



GLOBALLY RESPONSIBLE

Edition 2026



Global Products Group





LET'S TAKE CARE

"We rely on Farmer Intelligence, because common sense, experience, and responsibility aren't artificial."

~ **Peter Biemans**

FOREWORD

Making a real difference starts with showing what you stand for: in deeds and in words. In a time when sustainability claims are being made increasingly often, we believe it is important to be clear, honest, and concrete about what we do and where we stand. Therefore, we remain committed to open and transparent communication regarding our CSR policy. Not only to share what we do, but specifically to provide insight into the choices we make and the considerations involved.

Over the past year, we have once again taken steps to make our organisation more sustainable. 2026 marks the fourth calendar year in which the Global Products Group's CSR management system has been operational. Whereas initiatives previously sometimes stood alone, we now see the power of structural embedding. By working from the CSR themes of the CSR Performance Ladder, we gain greater focus, coherence and insight into where we truly make an impact.

An important part of this development is making our product development more sustainable. For example, we have made conscious choices regarding material use and design within our range. For new items, but also for products that have held a position in the market for years. In this way, we increasingly bring aesthetics, functionality, and sustainability together in products that do justice to their emotional value.

Our ambition extends beyond today. With the aim of growing to level 4 within the CSR Performance Ladder. That requires continued focus, development, and looking ahead. We are proud of the steps we have taken, but view this primarily as part of a continuous process. Together with our customers, suppliers, and partners we continue to work towards a future-proof and meaningful funeral industry.

Peter Biemans

Owner of Global Products Group

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 fractal 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

Meaningful. Mindful. Memorials.

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.



www.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

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



ONE UNIVERSAL STARTING POINT

"Tell me and I forget. Teach me and I remember. Involve me and I learn."
~ Benjamin Franklin

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.

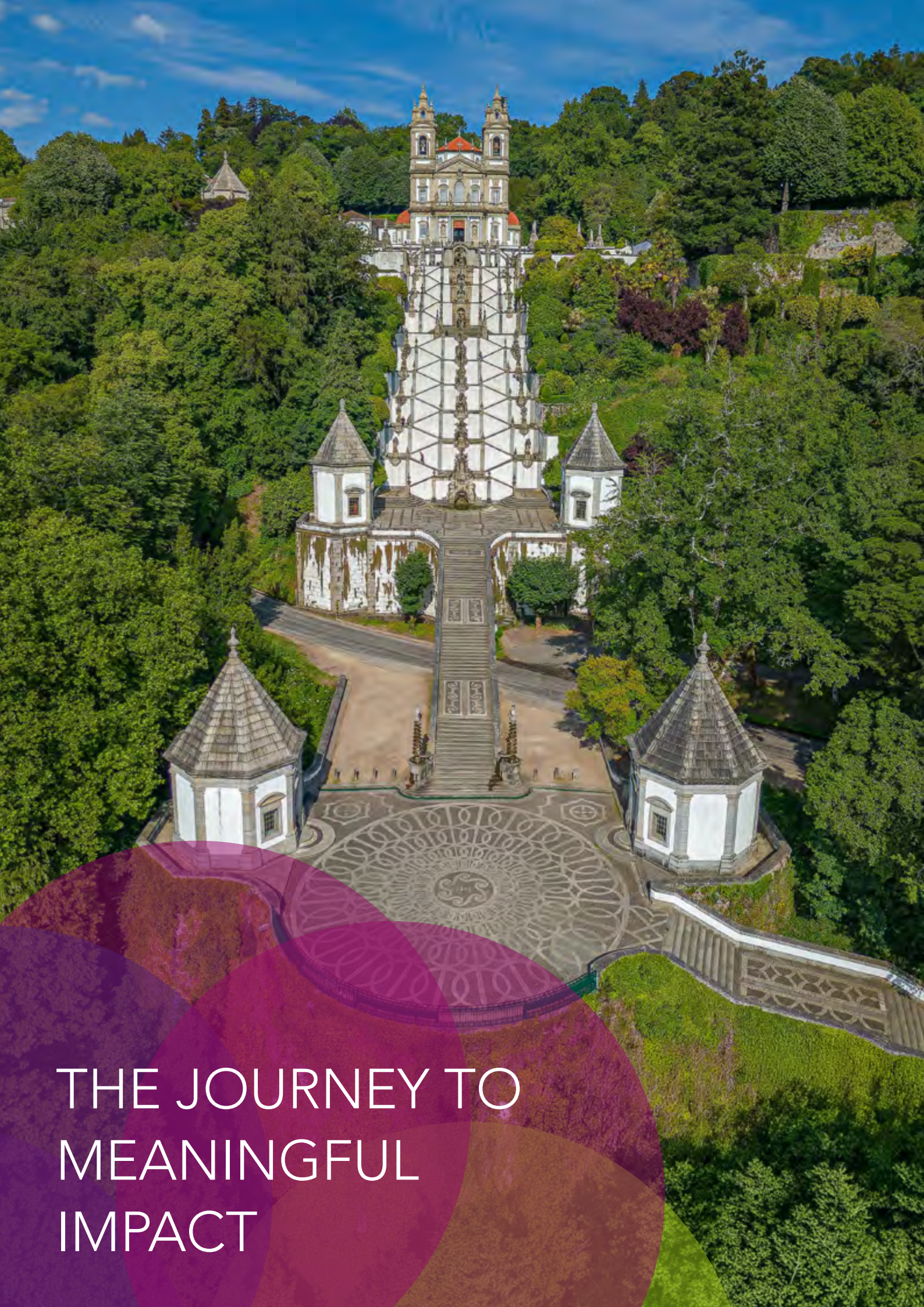
Moreover, by working only on the basis of long-term relationships, we build a relationship of trust within our network. And we also expect the same commitment and quality from our suppliers and subcontractors. For example, our Code of Conduct is not a nice-to-have, but a must, and acting in accordance 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.

This philosophy is reflected in our products, too. When developing and composing our products, we make conscious choices regarding materials, design and production methods. Sustainability, quality and respect for people and the environment lie at the heart of everything we do. Our products contribute to a dignified and meaningful farewell while promoting the responsible use of raw materials and care for the environment.

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.



NATIONAL START, INTERNATIONAL GROWTH

During the expansion of the product range and the search for suitable suppliers, the sale of urns begins in the Netherlands.

The focus on quality, careful production, and responsible working conditions creates confidence in the market. This quickly leads to growth, after which the first international customers also appear in the following year.



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.



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.



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.



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 83](#))



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.



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

CO₂-DASHBOARD

The Global Products Group network reaches all over the world. We therefore developed a CO₂ 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.



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.



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.



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.



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.



2025

ASSOCIATE PARTNER

Funeral Products becomes an associate partner of GreenLeave, following a successfully completed onboarding process and audit. With this step, we strengthen our commitment within the GreenLeave network and, together with other partners, actively work towards further sustainability improvements in the funeral industry.



2024

SUSTAINABLE RETURN

Through the dashboard we mapped our CO₂ 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.



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.



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.



2025

SUSTAINABILITY IN PRACTICE

We are introducing a new generation of mini-urns with a 'metal look', produced using sustainable materials and local, inclusive production. This product line combines aesthetics with social responsibility and shows that innovation and sustainability can go hand in hand, even within a traditional product segment.



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

These are the people who are the driving force behind everything we do. They give substance to the Global Products Group's sustainability policy every day and make a difference in practice. Together with our partners and the people for whom we do it, they form a committed whole. Each with their own talent and story, but connected by one shared vision: acting on what feels good and what is right.





SHOW,
DON'T TELL

OUR CSR POLICY

Of course, it is easy to state that, as an organisation, you engage in socially responsible business practices, with a focus on our planet, people and animals, and with a sustainability policy that goes beyond practical measures such as double-sided printing and waste separation. Over the past few years, we have taken the first concrete steps in this regard. This year, we aim to take another step up.

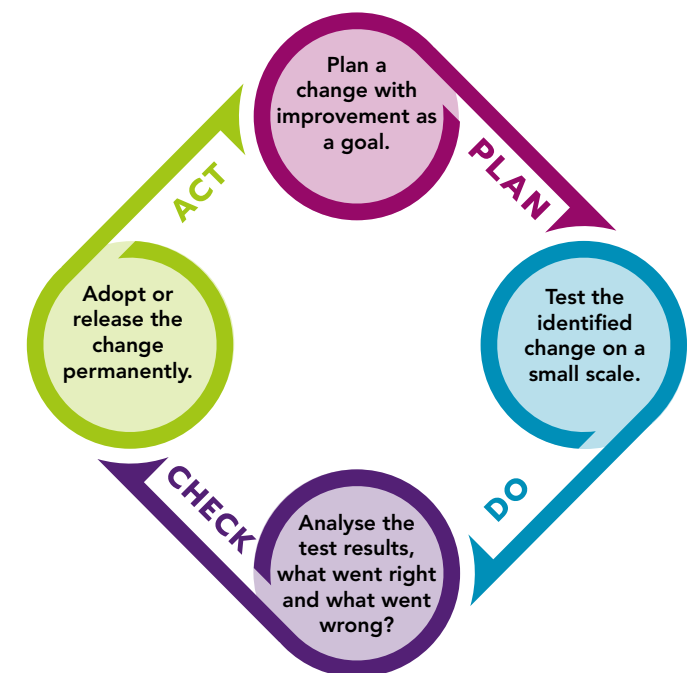
The how, what and why of CSR

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 Netherlands¹ and the Social and Economic Council (SEC)²:

'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'³. 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 Ladder⁴ 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 provides clear guidelines and increases transparency between the Global Products Group and its business partners. With this foundation, we are taking the next step towards further sustainability improvements and demonstrable societal impact.

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

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

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

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

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)⁵. 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.



The next step up

To obtain certification, the Global Products Group evaluated both its CSR performance and the effectiveness of the CSR management system. Objectivity is ensured through an external audit by DNV, an internationally renowned and independent certification body in the field of risk management and quality assurance. Thanks to DNV's strong reputation, the reliability and value of the results achieved during this assessment are further underscored.

In 2023, in accordance with the requirements of performance level 3, we obtained the CSR Performance Ladder certification, a result that we still look back on with pride.

This is remarkable, since initial certifications often take place at level 1 or 2. Thanks to the strong foundation across our organisations and among our partners, it was possible to take this step directly towards certification at level 3. Within the validity of the certificate (no. **C588645**), we are building on this, with the ambition and goal of progressing to a new certification at performance level 4 in 2026.

*"We cannot do great things on this Earth,
only small things with great love."*

~ Mother Teresa

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

STRENGTHENING IMPACT

Performance Level 3 scope:

- It has been determined which CSR themes are material; objectives have been formulated for these topics.
- These objectives form the basis for continuous improvement and align at least with the industry average, with the organisation demonstrably showing this.
- Core values and principles in the field of CSR are explicitly documented and applied in practice.
- The CSR policy covers the entire business operation and relates to customers, staff, local residents, industry associations and suppliers.

Within the scope of the current performance level, we assess and evaluate our CSR activities and objectives. At the same time, we are explicitly looking ahead and identifying opportunities for further development. This further development is aimed at strengthening our impact and deepening our approach, with the goal of taking the next step towards certification at performance level 4 of the CSR Performance Ladder in 2026.



Performance Level 4 scope:

- It has been determined which CSR themes are material; objectives and measurable results have been formulated for these topics.
- These objectives and results form the basis for continuous improvement and exceed the industry average, with the organisation demonstrably shown to be among the frontrunners in the sector.
- Core values and principles regarding CSR are explicitly documented and deeply embedded in the organisation and its processes.
- The CSR policy encompasses the entire business operation and is actively adhered to within relevant industry covenants and guidelines.
- The organisation makes an active contribution to innovative supply chain solutions with demonstrable societal impact.
- New products and services make a concrete contribution to solving societal issues.



"What you do makes a difference, and you have to decide what kind of difference you want to make."

~ Jane Goodall



VALUE CREATION THROUGH INNOVATION

As the Global Products Group, we focus not only on improving our own business operations, but also on achieving broader impact within the supply chain. Together with our partners, we actively work on innovative and sustainable solutions that contribute to solving societal issues.



Natural Symbolism

In addition to functional and sustainable features, attention has been paid to symbolism and a natural appearance in the design of the scattering urns. The paper urns are enriched with Ixora flowers and banana leaf fibres, among other things. These elements enhance the product experience and emphasize the relationship with nature.



"Look deep into nature, and then you will understand everything better."

~ Albert Einstein

RESPECT FOR PEOPLE AND NATURE

Sustainable business practices are central to Global Products Group's CSR policy. We strive for products that are not only environmentally friendly, but also reflect a meaningful approach to raw materials, production, and use. The biodegradable scattering urns, also known in the industry as scattering tubes, are a concrete example of this.

Ethical choice

These paper products have been developed in response to the growing need for environmentally friendly and responsible alternatives to traditional scattering urns. Whereas conventional products often use non-biodegradable materials and energy-intensive production processes, this bio-version offers a sustainable solution that significantly reduces the impact on the environment.

Environmentally friendly production

The urns are made from a natural and renewable raw material: the bark of the mulberry tree. This raw material is harvested without deforestation, because the bark can easily be removed from the tree in the spring. The new shoots of the mulberry tree grow back quickly, making it a renewable resource. This contributes to the preservation of ecosystems and the responsible use of natural resources.

The production process is also set up with attention to sustainability and social responsibility. The urns are handcrafted in Thailand using traditional craftsmanship and dried with the help of sunlight. This minimises the use of energy and harmful substances. At the same time, this method contributes to employment in the region.

This production site has also been SMETA 4-Pillar audited. This audit provides insight into working conditions, health and safety, the environment, and business integrity within the production chain. By collaborating with audited production partners, the Global Products Group ensures that products are produced with a focus on internationally recognised guidelines and responsible supply chain management. This aligns with the ambition to stimulate structural improvements and further sustainability improvements not only within the organisation but also within the value chain.

Power of innovation

The innovative value of the collection is further reflected in the use and functionality of the products. The scattering urn is designed to allow ashes to be scattered in a respectful and controlled manner. Unlike many traditional cardboard scattering tubes with a thin plastic coating, which are difficult to recycle after use due to the combination of materials, this urn consists entirely of natural raw materials. After use, the urn biodegrades completely, without leaving harmful residues behind, or it can be recycled as paper waste. This makes it possible to say goodbye in a way that is in harmony with nature and aligns with the increasing demand for sustainable rituals.

The paper scattering urns can therefore be considered as an example of how innovation within the chain leads to concrete improvements in the field of sustainability and social value. It shows that even within a traditional domain there is room for innovation, provided conscious choices are made for sustainable materials, responsible production and collaboration with partners who share the same values.





SUSTAINABLE ELEGANCE

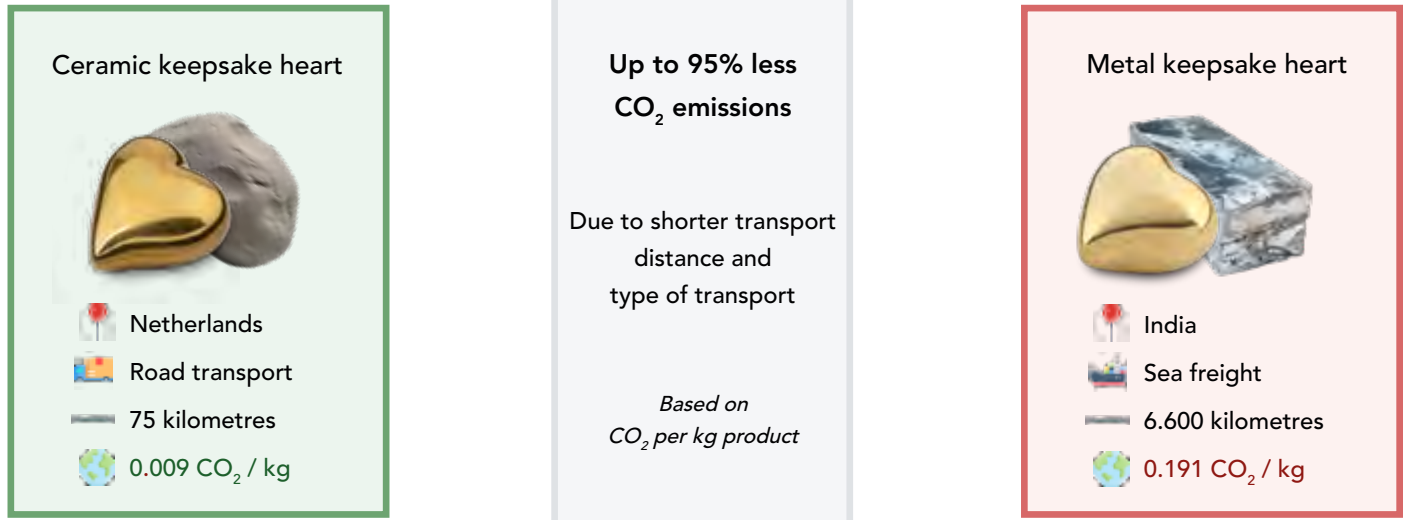
As part of further development, the Global Products Group continues to focus on expanding sustainable solutions. The goal is to develop products that not only meet market demands but also contribute to solving broader societal challenges. The ceramic mini-urns with a 'metal look' are a concrete example. This collection shows how innovative product development and conscious supply chain choices come together in a sustainable alternative to traditional urns.

Responsible choices in design and production

The mini-urns, designed in the shape of a heart and a star, are distinguished by their refined silver and gold-coloured finish. In doing so, they approach the appearance of classic metal urns without using environmentally harmful materials such as brass or aluminium. Whereas such products are typically produced outside Europe and involve intensive mining and long transport chains, this ceramic variant offers a more sustainable and locally produced alternative.

The choice of ceramic as the base material is essential here. Ceramic is non-toxic, fully recyclable, and does not require resource-depleting extraction as metals do. This contributes to the preservation of ecosystems and significantly reduces the ecological impact of the product. Moreover, the combination with a high-quality 'metal look' demonstrates that sustainability and aesthetics can go hand in hand, without compromising on quality or appearance. An important distinguishing aspect of this collection is its local production in the Netherlands. Choosing European production partners significantly reduces transport distances, resulting in lower CO₂ emissions and a more efficient supply chain.

This form of supply chain shortening aligns with the ambition not only to make products more sustainable, but also to make the entire chain more transparent and efficient.



Sustainable, inclusive and meaningful

In addition to ecological benefits, the production of these mini-urns also makes an important social contribution. Production takes place at a partner that actively provides employment to people facing barriers to employment. In this way, the collection contributes to an inclusive labour market and puts corporate social responsibility into practice in the social sphere. A key principle in this regard is creating fair employment opportunities and encouraging participation.

The ceramic mini-urns with a 'metal look' demonstrate that sustainable product development goes beyond material selection alone. They show that there is room for innovation even within a traditional product segment, where sustainability, design, and social responsibility reinforce each other.

“The purpose of business is to create value for society.”
~ Peter Drucker



RESULTS 2025

2026 marks the fourth year in which the Global Products Group takes a focused look back at the results of its CSR policy. In this report, the decision was made to structure the results achieved in 2025 based on the **CSR themes** of the CSR Performance Ladder. In previous years, reporting was based on the Sustainable Development Goals, but this approach offers better insight into the material themes of the Global Products Group and makes it possible to steer more specifically towards impact and progress.

Over the past year, concrete steps have once again been taken within these themes. The further embedding of sustainable processes has led to demonstrable progress and increased awareness within the organisation. This approach contributes to further development towards a higher level of maturity within the CSR Performance Ladder. At the same time, the results offer **valuable insights** to further strengthen our approach and develop it in a future-oriented manner. Some objectives from 2025 have been integrated into broader themes for 2026 or replaced by new emphases, in line with the further development of the CSR policy.



SDG link

Theme 1. Good governance

None

Why is this theme material?

Good governance and transparent decision-making form the basis for the effective implementation and monitoring of a CSR policy. Clear structures, responsibilities, and control measures are essential to manage risks and comply with laws and regulations.

2025 Objectives

- Stakeholder communication regarding core values and CSR progress twice per year

Results

As in previous years, there were two specific communication moments in 2025 with relevant stakeholders, during which, among other things, the core values of the Global Products Group and the progress on the CSR objectives were discussed and explained. In addition, input from stakeholders has been taken into account into the further development of the CSR policy.

Internal stakeholders, in the form of employees, were informed about the progress and status of the CSR policy during the twice-yearly company meetings. During one of these occasions, the **annual CSR report** was also shared and explained. External stakeholders, including suppliers, cooperatives, and trade associations, were actively involved throughout the year through regular meetings and dialogue sessions, during which relevant developments and progress were discussed. In addition, the digital CSR annual report was shared with customers via a newsletter, reaching a broad group of stakeholders. With this, the objective has been achieved, and engagement and transparency towards stakeholders have been further strengthened.

Relationship with other CSR themes

None



RESULTS 2025



Theme 6. Human rights and workers in the value chain

Why is this theme material?

The international value chain entails risks regarding working conditions and human rights, particularly in countries with a heightened risk profile. Within our role in the value chain, the Global Products Group is committed to identifying, monitoring, and managing these potential risks.

2025 Objectives

- 2 new completed SMETA 4-pillar audits as evidence of letters of intent

Results

In 2025, the Global Products Group took further steps in conducting and expanding SMETA audits within the value chain, as part of strengthening ethical and responsible supply chain management. In this context, a full SMETA 4-pillar audit was successfully conducted at a supplier with a production site in Italy. In addition, at a supplier in Thailand, a SMETA 2-pillar follow-up audit was conducted, aimed at following up on and securing previously **identified points for attention**. These audits have further contributed to assessing labour standards, health and safety, environmental management, and business ethics within the supply chain. They also contribute to strengthening due diligence and gaining more insight into the actual circumstances at suppliers.

The objective to conduct two new **SMETA 4-pillar audits** in 2025 has been partially realised. Preparations have been made and commitments received for two additional audits at suppliers in the Czech Republic and Spain in 2025. However, due to planning challenges, these audits were not carried out within the calendar year. The experiences in 2025 confirm once again that planning and conducting SMETA audits is complex and time-consuming, partly due to dependencies in the chain and external factors. At the same time, these processes have contributed to a further professionalisation of the audit process, including improved planning, coordination, and preparation.

The audits initiated in the Czech Republic and Spain will be continued in 2026, allowing the organisation to continue working towards a structural approach to supply chain assessment and safeguarding socially responsible business practices within the production chain of the Global Products Group.

Total completed SMETA 4-pillar audits at suppliers in high-risk countries	
2023	0
2024	1
2025	2

RESULTS 2025



Theme 6. - Follow-up

Human rights and workers in the value chain



2025 Objectives

- [3-year plan for SMETA 4-pillar audits as evidence of letters of intent](#)

Results

Over the past year, the Global Products Group has fully realised the objective of developing a multi-year audit plan for SMETA 4-pillar audits. A concrete three-year audit plan has been developed, targeting suppliers with production sites in countries with an elevated risk profile. Factors determining these risks include a production country's score on the **Corruption Perceptions Index**⁶ (CPI score below 60) and the number of potential CSR risks as determined by the **CSR Risk Checker**⁷. With this audit plan, a structured and risk-driven approach has been established for conducting audits within the value chain. The plan makes it possible to set priorities more specifically, deploy resources more efficiently, and systematically monitor progress on sustainability and compliance. This systematic approach prevents audits from being scheduled reactively or ad hoc, and creates greater transparency for internal and external stakeholders. With the development of this audit plan, an important step has been taken in the further professionalisation and deepening of the CSR policy of the Global Products Group.

Relationship with other CSR themes

- [Theme 9. Child labour in the value chain](#)
- [Theme 10. Forced and compulsory labour in the value chain](#)

PROGRESS
WITH MEANING

⁶ Transparency International, <https://www.transparency.org/en/cpi/2025>
⁷ CSR Risk Check, <https://www.mvorisicochecker.nl/wereldkaart>

RESULTS 2025



Theme 9.

Child labour in the value chain



Why is this theme material?

Risks of child labour can arise within the international supply chain, particularly in production countries with an elevated risk profile. Preventing child labour requires structural supervision, clearly formulated standards, and active cooperation with suppliers.

2025 Objectives

- 2 new completed SMETA 4-pillar audits as evidence of letters of intent
- 3-year plan for SMETA 4-pillar audits as evidence of letters of intent
- No forced labour in the value chain
- No child labour in the value chain

Results

With regard to the prevention of child labour, the use of SMETA audits, as described under **Theme 6: Human rights and workers in the value chain**, has been further implemented. In 2025, a full SMETA 4-pillar audit was conducted at a supplier in Italy, and a SMETA 2-pillar follow-up audit was conducted at a supplier in Thailand. In addition, preparations have been made for two supplementary SMETA 4-pillar audits at suppliers in the Czech Republic and Spain. The established multi-year audit plan provides a structured approach to monitoring and protecting fundamental labour standards and excluding child labour within the supply chain.

In addition, the implementation of social behavioural standards aimed at excluding child labour and forced labour, as described under **Theme 10: Forced and compulsory labour in the value chain**, has been further strengthened. Over the past year, the Code of Conduct, Modern Slavery Statement, and Suppliers Environmental Code have been distributed to and requested from all active suppliers. 99% of the supplier network signed and returned all three of these documents in 2025. These documents have been included as a prerequisite for cooperation with the Global Products Group, meaning that new suppliers can only be contracted if they formally endorse these standards.

Relationship with other CSR themes

- Theme 6. Human rights and workers in the value chain
- Theme 10. Forced and compulsory labour in the value chain

PROGRESS
WITH MEANING



PROGRESS
WITH MEANING

RESULTS 2025

Theme 10. Forced and compulsory labour in the value chain



Why is this theme material?
Within the international supply chain in which we operate, risks of forced labour can arise, both in high-risk countries and in seemingly stable regions. Actively preventing and managing these risks requires clear social standards and structural oversight of suppliers.

- 2025 Objectives**
- No forced labour in the value chain
 - No child labour in the value chain

Results
Last year, the Global Products Group continued its efforts to eliminate child labour and forced labour within the value chain. The Code of Conduct, Modern Slavery Statement, and Suppliers Environmental Code have been sent to and requested from all active suppliers. This marks an important step in strengthening our **due diligence** and increasing transparency within the supply chain.

Signing these documents is explicitly included as a prerequisite for cooperation with the Global Products Group. New suppliers may only be contracted if they formally endorse these standards of conduct. This ensures that **fundamental labour standards** are clear and adhered to from the start of the collaboration. By assessing all suppliers against the same social standards, regardless of their country of establishment, a more uniform and future-proof approach is achieved. Compliance with these standards is verified in production countries with an **elevated risk profile** through SMETA 4-pillar audits.

The Code of Conduct and Modern Slavery Statement have been signed by all suppliers of the Global Products Group and received back. The Suppliers Environmental Code was not submitted on time by one Dutch supplier, causing the coverage rate in 2025 to come in at 99% instead of 100%. The missing document will be put in place in 2026, by which time this objective is also expected to be fully realised.

Coverage ratio of behavioural documents at suppliers in high-risk countries	
2022	0.0%
2023	92.3%
2024	80.0%
2025	100.0%

*The percentage shown excludes suppliers that will be discontinued

Coverage ratio of behavioural documents among all suppliers	
2022	0.0%
2023	59.1%
2024	55.2%
2025	99.0%

*The percentage shown excludes suppliers that will be discontinued



PROGRESS
WITH MEANING

RESULTS 2025



Theme 10. - Follow-up

Forced and compulsory labour in the value chain



2025 Objectives

- 2 new completed SMETA 4-pillar audits as evidence of letters of intent
- 3-year plan for SMETA 4-pillar audits as evidence of letters of intent

Results

The use of SMETA audits as an instrument to manage risks within the chain, as explained under *Theme 6: Human rights and workers in the value chain* and in conjunction with *Theme 9: Child labour in the value chain*, has been further expanded in 2025. For example, a full SMETA 4-pillar audit was conducted at a supplier in Italy, and a SMETA 2-pillar follow-up audit took place at a supplier in Thailand. In addition, two supplementary SMETA 4-pillar audits at suppliers in the Czech Republic and Spain have been prepared. The drafted multi-year audit plan ensures a structural and systematic approach to monitoring and safeguarding fundamental labour standards within the supply chain to prevent modern slavery, among other things.

Relationship with other CSR themes

- Theme 9. Child labour in the value chain



RESULTS 2025

Theme 11. Rights of affected communities



Why is this theme material?

Activities within the supply chain can affect the living environment and rights of local communities, particularly in producing countries. The Global Products Group recognises that it has a responsibility to prevent any negative impact in this regard. Respecting environmental and human rights constitutes an important responsibility here.

2025 Objectives

- 100% coverage rate for the Suppliers Environmental Code among suppliers

Results

In 2025, the Global Products Group took further steps towards full coverage of the **Suppliers Environmental Code (SEC)** document among active suppliers. The SEC document, which includes guidelines on environmental responsibility, working conditions, and respect for the rights of local communities, has been actively brought to the attention of and requested within the supplier network. Signing the SEC document is also a requirement before starting a new collaboration with the Global Products Group. The objective of full coverage within the supplier base was not fully achieved in 2025, coming in at 97%. During the process of securing these documents, it became apparent that one supplier in the Netherlands has not yet signed the document. As a result, the objective has not been fully achieved this calendar year. The supplier in question will deliver the document in 2026, after which this objective will be fully realised.

Despite this exception, the organisation has taken significant steps in 2025. The coverage ratio among all suppliers has increased by nearly 42%. In addition, the coverage ratio for **suppliers in high-risk countries** has been fully realised at 100%.

Coverage ratio of the Suppliers Environmental Code at suppliers in high-risk countries	
2022	0.0%
2023	81.3%
2024	72.7%
2025	100.0%

*The percentage shown excludes suppliers that will be discontinued

Coverage ratio of the Suppliers Environmental Code among all suppliers	
2022	0.0%
2023	66.6%
2024	55.2%
2025	97.0%

*The percentage shown excludes suppliers that will be discontinued

Relationship with other CSR themes

None



RESULTS 2025

Theme 13.

Corruption and bribery



Why is this theme material?

International cooperation entails risks of corruption and undue influence. The Global Products Group recognises that acting with integrity and transparency is essential to safeguard reliable relationships and support responsible and sustainable business operations.

2025 Objectives

- 100% coverage ratio of the Code of Conduct among suppliers

Results

Over the past year, the Global Products Group has once again taken steps to combat corruption within the value chain. The efforts to expand and secure the Code of Conduct among all suppliers have resulted in a full coverage ratio of 100%. With this, the objective for 2025 has been fully realised. By requiring all suppliers to comply with the Code of Conduct, clear standards have been established for doing business with integrity and transparency within the supply chain. Compliance with these standards is additionally assessed through SMETA audits at suppliers in production countries with an elevated risk profile. This focuses not only on establishing behavioural norms, but also on actively monitoring and verifying compliance in practice.

The broadening of the scope initiated in 2024, which also included component suppliers and their production sites, was successfully completed in 2025. With this, the Global Products Group has further professionalised its approach to corruption and bribery and actively manages a transparent and ethical value chain.

Coverage ratio of the Code of Conduct for the production sites of suppliers in high-risk countries	
2022	0.0%
2023	91.7%
2024	84.6%
2025	100.0%

*The percentage shown excludes suppliers that will be discontinued

Coverage ratio of the Code of Conduct for the production sites of all suppliers	
2022	0.0%
2023	65.4%
2024	59.4%
2025	100.0%

*The percentage shown excludes suppliers that will be discontinued

Relationship with other CSR themes

None

RESULTS 2025



Theme 16.

Health and safety of consumers and end users



Why is this theme material?

The correct and safe use of ash-containing articles depends on clear and accessible product instructions.

Improper use can lead to damage to an emotionally charged product and a negative experience for the end user.

2025 Objectives

- **Instructional video for filling the item available per product group**
- **Developing a plan of action for instructional videos for new products**

Results

Last year, we took further steps to improve the provision of information regarding the safe and correct use of ash-containing articles. We were not yet able to fully realise this objective in 2024. For all active product groups, **instructional videos for filling and closing the items** were developed in 2025 and made available on request. This marks an important step in supporting customers and end users in correctly applying the products. These instructional videos have not yet been added to the various product pages of the websites in 2025. This is the result of a rebranding of the Funeral Products corporate identity and the associated digital environments. It is expected that these instructional videos will be made available in phases in 2026.

In addition, the action plan for developing and implementing instructional videos for new products was drafted and adopted in 2025. With this, this objective has been fully achieved. This plan ensures that the development of instructional material becomes a **structural part** of the work process surrounding **product introductions**, enabling future products to be immediately provided with clear user instructions. In this way, the Global Products Group increases product safety and ease of use within its collection and works towards the structural optimisation of information provision for customers and end users.

Relationship with other CSR themes

None

PROGRESS
WITH MEANING



PROGRESS
WITH MEANING

RESULTS 2025

Theme 20.

Raw materials



Why is this theme material?

The use of raw materials in products and packaging has a direct impact on the environment. Material choices, certification and packaging optimisation determine the ecological footprint and require a conscious and responsible approach within the chain.

2025 Objectives

- 75% of the bio collection is GreenLeave certified

Results

In 2025, the Global Products Group also critically examined opportunities to further increase the sustainability of raw material use and packaging solutions. In terms of product certification, the share of **GreenLeave-certified bio-urns** increased to 72.6%. With this, the target of 75% has formally not been achieved. However, this outcome is directly related to the certification criteria applied by GreenLeave⁸, under which products produced outside Europe are not eligible for certification.

When considering only the products that do fall within the scope of GreenLeave, full certification (100%) was achieved in 2025. As a result, all bio-urns that meet the set criteria are actually certified. In addition, in 2025 we received **product certificates** from GreenLeave for the certified items. These will be made available via the website in 2026, further increasing transparency for customers and end users. Naturally, new biodegradable urns that fall within the certification criteria are submitted to GreenLeave to obtain certification.

GreenLeave certification status European organic collection	
2022	47.8%
2023	62.9%
2024	85.2%
2025	100.0%

GreenLeave certification status entire organic collection	
2022	47.8%
2023	62.9%
2024	59.0%
2025	72.6%

⁸ GreenLeave, <https://greenleave.nu/>

RESULTS 2025



Theme 20. - Follow-up

Raw materials



2025 Objectives

- Implementation of a sustainable packaging solution for outgoing deliveries
- Apply Life Cycle Analysis to five new product groups

Results

Significant steps have also been taken in the area of packaging. The objective to implement at least one sustainable packaging solution has been amply achieved. In 2025, **two sustainable solutions** were successfully implemented for outgoing deliveries. For example, packaging with transparent protective film has been introduced for smaller products, making additional filling material largely unnecessary. This leads to a reduction in material usage, lower transport weight, and better product protection during shipping.

In addition, a new packaging solution has been implemented using an air cushion film machine. This uses compact film on a roll, which is filled with air on site and forms a sturdy protective structure, similar to bubble wrap. This solution offers several advantages: only the required amount of material prevents waste and results in more efficient use of raw materials. At the same time, the consistent quality of the air cushions ensures improved protection of products against impacts and pressure during shipping. These developments contribute to **further increasing the sustainability** of raw material use and **packaging processes**.

In the area of raw material use, the application of life cycle analyses (LCAs), as described under *Theme 21: Energy demand for production and facilities* and in conjunction with *Theme 24: Emissions, wastewater and waste*, has been further applied and expanded. In total, three LCAs have been fully executed and three additional analyses were completed to approximately 90%.

Relationship with other CSR themes

- Theme 21. Energy demand for production and facilities
- Theme 24. Emissions, wastewater and waste

PROGRESS
WITH MEANING

RESULTS 2025

Theme 21.

Energy demand for production and facilities



Why is this theme material?

Energy consumption within both production processes and facilities has a direct impact on the organisation's ecological footprint. Efficient energy use and gaining insight into energy impact through, among other things, life cycle analyses are essential to limit environmental impact and take targeted sustainability measures. In addition, cost control, laws and regulations, and increasing stakeholder expectations play an important role. By taking an active approach, we contribute to sustainable and future-proof business operations, both internally and externally.

2025 Objectives

- Apply Life Cycle Analysis to five new product groups

Results

In 2025, the Global Products Group further developed the application of **Life Cycle Analyses** (LCAs) within its product collection. In total, three new LCAs have been fully carried out, providing important insights into the environmental impact of these product groups throughout their entire life cycle.

LCA processes have also been initiated for three additional product groups and are approximately 90% completed, pending additional data and details from suppliers. With this, the organisation is well on track to fully complete these initiatives in 2026. Although the objective to fully complete five new LCAs in 2025 has not been fully achieved, substantial progress has been realised. The experiences from 2024 and the subsequent more intensive collaboration with suppliers have led to a **more efficient approach** and **broadier support** within the chain. The application of LCAs yields valuable insights into the energy consumption and environmental impact of our memorial products. The application of LCAs forms a connecting instrument between multiple CSR themes, namely raw materials, energy demand, and emissions.

Total Life Cycle Analyses (LCA) performed per product group	
2023	0
2024	4
2025	7

The outstanding LCA processes from this objective will be included in the objectives and planning for the coming years, so that they are structurally continued and completed.



RESULTS 2025

Theme 21. - Follow-up

Energy demand for production and facilities



2025 Objectives

- 5% saving on energy consumption

Results

Over the past year, a significant reduction in energy consumption has been achieved within the facilities of the Global Products Group. The objective to achieve an **energy saving** of 5% compared to 2024 has been **comfortably achieved**. In total, a reduction of 10% was achieved across gas and electricity consumption.

This saving is the result of a combination of measures, including the optimization of climate systems such as air conditioning, and the more efficient matching of heating and ventilation to space usage. In addition, increased awareness among employees has contributed to **more careful energy use** in daily business operations. In 2025, an investigation was also conducted into the extent to which a switch to green electricity is feasible, as an additional step in further reducing CO₂ emissions. With these results, the Global Products Group has far exceeded its objective.

Energy consumption within facilities					
Form of energy	2022	2023	2024	2025	% verschil
Gas (m³)	6,600	5,560	5,967	5,223	- 12.5%
Electricity (kWh)	21,800	21,200	21,184	20,465	- 3.4%
Water (l)	72,000	67,000	73,000	79,000	+ 8.2%

Relationship with other CSR themes

- Theme 20. Raw materials
- Theme 24. Emissions, wastewater and waste



RESULTS 2025

Theme 24. Emissions, wastewater and waste



Why is this theme material?

Emissions and waste streams have a direct impact on the environment and raw material usage within the organisations of the Global Products Group. Through waste reduction, separation, and improved measurement methods, the aim is to lower environmental impact and use raw materials more efficiently, with a focus on circular and responsible processing.

2025 Objectives

- Reduction of residual waste of 10%
- Apply Life Cycle Analysis to five new product groups

Results

Over the past year, a significant reduction has been achieved in the amount of residual waste within the facilities of the Global Products Group. The objective to reduce residual waste by 10% compared to 2024 has been amply achieved. A total reduction of 43.1% has been realised. This **sharp decline** is the result of the further optimisation of waste separation, increased awareness among employees, and a more **targeted approach to waste streams**. In addition, in 2025, a significant step was taken to improve the measurement methodology. Whereas previously calculations were based on volume (litres) assuming a fully filled container, the actual weighing of residual waste started on 1 May 2025.

For the first four months of the year, due to a lack of exact data, a maximum estimate based on fully filled containers was used. To ensure a consistent comparison with previous years, a conversion factor of 0.1 kg per litre has been applied. This factor can be considered a **realistic approximation for commercial residual waste**, partly because other waste streams such as paper, PD, plastic, polystyrene foam, and strapping bands are already collected separately and recycled by the Global Products Group.

As a result, the remaining waste consists mainly of lighter garbage. The collaboration with waste processor Van Happen Containers⁹, certified according to the CSR Performance Ladder at level 4, was continued in 2025 and contributes to the reliable and responsible processing of waste streams of the Global Products Group.

Quantity residual waste in kilograms	
2022	5,720
2023	4,180
2024	3,432
2025	1,952

In the area of raw material use, the application of life cycle analyses (LCAs), as described under **Theme 21: Energy demand for production and facilities** and in conjunction with **Theme 20: Raw materials**, has been further applied and expanded. In total, three LCAs have been fully carried out and three additional analyses were completed to approximately 90%.

Relationship with other CSR themes

- Theme 20. Raw materials
- Theme 21. Energy demand for production and facilities

⁹ Van Happen Containers, <https://www.vanhappencontainers.nl/circulaire-economie/mvo/>



PROGRESS
WITH MEANING

RESULTS 2025



Theme 25. Transport

Why is this theme material?

Transport has a direct impact on CO₂ emissions within the value chain and thereby on the ecological footprint of the Global Products Group. Efficient logistics, emission reduction, and emission offsetting are essential to ensure sustainable and responsible transport.

2025 Objectives

- CO₂ reduction of 25% on incoming deliveries

Results

Over the past year, significant sustainability improvements were achieved in transport within the Global Products Group's logistics chain. The objective to reduce CO₂ emissions from **incoming deliveries** by 25% compared to 2024 has been amply achieved. In total, a **reduction of 43,7%** has been realised, taking into account an adjustment for proportional growth of the organisation.

Development of CO ₂ emissions from transport of incoming deliveries				
Year	CO ₂ -emissions	Product weight	Average CO ₂ emissions per kilo of product	% difference
2023	88,864 kg	163,892 kg	0.5422 kg CO ₂	0.0%
2024	86,267 kg	166,438 kg	0.5183 kg CO ₂	- 4.4%
2025	53,348 kg	183,188 kg	0.2912 kg CO ₂	- 43.7%

During the updating of the **CO₂ calculations**, it became apparent that there was a deviation in the calculation methodology used in previous years. In 2025, this methodology was revised and corrected, as a result of which the comparability with previous years was adjusted. The reported reduction is based on this updated and improved calculation method. This provides a more reliable and consistent insight into the actual **CO₂ impact** of incoming deliveries.

This substantial improvement is the result of tightened planning and forecasting processes, allowing transport flows to be organised more efficiently and significantly reducing the use of more polluting transport types, such as air freight. This marks an important step in structurally reducing the **ecological footprint** of incoming logistics flows.



PROGRESS
WITH MEANING

RESULTS 2025

Theme 25. - Follow-up Transport



2025 Objectives

- Offsetting CO₂ emissions from incoming deliveries
- Making CO₂ emissions from outgoing deliveries transparent

Results

In addition to reduction, efforts have also been made to offset the remaining CO₂ emissions. In 2025, the emissions from incoming deliveries, totalling **140 tonnes of CO₂**, were fully (100%) **offset** through a partnership with Trees for All¹⁰, a recognised foundation dedicated to global reforestation projects and ecosystem restoration. This offsetting actively contributed to the sequestration of CO₂, the strengthening of biodiversity, and the creation of a sustainable living environment. Additionally, the Global Products Group has made an extra donation for the planting of 100 trees in the Netherlands and Bolivia. In addition, another 95 trees were donated as a result of the Green Friday Week campaign.



Number of trees:

195

Certificate number:
17482575118548
17653631575884



Project locations:

**Borneo
Bolivia
Netherlands**



For the compensation of:

140 ton CO₂

Certificate number:
17470854786248

With regard to outgoing deliveries, progress has been made in providing insight into CO₂ emissions. A **first baseline measurement and pilot** were launched in December 2025. The further rollout was somewhat delayed due to the switch to a new parcel service, which made additional coordination and data collection necessary. It is expected that this development will continue in 2026 and lead to full insight into the emissions from outgoing transport flows.

With these results, the Global Products Group has not only exceeded its reduction target but has also taken significant steps to increase transparency and make transport movements within the chain structurally more sustainable.

Relationship with other CSR themes

None

¹⁰ Trees for All, <https://treesforall.nl/en/>



RESULTS 2025



Theme 26.

Involvement in and development of society

Why is this theme material?

The geographical distribution of suppliers influences local economic development, employment, and transport impact. Focusing on European procurement contributes to shorter supply chains, lower CO₂ emissions, and strengthens regional involvement and cooperation.

2025 Objectives

- 75% of the product suppliers are located within Europe

Results

Over the past year, the Global Products Group has continued its commitment to maintaining a strong European base within the supplier network. The objective of having at least 75% of product suppliers located within Europe was just not achieved, with an achieved share of 74.2%. The limited deviation from the target is the result of a **dynamic supplier base**, in which the number of newly added and phased-out suppliers remained largely in balance in 2025. As a result, the percentage share of European suppliers has remained virtually unchanged compared to the 2024 level.

Although the objective was not officially fully achieved, the outcome shows that the organisation succeeded in maintaining the existing balance within the supplier network. In this way, **European sourcing** remains an important principle, helping to shorten transport distances and strengthen participation in the **European economy**. With these results, we remain focused on a future-proof and socially responsible design of the supply chain.

Percentage of European product suppliers	
2022	68.0%
2023	78.6%
2024	75.0%
2025	74.2%

Relationship with other CSR themes

None



FOCUS
ON GROWTH

OBJECTIVES 2026

For 2026, the Global Products Group has further refined and structured its CSR objectives based on the themes of the CSR Performance Ladder. This **thematic approach** offers more direction and insight into the areas where our societal impact is greatest. The objectives have been formulated with the intention of not only meeting the set standards, but also taking further steps where possible. The emphasis here is on measurable improvements and further embedding sustainability in our processes and decision-making.

Formulating the objectives for each CSR theme in a clear and structured way creates a **coherent** and **goal-oriented approach**. We work according to the Plan-Do-Check-Act cycle, whereby progress is actively monitored and adjustments are made where necessary. This way, we continue to work purposefully on continuous improvement and further increasing the sustainability of our business operations.



SDG link



Theme 6.

Human rights and workers in the value chain

Objectives

- 2 new completed SMETA 4-pillar audits as evidence of letters of intent

For the coming year, the Global Products Group is focusing on conducting two new **SMETA 4-pillar audits** to support the statements of intent within the value chain. These audits are aimed at further strengthening due diligence and gaining insight into suppliers' compliance with **labour standards, health and safety, environmental management, and business ethics**.

Experience from the previous year has shown that planning and conducting SMETA audits is complex and time-consuming. Therefore, in 2026, the focus will be on further optimising audit planning, coordination with suppliers, and preparing audit processes. This approach supports a structured effort to increase transparency and safeguard corporate social responsibility within the production chain of the Global Products Group.

Relationship with other CSR themes

- Theme 9. Child labour in the value chain
- Theme 10. Forced and compulsory labour in the value chain



FOCUS
ON GROWTH

OBJECTIVES 2026



Theme 10.

Forced and compulsory labour in the value chain



Objectives

- [Drawing up an action plan for a Supplier Risk Profile Checklist](#)

For the coming year, the Global Products Group aims to take the next step in further professionalising its due diligence process. Global developments show that risks per country can change in a short period of time. As a result, production sites may be confronted with new risks that, in line with our vision on responsible business conduct and as set out in our conduct documents, must be actively prevented, controlled, and identified.

By drawing up an action plan for a **Supplier Risk Profile Checklist**, it becomes possible to identify and monitor CSR risks by production country in a dynamic and structured manner. This checklist will be applied annually to the existing supplier base and also forms a fixed part of the onboarding process for new suppliers.

This assessment considers suppliers' production country, the associated Corruption Perceptions Index¹¹ (CPI) score, and relevant risks as identified in the CSR Risk Checker¹². Based on these factors, a risk profile is established for each supplier. This annual recalibration is necessary, as both CPI scores and the risk indicators from the CSR Risk Checker continuously change due to global developments, which can also cause risk profiles to shift.

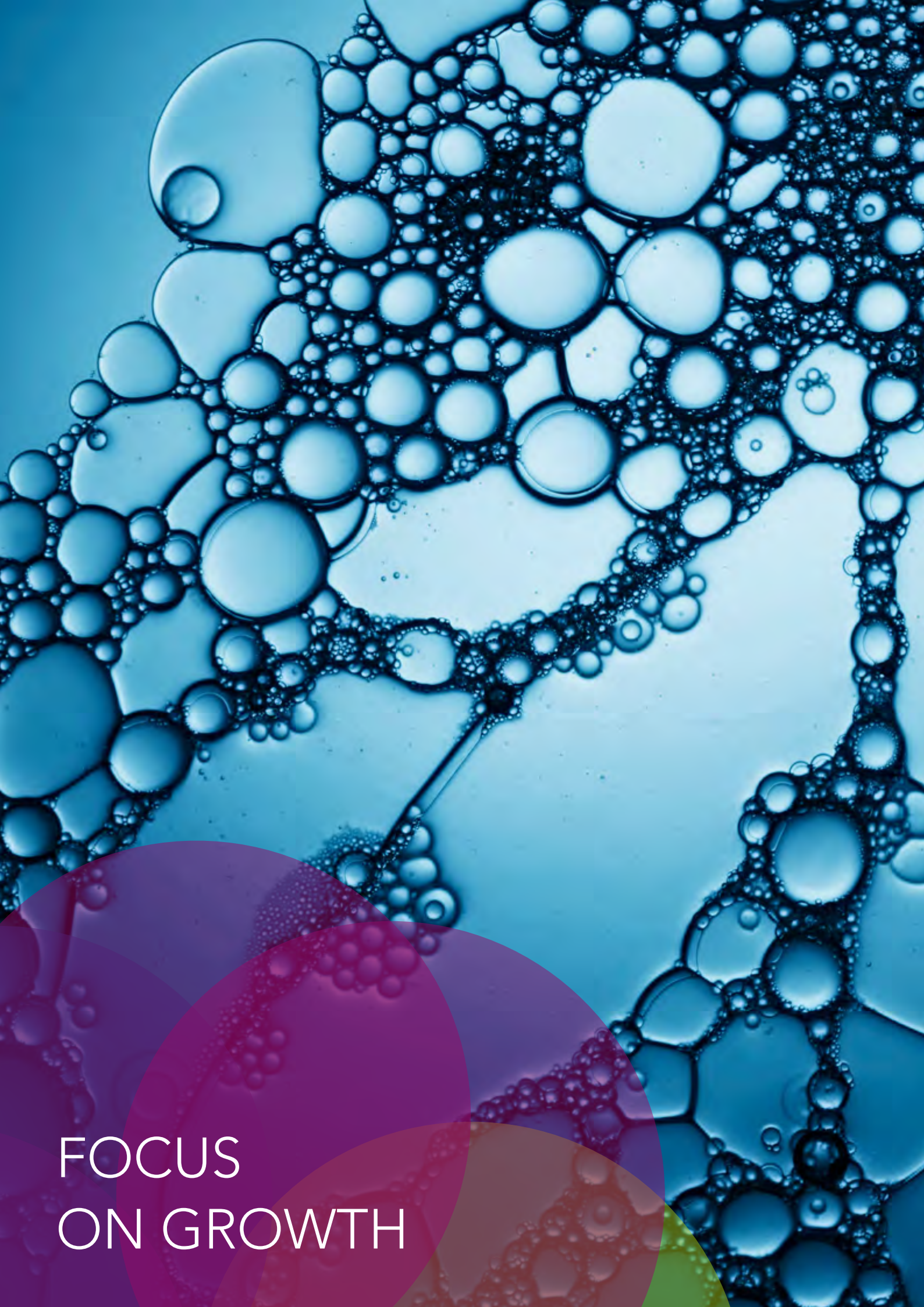
Depending on the outcomes, the existing **three-year audit schedule** can be revised where necessary. This approach not only implements a more proactive and risk-driven working method but also further strengthens the safeguarding of corporate social responsibility within the supply chain.

Relationship with other CSR themes

- [Theme 9. Child labour in the value chain](#)

¹¹ Transparency International, <https://www.transparency.org/en/cpi/2025>

¹² CSR Risk Check, <https://www.mvorisicochecker.nl/wereldkaart>



FOCUS
ON GROWTH

OBJECTIVES 2026



Theme 16.

Health and safety of consumers and end users

Objectives

- Integrating filling instructions into the work process when introducing new ash-containing products

In 2026, the Global Products Group is focusing on further safeguarding **consumer safety** and **correct product use** by ensuring that all new ash-containing products are provided with clear and accessible instructions for use upon launch. This is done in the form of an instructional video or a manual.

An action plan was drawn up for this in 2025. In 2026, this approach will be structurally integrated into the product introduction process, so that developing and making instructional materials available becomes a fixed part of the so-called roadmap for **new product launches**. This objective not only reduces the risk of misuse, but also contributes to the safe and respectful handling of products that represent high emotional value. This strengthens the quality of the user experience and fulfils the responsibility towards end users.

Relationship with other CSR themes

None



FOCUS
ON GROWTH

OBJECTIVES 2026



Theme 20.

Raw materials



Objectives

- Implementation of 2 sustainable packaging solutions for outgoing deliveries

In the coming year, the Global Products Group will once again focus on making its packaging processes more sustainable through the implementation of two additional **sustainable packaging concepts** for outgoing deliveries. This builds on the successful introduction of sustainable packaging methods and materials over the past year. The focus is on further reducing material use and minimising waste, as well as optimising transport efficiency. In addition, explicit attention is paid to improving the protection of products during shipping. Given the emotional value of the products, safe and reliable delivery is of great importance.

In addition, the Global Products Group has determined that suppliers also have opportunities to take further steps in the field of sustainable packaging, partly inspired by its own implementations. Therefore, in 2026, targeted discussions will be held with strategic suppliers to **jointly stimulate** this development. In this way, a strong synergy is created between sustainability and product protection, which constitutes significant added value from both an ecological and a commercial perspective.

Relationship with other CSR themes

None



FOCUS
ON GROWTH

OBJECTIVES 2026



Theme 21.

Energy demand for production and facilities



Objectives

- Apply Life Cycle Analysis to five new product groups
- Switch to 100% green electricity
- 7% reduction in energy consumption

In 2026, the Global Products Group will continue applying life cycle analyses (LCAs) by conducting LCAs for five new product groups. This objective builds on the progress made in 2025 and the ongoing projects expected to be completed in 2026. The application of LCAs is a recurring objective within the organisation, with the long-term ambition of providing all relevant product groups within the range with an LCA. In this way, insight is gradually gained into the environmental impact and energy consumption throughout the **entire product lifecycle**. By structurally expanding these insights, it becomes possible to steer more effectively towards reducing environmental impact and further improving the sustainability of the production chain.

Next year, the Global Products Group wants to take the step towards **100% green electricity** for all its facilities. This marks a concrete step towards further increasing the sustainability of the energy supply. In 2025, the organisation used so-called 'grey power', of which approximately 30% consisted of Dutch green power and the remaining 70% came from Scandinavian countries. However, due to the lack of full transparency regarding the origin and method of generation, this electricity could not be classified as fully sustainable.

By switching to green electricity from renewable sources such as wind and solar energy from the Netherlands, the organisation's indirect CO₂ emissions (scope 2) will be significantly reduced. With this, the Global Products Group makes a direct contribution to reducing its ecological footprint. At the same time, this step constitutes a logical continuation of previously implemented energy-saving measures and the broader ambition to make the energy supply structurally more sustainable.

Subsequently, the Global Products Group is committed to further reducing energy consumption within its facilities, aiming for a 7% saving compared to 2025. Unlike previous years, this target is being expanded to include **water consumption** alongside **gas and electricity consumption**. The results from 2025 have shown that significant savings are possible through the optimisation of installations and awareness within the organisation. At the same time, an increase in water consumption is visible, which makes it necessary to structurally monitor and reduce this resource as well. In 2026, the focus will therefore be on further optimisation and more efficient use of these resources within the facilities, and on increasing awareness among employees.

Relationship with other CSR themes

- Theme 20. Raw materials
- Theme 24. Emissions, wastewater and waste



OBJECTIVES 2026

Theme 24.

Emissions, wastewater and waste



Objectives

- Reduction of residual waste of 10%
- Providing insight into the packaging material used per product

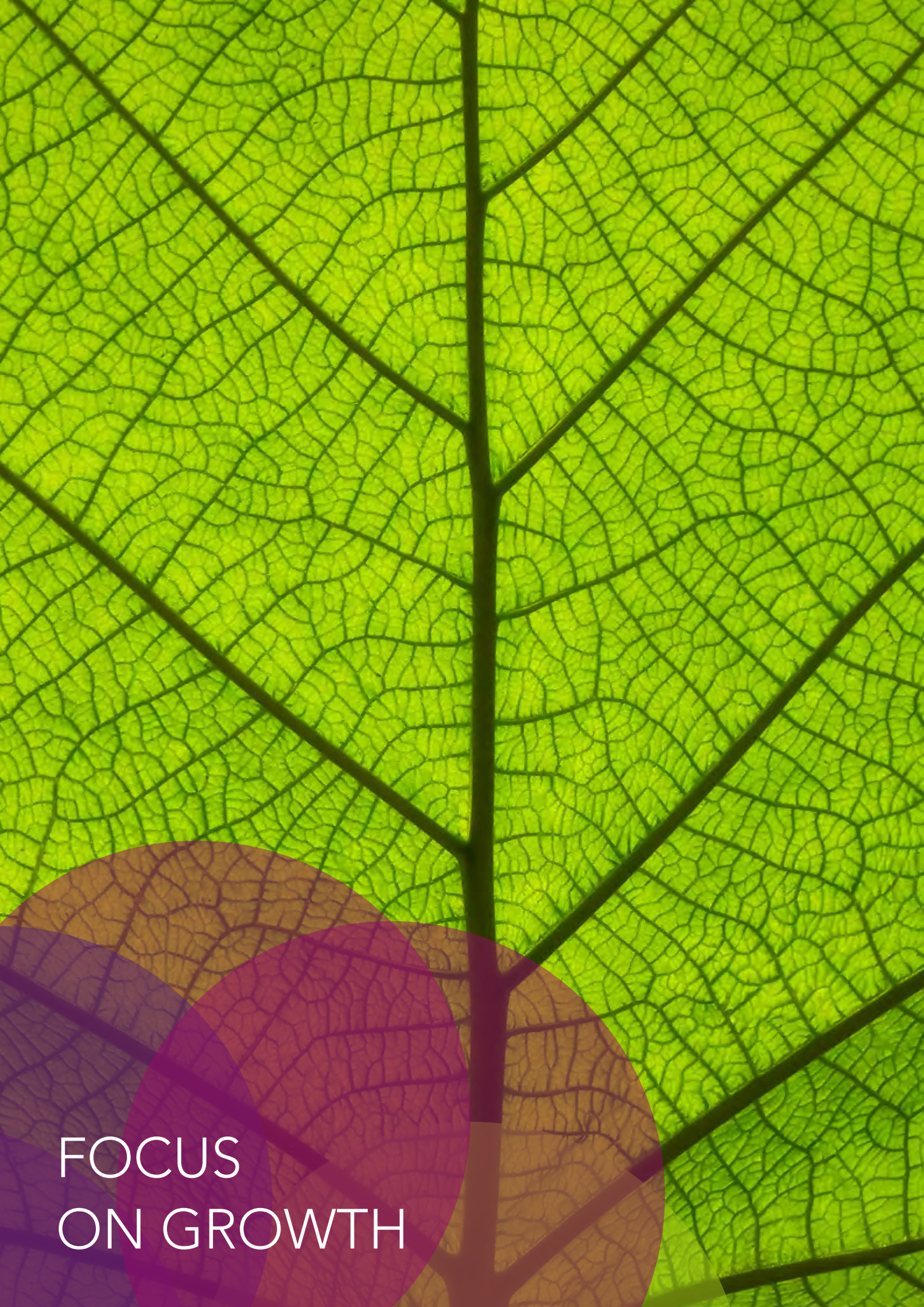
In 2026, the Global Products Group continues its commitment to further reduce residual waste within its facilities, aiming once again for an additional reduction of 10% compared to the previous calendar year. Following the significant reduction in 2025, the focus in 2026 shifts to a further **in-depth understanding** of and management of **waste streams**. The focus here is on further refining the measurement methodology by systematically weighing waste streams, so that reduction can be steered even more effectively. Additional optimisations in waste separation, process design, and employee awareness will also be explored. With this approach, we build on previously achieved successes.

In the coming year, the Global Products Group will also shift its focus to **packaging management** by providing insight into the packaging material used for each product, including type and quantity. In view of upcoming legislation and regulations in the Netherlands regarding packaging, such as the Packaging and Packaging Waste Regulation, it is becoming increasingly important to have **detailed insight** into packaging flows. By recording the packaging material used per product in 2026, including type and weight, we not only ensure compliance with future obligations but also generate valuable information. This enables us to pursue sustainability in a more targeted manner and report more transparently in the future. This objective therefore constitutes an important step towards data-driven and future-proof packaging management.

Relationship with other CSR themes

None

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FOCUS
ON GROWTH

OBJECTIVES 2026

Theme 25.

Transport



Objectives

- 5% CO₂ reduction in incoming deliveries
- Making CO₂ emissions from outgoing deliveries transparent

For the coming year, the Global Products Group continues to focus on further reducing CO₂ emissions from incoming deliveries, with the aim of an **additional reduction** of 5% compared to 2025. This reduction is achieved while taking into account proportional growth of the organisation, so that emission development remains in proportion to the transport volume. At first glance, the target for 2026 appears to have been set lower than in the previous year. However, an exceptionally strong reduction was achieved in 2025, partly due to optimisations in transport planning and the significant reduction in air freight. As a result, the major optimisations have already been implemented, and the focus is shifting to further, more gradual improvements. This way, we structurally contribute to a **further reduction** of the **ecological footprint** of incoming logistics flows.

In 2026, the Global Products Group is focusing on providing full transparency regarding the CO₂ emissions of outgoing deliveries. To this end, a **CO₂ dashboard** is being developed for **outgoing parcels**, similar to the existing CO₂ dashboard for incoming deliveries. In addition, a reliable baseline is being established in this calendar year. Last year, the first steps were taken with a baseline measurement and a pilot. The further rollout has been delayed due to the complexity of data collection combined with the switch to a new parcel service, making additional coordination necessary. These experiences are being incorporated into the further development of the new dashboard. This forms the basis for future reduction and optimisation measures. With this approach, transparency within the logistics chain is further increased.

Relationship with other CSR themes

None



FOCUS
ON GROWTH

OBJECTIVES 2026



Theme 26.

Involvement in and development of society



Objectives

- 15% reduction in recurring product complaints

For the coming year, the Global Products Group is focusing on reducing repeat complaints by 15% among the five largest suppliers, selected based on purchase value, volume, and number of complaints. With this objective, we aim for **structural quality improvement** within the supply chain.

Reducing recurring complaints naturally contributes to higher customer satisfaction and the reliability of our products, which is of great importance from a commercial perspective. At the same time, this objective has a clear **sustainability component**: through structural improvements in product quality and production processes, waste is reduced, such as returns, repair work, extra transport movements, and the amount of residual waste. Through targeted root cause analyses and the implementation of corrective and preventive measures, not only is quality increased, but efficiency within the chain is also improved. In doing so, this objective makes a direct contribution to both a strong market position and more sustainable business operations.

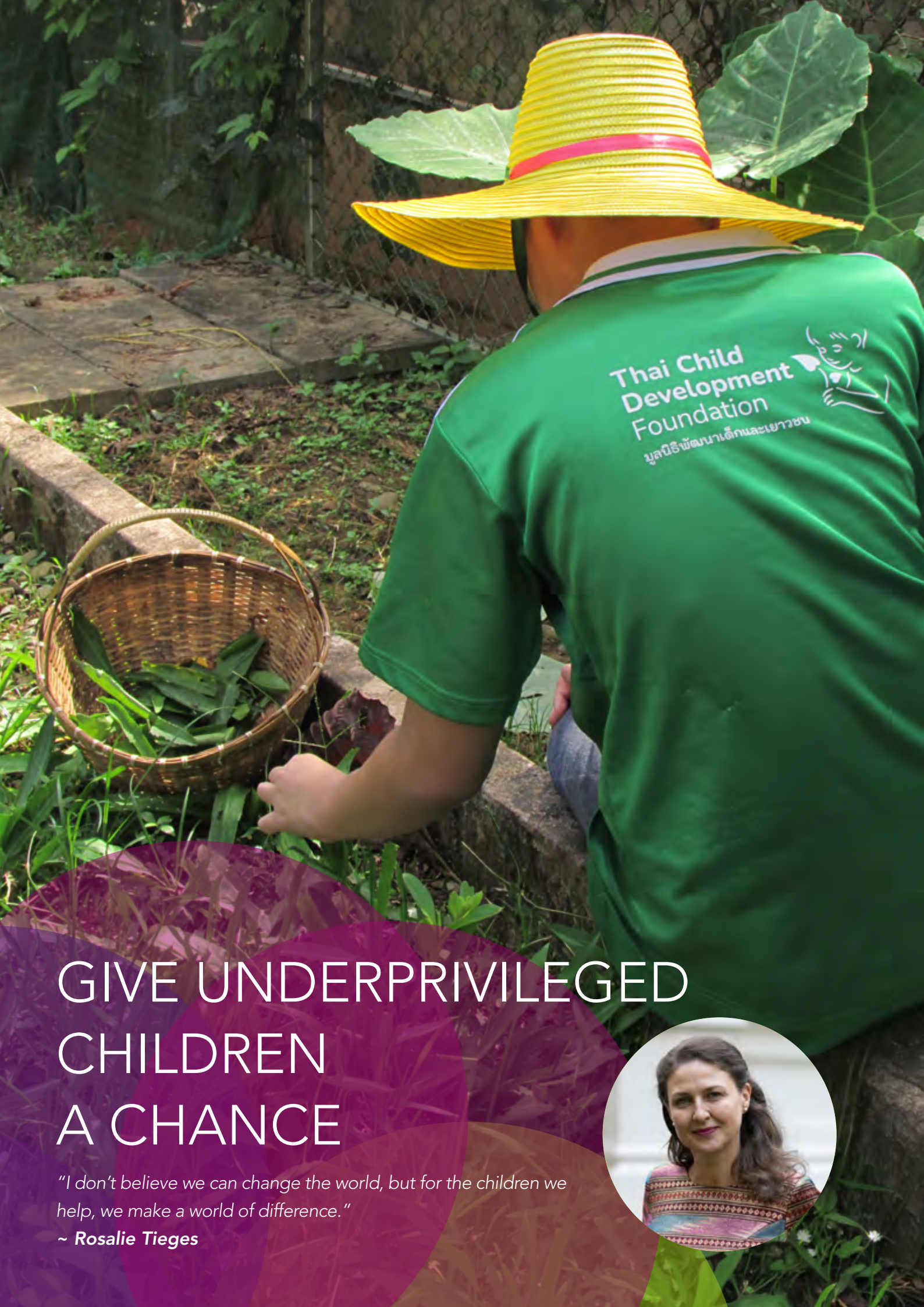
Relationship with other CSR themes

None



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 Tiegies



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 Tiegies, 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 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, 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 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.

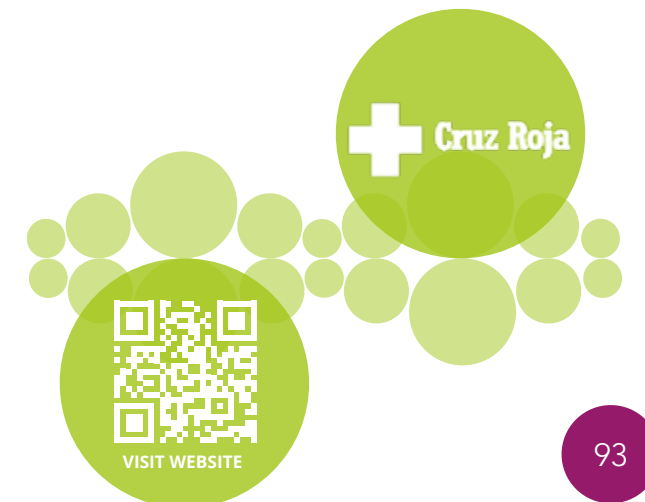
A catchy example of the work is the homegrown assistance in 2012. As a result of the economic crisis, almost 22% of Spaniards lived below the poverty line of less than 630 euros a month. Unemployment also hit hard, leaving some families with no money coming in at all, as they don't know benefits in Spain. 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

"Act as if what you do makes a difference. It does."
~ William James

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.

www.kwf.nl/en/dutchcancersociety



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.

www.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.

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.

www.dagbest.nl



Billy's Farm

Cuddling rabbits, learning more about iguanas or visiting animals. At Billy's Boerderij, it's all possible. Twenty-six-year-old Billy has turned his hobby into his job and makes others happy with it. 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.

www.billysboerderij.nl



BUILDING CHANGE
TOGETHER

WHAT NEXT?

What once began with the conviction that entrepreneurship goes beyond simply delivering products has grown into a way of working that is woven into everything we do. Taking responsibility for our impact forms the common thread throughout. Our annual CSR report shows how we put this into practice. Not as an endpoint, but as part of a continuous process of improving, learning, and looking ahead.

The results of the past year demonstrate that a structural focus on sustainability leads to concrete progress. At the same time, we realise that real impact requires greater depth and collaboration, both within our organisation and with our partners.

Looking ahead to 2026, we are focusing on further embedding our CSR policy within the CSR themes and realising our ambition to progress to level 4 on the CSR Performance Ladder. By increasingly connecting policy, product development, and supply chain collaboration, we continue to build a future-proof organisation and industry.

In doing so, we invite everyone to contribute ideas and to continue taking steps together. Because sustainable progress is achieved together.



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