

SUSTAINABILITY CHARTER

be anything. be sustainable.

EN



Our common future

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A carbon neutral company

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

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

Stefaan (CEO) & Edwin (C!O)

Stefaan Decroos

Edwin Van der Vennet



01

Our common future

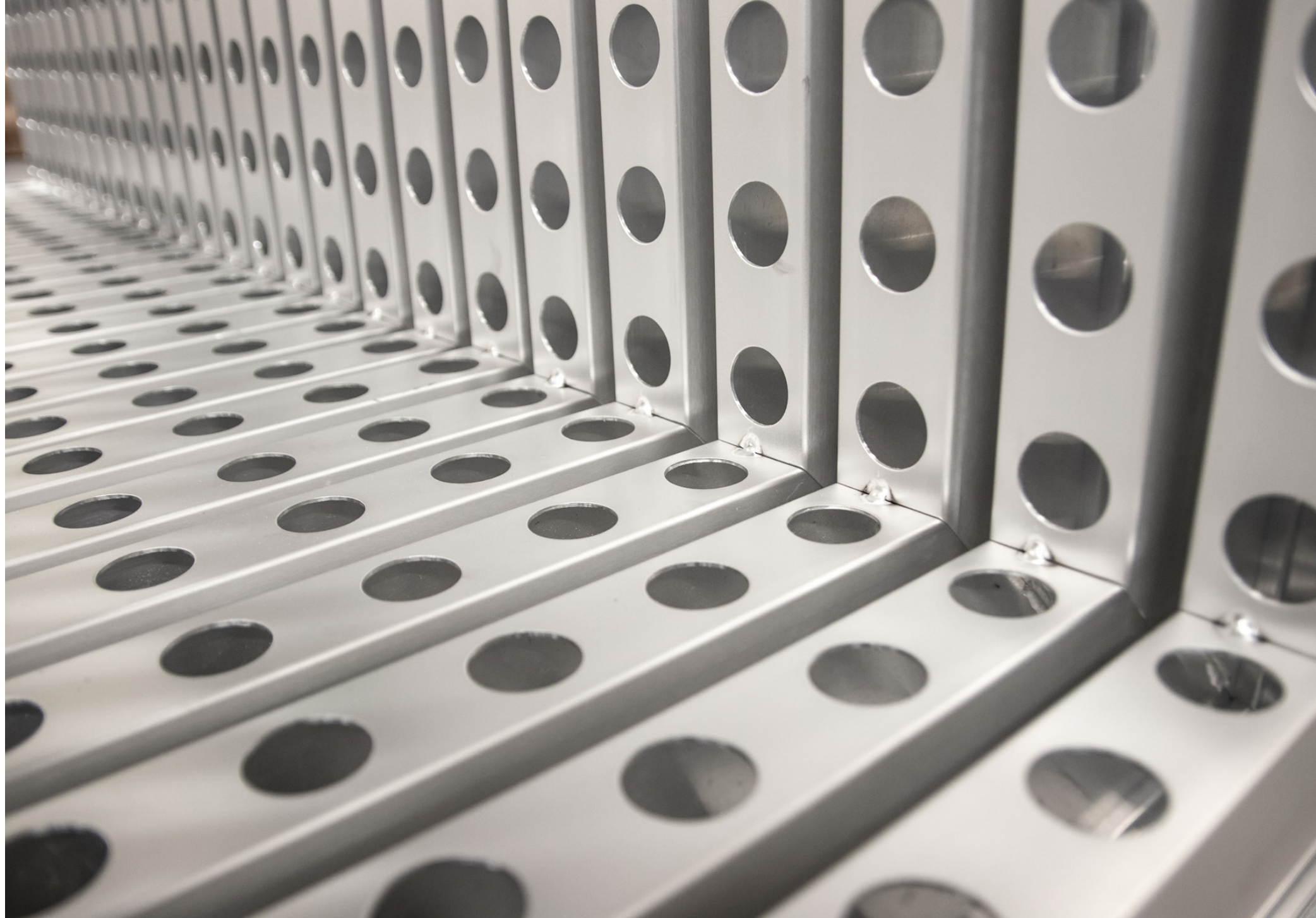
The 1987 Brundtland report defines the ‘sustainable development’ concept as follows: “Development that meets the needs of the current generation without compromising the ability of future generations to meet their own needs.” That very definition has become the backbone of our corporate sustainability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

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

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

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

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





SDG's

20

Sustainable Development Goals

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

In fact, beMatrix positively impacts 9 SDGs:

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

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



Good governance

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

Mission

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

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

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

Values

To bring our mission to life, we hold our values of Respect, Passion and Teamwork in high regard. These values are at the forefront of decision making regarding daily operations on the shop floor as well as when debating strategic choices at the management level.

Respect

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

Passion

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

Teamwork

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

Strategic goals

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

- **Be valuable** – we create added value for our clients and our clients' clients.
- **Be the best** – we deliver operational excellence; we choose sustainable materials and systems.
- **Be the first** – we are trendsetters, pioneers; we facilitate ease of use through continuous innovation.
- **Be everywhere** – we can rely on an international network of co-workers, clients and rental & service hubs.
- **Be together** – we collaborate very closely with our clients, suppliers and other stakeholders.

Social responsibility

beMatrix engages in corporate social responsibility: we invest a set percentage of our profits in different (national and international) projects. We endeavor to involve our teams or to raise awareness regarding these projects.

11.trail

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

Water kiosks in Ituri

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

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



beMatrix forest planting

beMatrix also invests in breathing space, literally: with the support of the Flemish government, for every five aluminum frames sold, we sponsor one square meter of forest. In 2018 we actually helped grow the Ganzeveld nature domain in Aalter by 16,000 m². On Tree Planting Day by Natuurpunt, the beManiacs got their hands dirty and planted the sponsored trees themselves.



Communication and dialogue

At beMatrix we aim for transparent and honest communication. The values ‘respect’ and ‘teamwork’ are prioritized, providing a solid basis for feedback. Internally, communication lines are short, since we have a flat hierarchical structure, enabling efficient communication between the C-suite, managers and employees.

Then there is our HR department, which always has an “open door”. On a regular basis evaluations with employees take place to gauge their motivation and the way they feel. Thanks to this open culture, beManiacs do not feel inhibited to voice issues and HR can define actions for improvement. This feedback process also helps us to map the most important challenges and to incentivize self-development

People-minded entrepreneurship

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

Sustainable procurement

Recycled aluminum

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

Apart from the mining process, the actual production of aluminum can be very polluting. This is why raw material is carefully managed all over the world. 75% of the aluminum mined is still in use. The recycle conversion rate of aluminum varies between 34% to 62% for cans, even up to 95% for aluminum used in the building and transport industry.

Aluminum can be re-used for an indefinite time, without loss of quality. Recycling aluminum is quick and efficient, while using 95% less energy than the actual aluminum production process. However, only a small number of businesses specialize in recycling aluminum. beMatrix continues the search for a eco-friendly aluminum suppliers.



Efficient machines

In 2018, beMatrix automated the production process. With an automated production line, beMatrix aims to house all production steps under one roof. This not only improves the quality of our profiles and frames, but also the speed at which these parts roll off the manufacturing line. The automated line is able to produce 1 frame every 100 seconds, including finishing. This investment is part of our commitment to sustainability. Since machines are much more precise, we **lose less raw materials** during production. The small amount of production waste we do have is collected and re-used for aluminum production. The new machine park also requires less movements from and to subcontractors, again beneficial to the environment, both locally and on a world scale.

Sustainable product development

Sustainable design

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

Versatile and reusable

Exhibit and event 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, minimizing 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.

Lightweight

The standard 992 by 2480 millimeter frames weigh 6.9 kilograms, 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, 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 beMatrix system, so clients can replenish their stock with the new ECO frames as a more sustainable option.

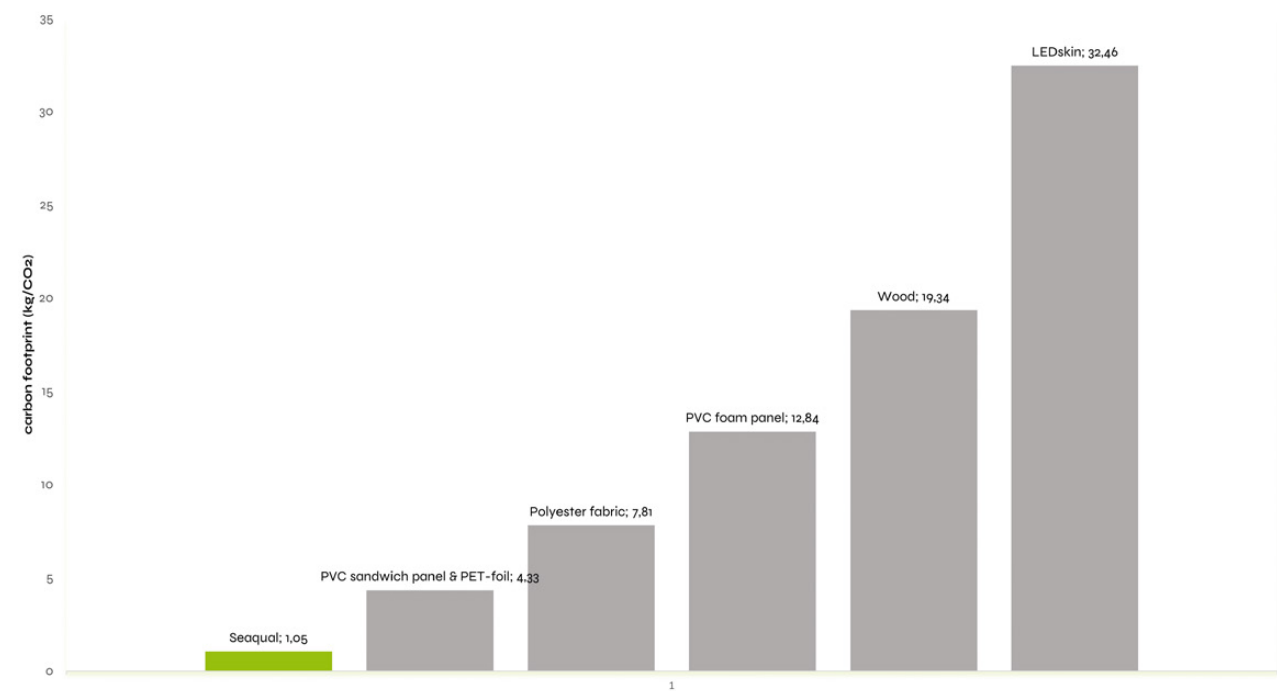
In 2018, we also brought **ECO pins** to the market. ECO pins are used to attach frames to one another and unlike our previous pins, are no longer chromium-plated, but instead are manufactured out of ZAMAC (an acronym for Zinc, Aluminum, Magnesium and Copper). This treatment is much more eco-friendly 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, and take up less space during storage and transport.

CO₂-reduction

Even today, exhibit and events are still built out of wood. The re-usable beMatrix frame system not only helps reduce waste, but CO2 emissions throughout the entire lifecycle, from production to use, are halved. Calculations based on the **Bilan Carbone®** method showed that the carbon footprint of a conventional wood frame construction is almost double that of a beMatrix frame with Forex infills.



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



Supply chain management

Quality management and environmental management

beMatrix never stops taking initiatives to run their operations in a more sustainable way. For instance, we acquired an environmental management system certification for the use of raw materials, additives and packaging. Also, in order to comply with ISO 14001 we mapped the impact of our products throughout their entire lifecycle. The results as of August 2018 are regarded as our baseline, used to measure the impact of the implementation of an integrated quality and environmental management system.

By becoming **ISO 9001** and **ISO 14001** certified, we are combining our efforts towards quality compliance with environmental criteria compliance. Our already strong ecological awareness will now be backed by a solid foundation to grow even stronger.

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.





Energy and the climate

Renovation

beMatrix's headquarters are located in the renovated former Philips buildings. During these renovations, we invested in **insulation** and **sun blinds** keeping the heat and cold out and requiring a lot less air conditioning.

Green car fleet

beMatrix adamantly uses **eco-friendly cars**. More than 85% of our fleet is sustainable and we have 16 car charging stations.



Solar panels

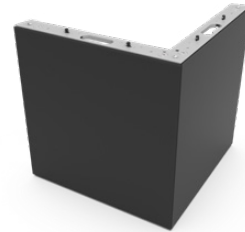
With our efforts to minimize the carbon footprint of our products, we take the responsibility to battle climate change seriously. That is why we invested in **re-newable energy**. Currently our two production sites are fitted with hundreds of solar panels, producing about 25% of our energy consumption. We plan to further extend this solar network to be able to harness the majority of our energy requirements from renewable sources.



Quality of the surroundings and mobility

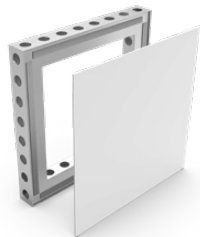
bePartner LEDskin®

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



bePartner print

Printing infill panels for our beMatrix frames might seem simple, but this job really has to be executed in a very precise way. Our bePartners print are masters of this skill and guarantee excellent service, time and again.



Global Rental Network

Our **beMatrix Service Centers** 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 the costs of your beMatrix project over time.





Project 3

A carbon neutral company

What is ProjectC! ?

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



CARBON NEUTRALITY

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

Corporate level

We have set a goal of becoming carbon neutral by 2026. To accomplish this, each year we will measure, reduce and contribute.



Measuring our 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. To accomplish this, we used renowned science based targets in line with the Paris Climate Agreement.

Reducing our 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 2021 analysis is a starting point for a ambitious reduction plan towards 2026. We have full control over **scope 1** and **2** and are going to reduce the footprint in these areas by **46%**. To do this, we will begin phasing out the remains of fuel-oil and gas usage by heat pumps and maximizing our on-site solar production.

Although we have far less control over **scope 3**, we are still committed to reducing our footprint by **28%**. To accomplish this, we will be using even more recycled aluminum and improving the transportation policy for people & materials.



Offset what we can not avoid

By 2026 we will be setting up a project to offset the carbon we cannot avoid creating. This project will be focusing on 2 things: Our PLANET, meaning tackling the climate change and PEOPLE, meaning we will support climate sensitive communities.

In the run-up to that project, we will support the **UTSIL NAJ** ("A HEALTHY HOME FOR ALL") project in **Guatemala**. More than 2.5 million families in Guatemala still cook on traditional open stoves with firewood as solid fuel. As a result, more trees are cut for more firewood and the toxic fumes make the indoor climate unhealthy.

Microsol invests in improved cookstoves, they are designed to maximize thermal and fuel efficiency. 1 cookstove will save more than 100 trees & avoid more than 4,5 tons of CO². These families can now improve their quality of life while enjoying their traditional cuisine in a sustainable and healthy way!

Certifications



Climate Neutral Now

by UNCC (2022)
Each year we will report to the United Nations of Climate Change our carbon footprint, our CO2 reduction and our efforts to be a climate neutral business.
[Read more.](#)



Net Zero Carbon Events

by JMIC (2021)
We will collaborate with partners, suppliers & customers to change the event business into a net zero carbon industry.
[Read more.](#)



Sustainable Resource

by Eventsost (2021)
We will improve events & exhibitions with our durable and sustainable resources.
[Read more.](#)



Green Good Design

by The Chicago Athenaeum (2022)
International recognition for pop-OUT in the green product category.
[Read more.](#)

Product level



As important as making beMatrix carbon neutral is, we also want to help our industry become more sustainable and future proof.

Therefore, we plan to **provide Carbon Neutral products and product lines** as soon as possible. We also want to create a **carbon calculator for our customers**. With this calculator our customers will be able to see their carbon output.

E-book: 6.2 tips for building a sustainable exhibition stand



DOWNLOAD E-BOOK

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

Want to share your ideas?
Edwin Van der Venet
Chief ProjectC!
e.vandervennet@beMatrix.com
+32 51 20 07 50





be strong  **be stylish**
be anything.

Come say hi

beMatrix USA
4476 Park Drive
Norcross, GA 30093

get in touch

770 225 0552
info@beMatrix.us

or boost your inspiration

www.beMatrix.us
socials @beMatrix
