees), donations are more than welcome. After all, everything goes to the dogs and rescuers, and the adoption fees hardly cover the costs. The advantage is that it is an ANBI foundation, so donors enjoy tax benefits. And last but not least, those coveted baskets are more than welcome. To give the dogs a golden future despite all the misfortune of the past.





# EYES ON THE WORLD AROUND US

"Be the change you want to see in the world."  
~ Gandhi

## CHARITIES

On the previous pages, you were introduced to our six pillars. In addition, the Global Products Group also modestly supports additional social initiatives:



### Business friend KWF Cancer Society

As part of the Global Products Group, Funeral Products is a Business Friend of KWF Cancer Relief. With our contribution, we support scientific research and help scientists take a step toward even more knowledge, new successes and better treatments. Moreover, by doing so, we are making a strong case for a better quality of life for people with and after this terrible disease.

<https://www.kwf.nl/english>



### Article 25 foundation

Article 25 foundation was born out of love and need for people living with dementia. The foundation's mission is to create global awareness for people with dementia, to see and treat them as equal human beings and to provide them with a good standard of living.

<https://article25foundation.com>



### Salvation Army

The Salvation Army gives lonely people a place where they are welcomed with open arms. Vulnerable people who may live just down the street from you. Hans, for example (59). He lost his job in IT due to depression, and eventually he was left without a home as well. After a long road, he finally gets his life back on track. He now works as a volunteer at the community centre in Rotterdam and feels happier than ever.

<https://www.salvationarmy.org.uk>



### DagBest

DagBest is a small-scale daytime activities centre in Best. They offer vulnerable elderly people an enjoyable day in a friendly and relaxed atmosphere. But elderly people who need more social contact and structure are also welcome. From playing games, walking and cooking together to a trip to the seashore or the museum. Of course, the extensive lunch and freshly prepared hot meal should not be missed. And the foundation also takes care of small care tasks.

<https://www.dagbest.nl>



### Billy's Farm

Cuddling rabbits, learning more about iguanas or visiting animals. At Billy's Boerderij, it's all possible. The 25-year-old Billy has turned his passion into a profession and brings joy to others in the process. He visits daycare centres, schools, and care institutions with his animals and provides a safe haven for animals that people can no longer care for themselves. It's an accessible and heartwarming initiative, with no fewer than 125 animals taking center stage.

<https://www.billysboerderij.nl>





AN INTERMEDIATE  
STEP IN AN  
ONGOING JOURNEY

# WHAT'S NEXT?

We once started with one idea: that business means more than simply delivering products. It means taking responsibility. For the people we work with, the world we live in and the future we are shaping together. This CSR Annual Report shows how we as Global Products Group give substance to this. Not as an end point, but as an intermediate step.

*"26 CSR Performance Ladder themes, 17 Sustainable Development Goals, 169 associated targets and 7,854 actions as the basis for visible impact."*

We are further sharpening our course in the coming year, at the same time we are looking ahead. In 2026 we want to grow to Performance Level 4 of the CSR Performance Ladder. This requires even further deepening and integration of the sustainability policy. Through tangible sustainable product development such as the mycelium urn, as initiatives to offset CO<sub>2</sub> emissions. In this way we link policy to concrete practice and strengthen our role as an initiator within the industry.

We invite you to join us, to share your thoughts with us, and above all: to get moving. Because making a real difference is something we do together.





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**Global Products Group**

globally responsible

