

SUSTAINABILITY CHARTER

be anything. be sustainable.

EN



Our common future

SDGs

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beMatrix respects people and the planet. Sustainability is one of our key drivers and a core theme in every department of our business. We might not yet have finalized our life's work; however, we pave the path for future generations day after day. This charter is our way to invite you to join us in our efforts for **more sustainability in the exhibit and event building industry.**

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

Stefaan (CEO) & Edwin (C!O)

Stefaan Decroos

Edwin Van der Venne



01

Our common future

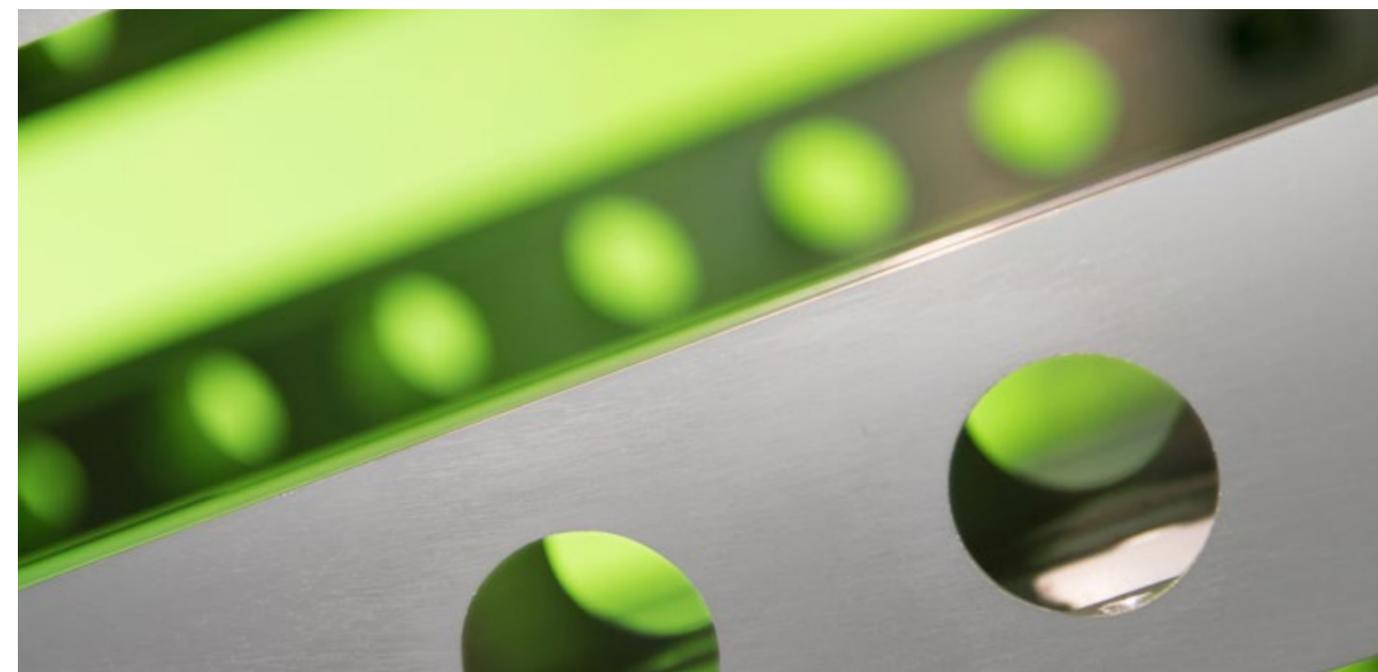
The 1987 Brundtland report defines the 'sustainable development' concept as follows: "Development that meets the needs of the current generation without compromising the ability of future generations to meet their own needs." That very definition has become the backbone of our corporate sustainability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

According to estimates by 'Wuppertal Institute for Climate, Environment and Energy' 90% of the conventional materials used for exhibit building are dumped in the mixed residual waste.

beMatrix offers a **sustainable alternative to traditional exhibit building** by using a lightweight aluminum frame system. Since assembly is modular, our frames are so much more versatile and can be reused hundreds of times. Strong and sustainable frames are the answer to what exhibit builders and exhibitors both need – and strengthens our commitment to safeguarding the environment for future generations.

Thanks to our open corporate culture, our network of co-workers (our beManiacs), and ambassadors (our bePartners), we quickly pick up on new trends and the needs of our industry. We're constantly thinking about the future and auditing our products to ensure their sustainability can be ensured **today and well into the future**. This enables our customers to use our products in countless ways for years to come.

We take sustainability seriously as we continue to integrate it into our management and strategic decision-making processes.





CO₂ SDGS

Sustainable Development Goals

Our sustainability efforts align with the 17 **United Nations Sustainable Development Goals** (SDGs). These SDGs form a global agenda on a wide range of sustainability issues such as poverty, health, education, climate change, and environmental degradation. At beMatrix, we use the SDGs to guide us in determining the issues we should address. This alignment is embedded in our **strategy, values, and daily actions**. With numerous sustainability initiatives, we actively contribute to the SDGs, specifically positively impacting the following 9:

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

In this charter, our contribution to an SDG goal is indicated by the relevant SDG pictogram.



Mission & values

The beMatrix path to sustainability consists of four elements: our mission, our sustainable development principles, our values, and our strategic goals.

Mission

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

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

Sustainable development principles

In our commitment to sustainable development, we follow four core principles that guide our approach to environmental responsibility, ethical business practices, and stakeholder engagement. By integrating inclusivity, integrity, stewardship, and transparency into our daily operations, we are able to build a robust sustainability framework that benefits our organization, partners, and the planet.

- **Inclusivity** - we created a comprehensive list of stakeholders and they are given the opportunity to provide feedback. Key issues were addressed. Lessons learned were shared with peers.
- **Integrity** - the Code of Conduct is spread amongst suppliers & approved by the vast majority. Implementation of sustainability is a strategic process and aligns with broader organizational strategy.
- **Stewardship** - we have an internal sustainability program in place involving our staff, while new employees are given education on sustainability. We also ensure that our suppliers are involved in the sustainability conversation. By discussing sustainability with mutual respect, we can adhere to environmental policies and standards.
- **Transparency** - we're building out a transparent culture both internal & external to make sure everybody has access to accurate information.

Values

To bring our mission to life, we hold five key values of high importance when making daily decisions regarding operations and strategic alignment at the management level: **authenticity, sustainability, teamwork, respect** and **ambition**.

Authenticity

We rely on our own strengths and we do not copy. We look at trends, not products.

We take our work seriously, but not ourselves.

Teamwork

We help each other where necessary and possible.

We continue to work together as a group even when things are busy.

Ambition

We don't stop until we have the best solution.

We aim high and surprise ourselves and others. **We do epic shit.**

Sustainability

We choose the most sustainable solution that is economically responsible.

We make long-term choices.

Respect

We always remain polite and friendly in our dealings.

We value everyone's work, opinions, contributions and diversity and are open to different perspectives.

Strategic goals

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

- **be the best** - our skilled team is driven to deliver you great products with the best possible service.
- **be the first** - as a trendsetter in our industry, we constantly think how our products can make things better, easier, nicer, and with a higher ROI for you.
- **be everywhere** - we are dedicated to providing our products and services all across the globe to create a network of customers, suppliers, and Rental Service Centers.
- **be together** - we collaborate closely with our customers, suppliers, and other stakeholders.
- **be sustainable** - we strive to provide value, from producer to consumer, by instituting clear sustainability goals. Regarding this goal, our Belgian office aims to be carbon neutral by 2026.

Social responsibility

Human rights

At beMatrix, we are committed to respecting, upholding, and supporting internationally recognized human rights. Our **Code of Conduct**, signed by the majority of our suppliers, ensures adherence to these principles, promoting dignity, equality, and freedom for all individuals. By committing to **long-term relationships with our suppliers**, we continuously strive to identify, prevent, and mitigate any human rights risks in our supply chain and operations.

Projects

Beyond our corporate operations, beMatrix actively engages in corporate social responsibility by dedicating a set percentage of our profits to various national and international projects.

Our efforts include contributions and raising awareness for the following projects:

- **ClimatePartner** - [water filters in Laos](#) →
- **ClimatePartner** - [forest expansion in Belgium](#) →
- **Natuurpunt** - Belgian forest expansion in [Tielt](#) →, [Aalter](#) → and [Zedelgem](#) →
- **Entrepreneurs for a Warm Belgium** - [laptop hardware donation](#) → and ["Brood\(doos\)nodig"](#) →
- **Triple Challenge** - [Push Buddy Team Challenge](#) →
- **Tele-Onthaal** - [call or chat 106](#) →
- **Climbing For Life** - [Diabetes League](#) →

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS





Communication and dialogue

At beMatrix we aim for transparent and honest communication. **Internally**, communication lines are short, since we have a flat hierarchical structure, enabling efficient communication between C-level, managers and employees. Then there is our HR department, which always has an “open door” policy for all beManiacs. Thanks to our **open culture**, beManiacs do not feel inhibited to voice issues and HR can define actions for improvement.

Externally, we engage with our stakeholders - from suppliers to customers - in a responsible and transparent manner. By fostering mutual respect and dialogue, we can build **long-lasting relationships**. We have set up an ongoing internal process for the identification of and engagement with all relevant stakeholders.

People-minded entrepreneurship

So many aspects are involved when it comes to the well-being of our beManiacs. beMatrix carefully monitors wage levels, policies, management style, work surroundings, and job security. Simultaneously, we are fully aware of the impact of how people relate on the work floor and strive for mutual respect. We recognize the results of our co-workers’ hard work, so they feel proud of their contributions. Moreover, we are flexible to allow our co-workers to maintain a **healthy work-life balance**.

We provide a wide variety of training opportunities to employees so that they can continuously learn and facilitate personal development. We also actively encourage employees to take on new roles by hiring from within. Should an employee show interest in a new position, we offer training to enable the switch. Each employee receives a customized training plan that includes e-learning, webinars, internal training, and on the job training. Based on our annual employee satisfaction survey, we make organizational changes to improve the well-being of our workforce. Each change is openly communicated, allowing for additional feedback and improvements to be made.



Sustainable supply chain

Recycled aluminum

Aluminum's main component is bauxite, a mineral commonly resourced from opencast mines in Australia, China, India, Brazil and Guinea. To minimize the impact aluminum mining has on the environment, 80% of the mining sites are redeveloped. When they close, part of the reclaimed mining sites is given a new life as forest or as a dedicated agricultural area.

Apart from the mining process, the actual production of aluminum produces significant emissions. This has resulted in strict management of raw material mining across the globe. 75% of the world's produced aluminum is still in use, claims a study of the Flemish public service OVAM. In Europe, the recycle conversion rate of aluminum varies between 34% to 62% for cans. For aluminum used in the building and transport industries, that number can reach as high as 95%.

Aluminum can be re-used indefinitely without a loss in quality. Recycling aluminum is quick and efficient, while using 95% less energy than raw aluminum production. However, only a small number of businesses specialize in recycling aluminum. beMatrix continues to search for suppliers that offer environmentally friendly aluminum for a reasonable price.



Efficient machines

In 2018, beMatrix's Belgian manufacturing facility automated the production process. With an array of automated machines, beMatrix aims to house all production steps under one roof. This not only improves the quality of our profiles and frames, but also the speed at which these parts roll off the manufacturing line. Our production facility is able to produce 1 frame every 100 seconds, including finishing. We are now very well versed in managing volume variance requirements and can deliver large volumes. This investment has been a conscious choice for sustainability: since the machines are much more precise, we **lose less raw materials** during production. The small amount of production waste is collected and recycled for future aluminum. The new production facility also requires less movements to and from subcontractors, thus reducing emissions from transport.

Sustainable product development

Sustainable design

An aluminum beMatrix frame system is re-usable, modular, and lightweight.

Versatile and reusable

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

Modular

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

Light in weight

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



Sustainable surface treatment

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

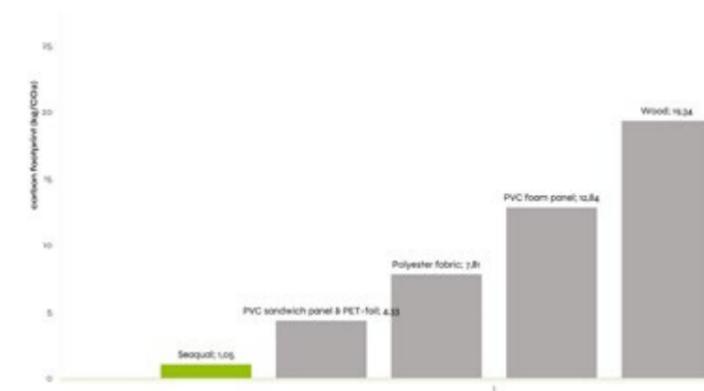
At the same time of the launch of the ECO+ frames, in 2018, we also brought **ECO pins** to the market, used to attach frames to one another. Unlike our previous pins, these pins are no longer chromium-plated, but are manufactured out of Zamak (an acronym for the Dutch words for Zinc, Aluminum, Magnesium and Copper). This treatment is much more eco-friendly than a chromium treatment: CO2 emissions are reduced to 1/8th and the weight of the pins is halved. The ECO pins are fully stackable, so they take up less space during storage and transport.

CO₂-reduction

Even today, a large number of exhibits and events are still erected out of a wooden construction, most of which ends in the garbage after use. The re-usable beMatrix frame system not only helps reduce waste, but they also cut down on CO₂ emissions throughout the entire lifecycle, from production to use, compared to traditional wooden structures. Calculations based on the **Bilan Carbone®** method showed that the carbon footprint of conventional wooden frames is almost double that of a beMatrix aluminum frame with foam panel infills.

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

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



Management systems

Sustainable event, quality & environmental management

beMatrix never stops taking initiatives to run operations more sustainably and to continuously improve them by focusing on four specific areas:

- **Ecological** - reducing the ecological impact of our organization and its products.
- **Social** - focusing on talent growth, enhancing employee engagement and wellbeing, and supporting external social initiatives.
- **Economical** - steering sustainable procurement throughout the supply chain, fostering innovation, and continuously working on sustainable business practices model.
- **Quality** - and this throughout the entire lifecycle of our products.

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

Waste management

Our waste is recycled in accordance with key industry standards which define **sustainable management of material cycles and waste**. At beMatrix, we have our own recycling center where each waste item is collected separately. Specifically, we recycle:

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

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



Energy and the climate

CircuMatrix

We are building a new (to us) manufacturing facility. Well, “new” is a bit of a stretch. See, building a truly new facility would require building on undeveloped land, which is antithetical to our sustainability initiatives. In the CircuMatrix project, we will first demolish the current factory building and then rebuild it, **using the same or recycled materials**. With this project, we demonstrate that it is possible to build at the same budget but with a fraction of the impact on our planet. This project is essential for achieving our climate and growth objectives.

Green car fleet

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



Solar panels

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

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





Quality of the surroundings and mobility

beMatrix opts for a **one-stop-shop strategy** in order to avoid any unnecessary shipping: thanks to our worldwide **bePartner network** our clients can simply pick up our modules locally in a central service center, or our customers can visit our centers to speak with our knowledgeable staff for advice or assistance. Only experts who attend annual refreshers at the beMatrix Academy can become a member of our international network. These are the different partnership types:

beMaster

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



AV bePartner

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



Print bePartner

Printing infill panels and textiles for our beMatrix frames might seem simple, but this specialized job really has to be executed with precision. Our Print bePartners have already proven that they have mastered this specialized skill and guarantee excellent service, time and again.



Global Rental Network

Our **beMatrix Service Centres** store a large range of frames, lighting and other beMatrix solutions to support you. We offer two different renting options so you get what you need at the right price. You can even spread out the costs of your beMatrix project over time.





**WE'RE GOING CARBON NETRAL,
HOW ABOUT YOU?**



03 Project 01

Carbon neutral company

What is ProjectC! ?

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



CARBON NEUTRAL

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

Corporate level

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

Measuring the footprint on a corporate level

In 2021, we measured our carbon footprint based on our 2019 output. We felt it necessary to benchmark our impact as we cannot expect to minimize our footprint without first measuring it. Our targets are in line with the Science Based Targets initiative, following the Paris Agreement Goals.

[Download the 2022 summary report here →](#)

Reducing the footprint on a corporate level

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

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

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



Offset what we can not avoid

By 2026 we want to have our own insetting project. This means we will set up a project to offset unavoidable carbon emissions. This project will be focusing on 2 things: PLANET, meaning tackling climate change and PEOPLE, meaning to support climate sensitive communities.

In the lead-up to our own project, we already supported different programs to compensate our scopes 1 & 2.

- **Utsil Naj** - [cookstoves in Guatemala →](#)
- **Scolet'e** - [forest expansion in Mexico →](#)
- **ClimatePartner** - [water filters in Laos →](#)
- **ClimatePartner** - [forest expansion in Belgium →](#)



Certificates



MEASURE
REDUCE
OFFSET **NOW**

Climate Neutral
Now

[More information →](#)



NET ZERO CARBON EVENTS
SIGNATORY OF THE PLEDGE

Net Zero Carbon
Events

[More information →](#)



SUSTAINABLE
RESOURCE

Eventsost

[More information →](#)



GOOD
DESIGN

Green Good Design

[More information →](#)



NEW!

ClimatePartner
Certified Frame

[More information →](#)



NEW!

ISO9001
ISO14001

[More information →](#)

Product level

While we take our own Carbon Neutrality very seriously, we also want to help our industry to become more sustainable and future proof. Therefore, we want to provide Carbon Neutral products and product lines as soon as possible. This is where we are right now:

ClimatePartner Certified Frame

We managed to make a substantial part of our product range CLIMATEPARTNER CERTIFIED. **More than 90% of our straight ECO+ frames that are produced on our automatic line in Belgium are certified.** By doing so, we reduced our emissions by more than 9,000 metric tons per year. These frames now have a ClimatePartner Certified Label.

[Visit the ClimatePartner Certificate page →](#)

Carbon footprint calculator

The demand for a carbon neutral booth is increasing. be-Matrix developed a carbon footprint calculator. This will help our users to **calculate the footprint of a design's structure and finish** based on standards formulated in the Bilan Carbone.

For each created design, they can research what the CO2 emission impact of a material choice is.

[Learn more about the carbon footprint calculator →](#)



Best practices on infills

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





Sustainability team beMatrix

If you think you
are too small
to make a
difference,
try sleeping with
a mosquito
– Dalai Lama

Want to share your ideas?

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

Want to share your ideas?

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ProjectC!



the podcast

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