



LET'S COLOUR THE WORLD GREEN



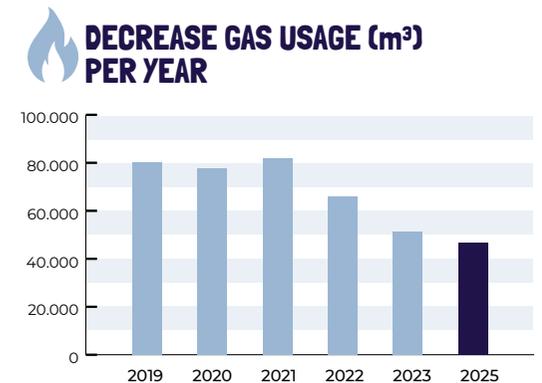
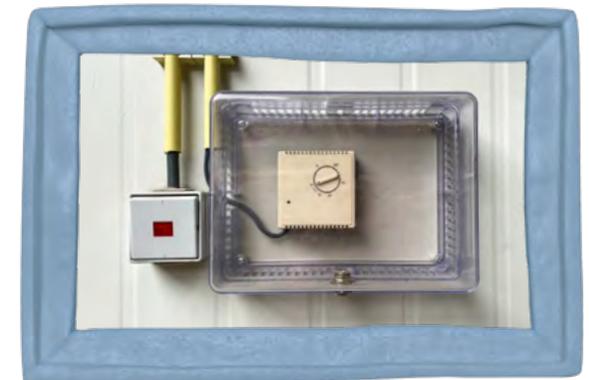
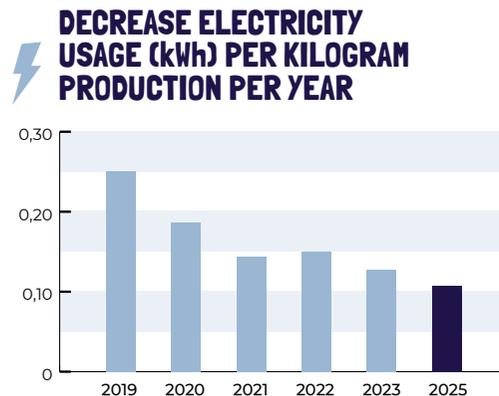
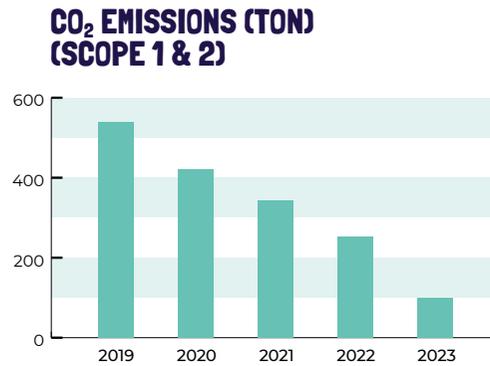
Let's colour the world green

Drawn up with Greener Company

Sustainability has been a priority for us for years. It is not without reason that it was recognised as one of our core values in 2019. We have taken many steps to make our company and our products more sustainable. In recent years, the wish arose to make our sustainability goals more concrete and make our impact measurable. Why?

'To leave the planet cleaner and greener for the generations to come'

Our concrete goals and the steps we have taken so far to achieve those, are found in this journal.



Rethinking the future

Sustainability is important to me because I feel a responsibility to take good care of what I have been entrusted with. First, is the earth on which we are allowed to live, which we're allowed to enjoy. I'd like to leave that in at the least the same, but ideally in a better, state. That way, our children and later generations of artists can enjoy it as well. Second is, of course, the family business: I want to ensure that it will continue to exist. I believe that the only way to do that is through sustainable business practices. We have to act now and invest time, space and resources to think about what solutions work best for our product, our production process and our people. By being ahead of the curve, we'll remain an interesting and knowledgeable partner.

That is why the theme is high on our agenda. In recent years, we have worked on creating awareness and understanding of the subject within our company and that is bearing fruit now. It's fantastic to see so many colleagues come up with sustainable ideas and executing those. A great example of this is our powder poster paint, Creall 1-2-3 paint, which we created years ago and reintroduced recently. With this innovative concept, water is added to powder in the user stage to make paint. This way, it requires less packaging and transport in the production and distribution stage than regular poster paint, but it is just a much fun to paint with. That is why I love this concept: it completely rethinks an existing product. When I think about the future of our company, that is my ultimate dream. To make the same beautiful products, but in a completely new way. For us to achieve that, we need the support and input of our clients, our employees and our suppliers. Creating a safe and sustainable future. Together.

Annerieke Zwiers-Vos

CEO Havo b.v.



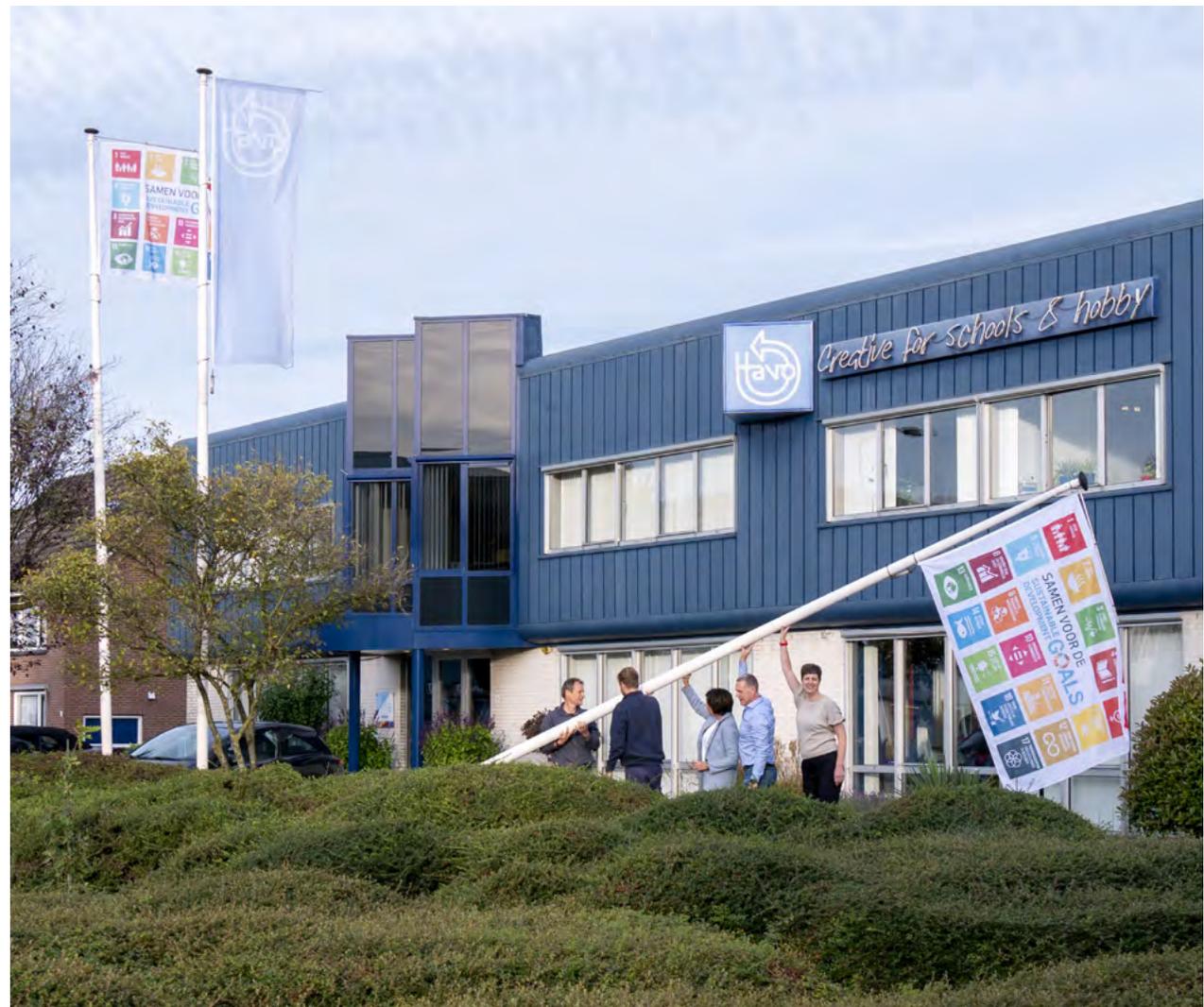
Sustainable development goals

In 2015, the United Nations presented an agenda for peace and prosperity for all of humankind and the planet with at its core, the 17 Sustainable Development Goals (SDGs). These goals cover worldwide issues such as poverty, health, education, inequality and climate change and aim to improve all of these. Every UN member state has embraced the SDGs and is, in one way or another, committed to take action on all seventeen.

For some years, three factors have taken centre stage in our sustainable journey: product, production and personal. The SDGs serve as a useful guide in our approach to these pillars. The development goals include social, economic and environmental goals, some of which are not directly applicable to our company. So, we have selected relevant goals on which we can and should be working to establish a cleaner, fairer and more sustainable planet. They are:

- Goal 4: quality education
- Goal 6: clean water and sanitation
- Goal 8: decent work and economic growth
- Goal 12: responsible consumption and production
- Goal 13: climate action
- Goal 17: partnerships for the goals

The SDGs may not be binding, but they do provide national and international governments with input to form new laws regarding the subjects treated in them. As a result, more and more laws regarding sustainability are implemented, for instance, in the EU, where the Green Deal was signed in 2019. To aid our clients to navigate in the labyrinth of rapidly changing laws, we have created a newsletter on the subject. In this 'Sustainability Update' they'll find the latest adjustments and announcements regarding sustainability and the laws in the EU. Our clients can access the newsletter through our Sharepoint database.



Our sustainability goals



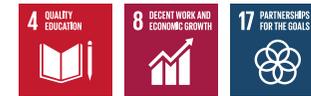
Our products are an obvious theme when thinking about making sustainable choices. Millions of litres and kilos of product leave our factory each year, ending up in schools and homes. By switching to sustainable alternatives for packaging and raw materials, we can have significant impact on the environment.

Over the years we have adjusted our products to include more naturally sourced ingredients and responsible additives. Most of our poster paints, for instance, are based on 98% ingredients of natural origin. We have replaced our paint brushes with vegan alternatives, so that our entire assortment is vegan. For packaging options, we have added biobased and post-consumer recycled materials and decreased the amount of materials used for packaging our products.



The way we produce our products leaves its imprint on the environment as well. Two large aspects of our production process that directly contribute to the environment are waste and energy usage. Once again, these facets fall largely under our own direct influence, so they are a good place to start when making greener choices.

So far, we have already made significant progress. Examples are using heat recovery installations to preheat process water, installing solar panels to provide us with clean energy and filtering our waste water before returning it to the water purification company. There is still a lot of room for improvement regarding waste and energy usage, particularly when it comes to reducing both.



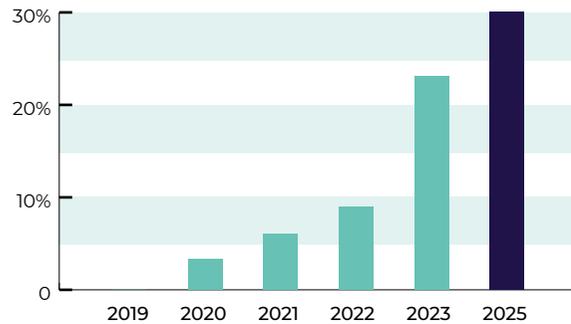
As a family business, we value creating a family feeling. We enjoy building lasting, personal relationships with our employees, our suppliers and our clients. When it comes to sustainability, we focus on working together, spreading awareness, verifying green claims and learning from each other. We truly believe that only through cooperation we bring out the best in each other and make the world a greener, cleaner and fairer place for everybody.

Both in our own factory as further (back) in the chain we care about the social aspect. Naturally, the working conditions in our factory are all about ensuring the safety, health and fitness of our colleagues. As to safe working conditions and fair pay further up or down the production chain, we select reliable partners.



Product

INCREASE POST-CONSUMER RECYCLED MATERIALS IN PACKAGING

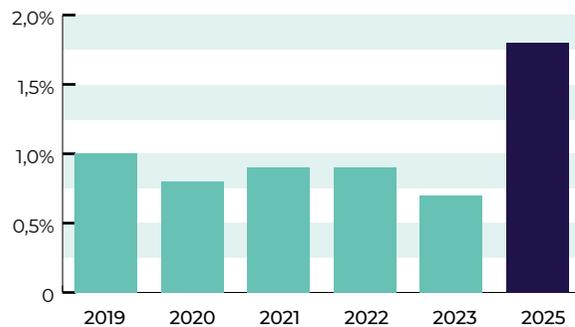


In recent years, we have replaced regular plastic and cardboard with PCR versions, for instance for our Creall modelling material (buckets), all paint bottle caps, paint tubes for some of our clients, PET-boxes and cardboard boxes.





INCREASE BIOBASED MATERIALS IN PACKAGING

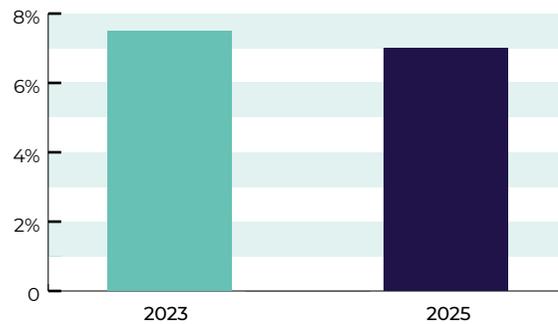


Our Creall Eco color already comes in a bottle made of biobased materials. We have chosen for biobased materials because there are no fossil fuels involved in the production of the material, so it instantly has a positive impact on the environment. Since its introduction on the market, we have been actively promoting this product, leading to a unit growth of 330% in 5 years. We're looking to replace packaging for other products with biobased versions as well, both for our Creall products and together with our clients for their own brands.





DECREASE WEIGHT OF PACKAGING PER KILOGRAM PRODUCT



Reducing the amount and weight of packaging used for our products saves resources, such as cardboard and plastic, and saves a lot of waste in the end of life phase. In 2023, we reintroduced our powder poster paint. Originally we marketed this innovative product under the name Creall 1-2-3 paint. We still believe in its benefits: less packaging, less waste, less transport. In addition, we've made larger packaging volumes available, such as our Creall Basic color 5 litre can. This reduces the amount of packaging per kilogram of product as well.





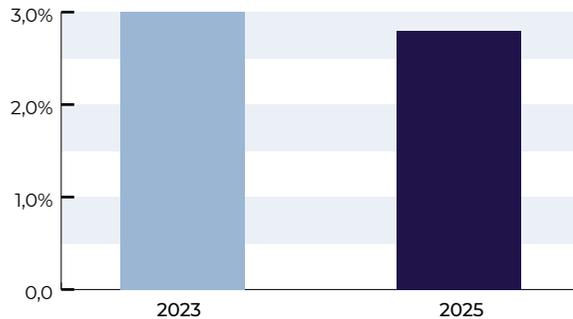
DECREASE CLASSIFIED RAW MATERIALS

We strive for a toxic-free environment and continuously look for alternative raw materials that contain less unintended classified substances, such as additives and preservatives. An example is titanium dioxide. Since it came to light that this substance has its health risks, we have been working towards replacing it. In addition to having benefits for public health, leaving titanium dioxide out of recipes has improved our CO₂-footprint as well, due to the fact that producing the chemical uses a lot of energy.





DECREASE WEIGHT OF WASTE PER KILOGRAM PRODUCT



In 2023 we made a baseline measurement for this goal. So far, we have reduced the weight of waste per kilogram of product in several ways. Through pairing senior and junior operators, knowledge and craftsmanship is shared and expanded. This has led to more consistently high-quality products and less wasted batches. Additionally, installing several silos has made it possible to receive and store large bulks of raw materials, decreasing the amount of packaging waste.



Separate, reduce, reuse

Here at the logistics department of Havo b.v. we have been working on separating and reducing our waste significantly for years. At first, I was driven by financial motivation. It was such a shame that we threw so much away and had to pay for it as well. Now, we separate our waste, making it easier to reuse or recycle. We have deals with some of our suppliers, for instance. Since we started separating the backs of labels, the supplier has been picking those up for recycling. The same goes for our pallet supplier.

Together with our buyer department, we have made some changes to the way we receive tubes and pots. We used to get those in big cardboard boxes, sometimes lined with plastic. Today, they deliver the pots and tubes on cardboard trays which they take back after use to reuse. Something which has had a big impact as well is collecting all trimmings of the tube tops for recycling, rather than depositing those in the general waste. This seems like a small thing, but on a yearly basis it really makes a big difference.

Our next step is getting a new pallet wrapping machine that uses a lot less plastic than the ones we have now. I would also like to find a solution for our filter cake. We filter our waste water before returning it to the wastewater treatment. During this process a cake of solid mass is formed. Working together with our lab colleagues, we have found out that the filter cake can be reused in certain production processes. Now we just have to find a partner who also sees the potential in reusing the filter cake. That would save a lot of waste every year. In short, we have taken successful steps, but we also see opportunities to further separate, reduce and reuse.

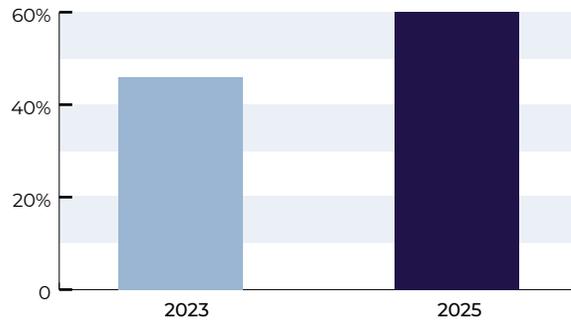
John Moinat

manager logistics Havo b.v.





INCREASE WASTE RECYCLING

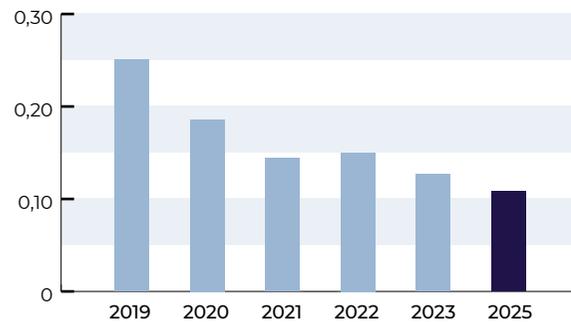


We have introduced our own recycling centre in the factory where materials such as carton, plastic, metal, backs of labels and caps of foil rolls are separated.



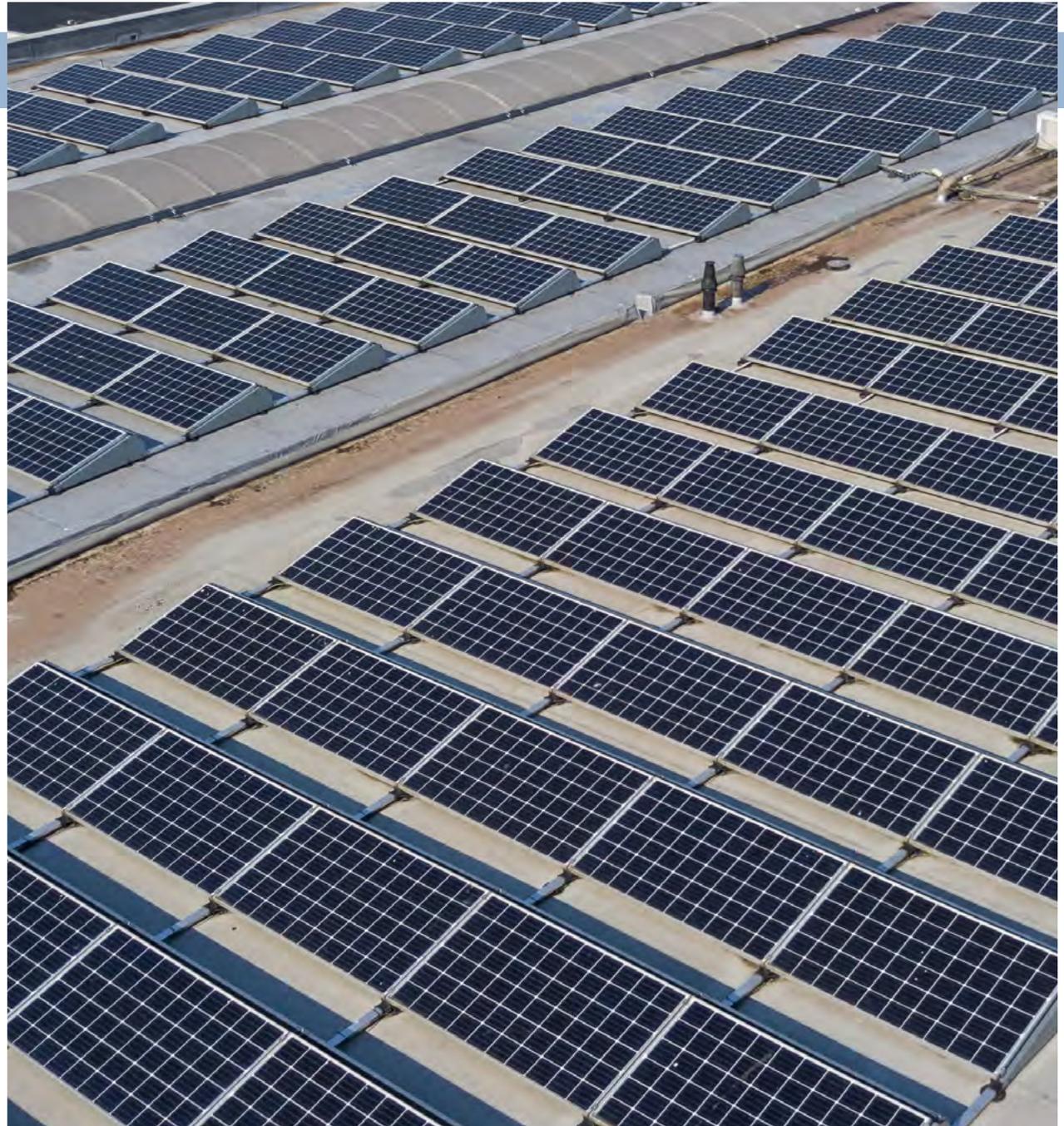


DECREASE ELECTRICITY USAGE (kWh) PER KILOGRAM PRODUCTION PER YEAR



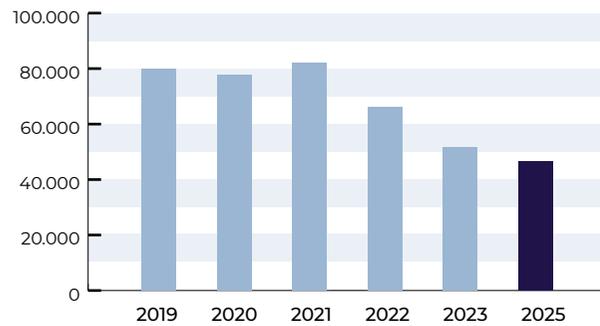
The 941 solar panels on our roofs and making our production process more energy-efficient has resulted in energy-neutral production of 75% of all our paints and modelling materials. The remaining energy demand we fill with green energy sourced in Europe via our energy supplier.

Our technical staff continuously maintains and improves our machinery, which has had a positive impact on our energy usage. Enlarging the batches of products and colours made in one go has reduced our electricity usage further. By insulating and installing sun screens for our offices and several production halls, hot summers require less use of energy-consuming air conditioning.





DECREASE GAS USAGE (m³) PER YEAR

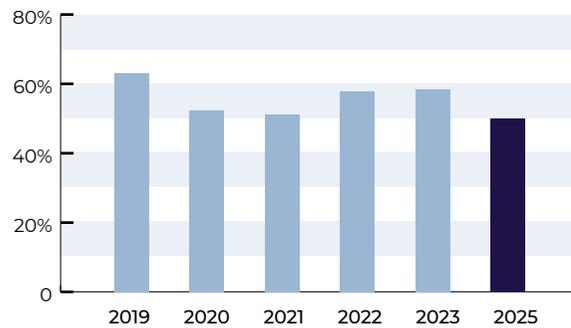


Most of the reduction of gas usage that we have achieved so far, has been thanks to simply optimising temperature control. Improving the insulation of our buildings has made it easier to keep warmth in during the colder months and keep heat out in the warmer months as well.

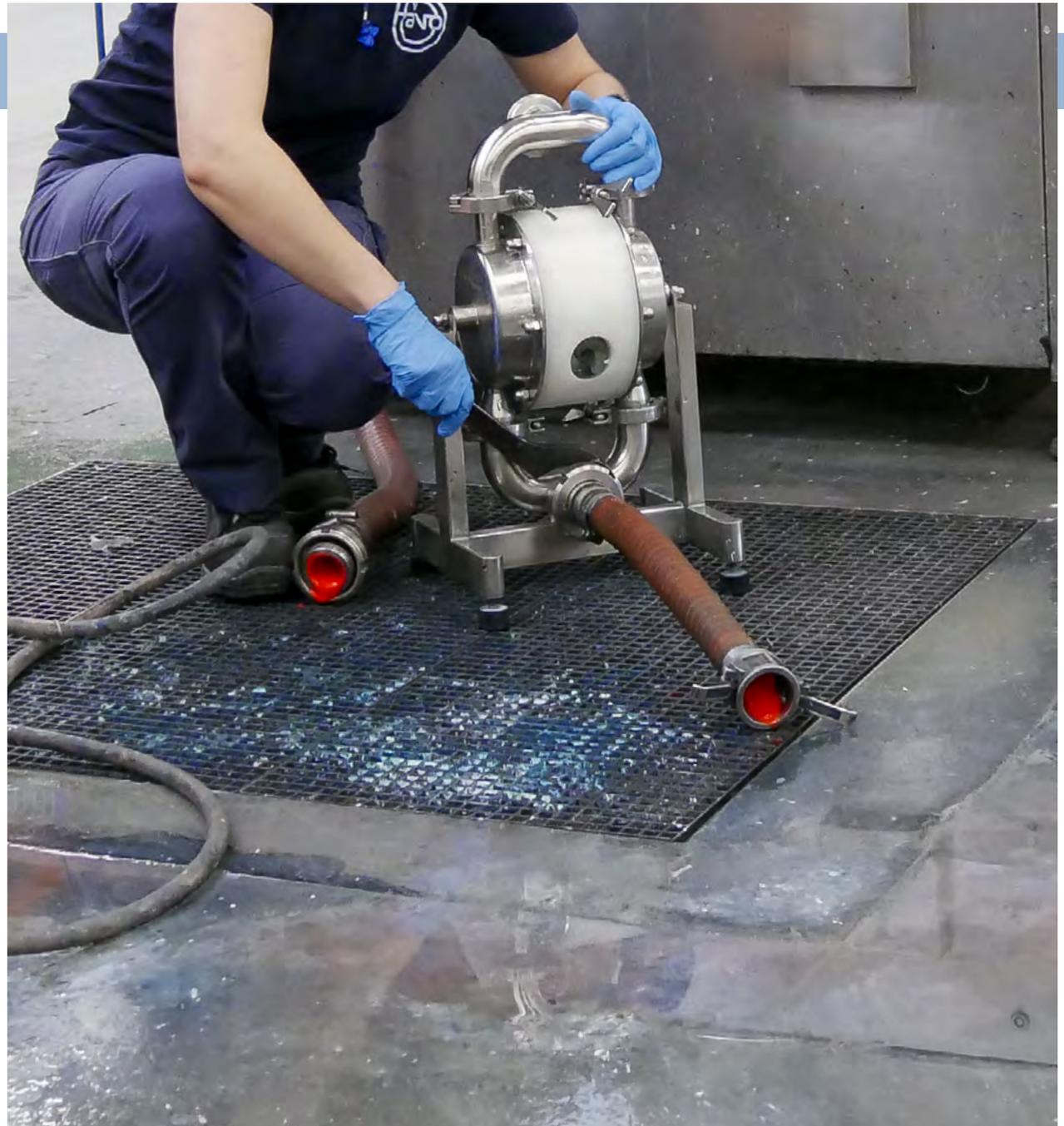




DECREASE CLEANING WATER PER YEAR



Of our water usage, 42% is an essential ingredient in our products. The remaining 58% of water is used for sanitary facilities and cleaning our machines in between production of batches of different products or colours. In 2022 we established a baseline measurement for our use of cleaning water. In previous years lowering the ratio between water as an ingredient and cleaning water has proved to be a challenge. It remains a point of focus.





AWARENESS WITH OUR CLIENTS, EMPLOYEES AND SUPPLIERS

Via our newsletters and personal contact we keep our clients updated on sustainable changes in our operations. Keeping in close contact with our suppliers about sustainable solutions makes them aware of our openness to these solutions and helps us to stay informed about the developments. Organising brainstorm sessions within our company and communicating openly about our sustainability goals and progress keeps the subject alive and everyone involved.





A SUSTAINABLE AND SOCIAL SUPPLY CHAIN

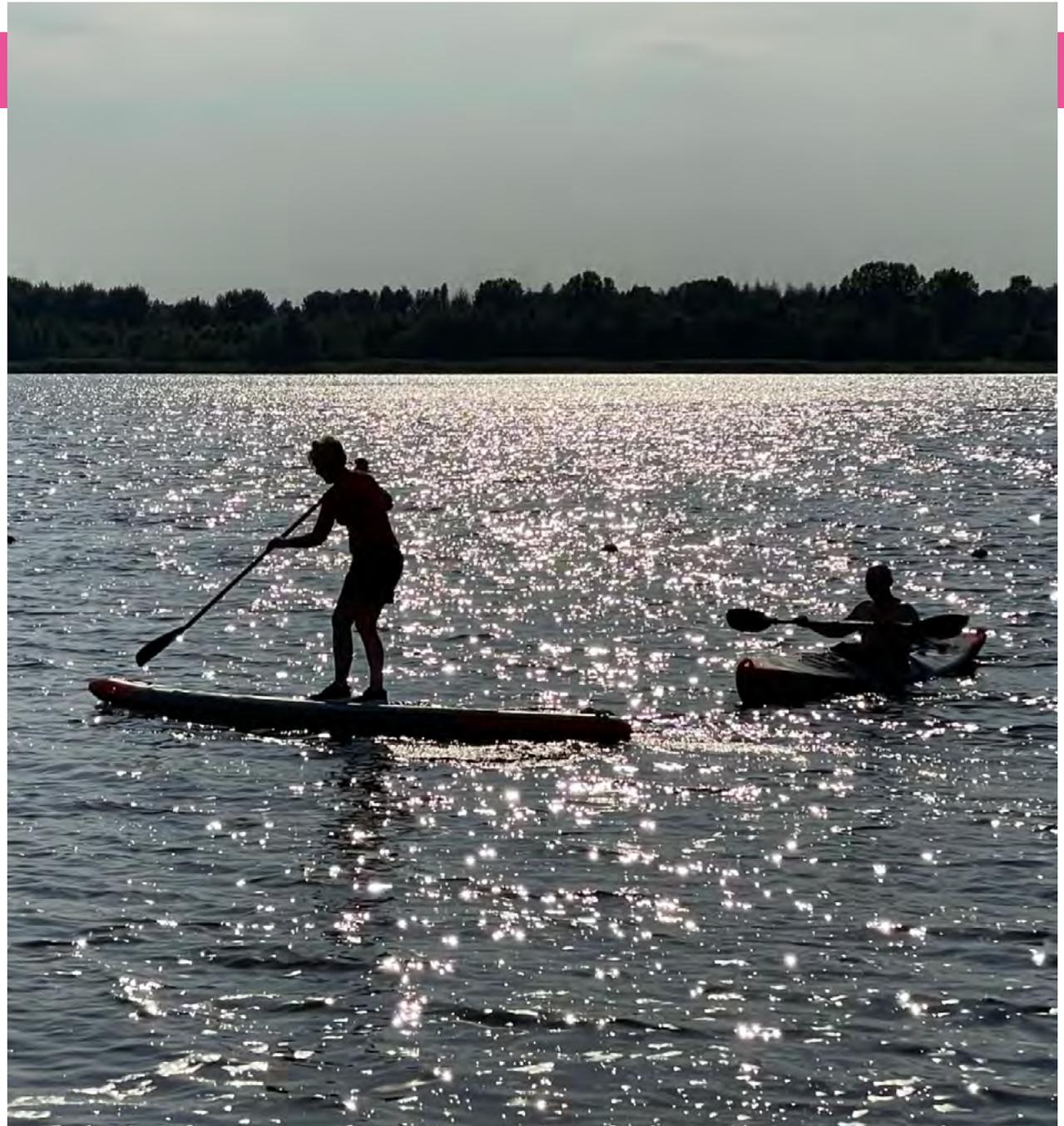
So far, our production process has been rewarded with the ISO14001 certificate. In 2024, we'll be checking if all of our suppliers of PCR (Post consumer recycled) and FSC (Forest Stewardship Council) materials are properly certified. When looking for suppliers, we'll always prefer the more sustainable partner. Naturally, we endorse the conventions drawn up by the International Labour Organization (ILO) and verify whether our suppliers comply with them as well. Want to know more about the way we operate with regards to health and safety, working conditions and environmental measures? Our code of conduct can be found [here](#).





TAKING CARE OF OUR OWN

First and foremost, we have to maintain proper working conditions and safety. We have improved these by providing lifting aids, protective gear, (prevention) instructions and installing extraction systems. Our employees have the opportunity to learn more about and continue to grow in their area of expertise. Organising social events and giving our employees the chance to borrow sport items, such as kayaks, adult scooters and SUP boards, gives them the chance to try something new, stay fit or simply relax.



About this journal

This journal serves as a compact and transparent look into our view, actions and goals when it comes to sustainability. It shows our progress with regards to the goals we have set for ourselves and highlights areas that are our focus for the coming years.

GREENHOUSE GAS EMISSIONS

Our CO₂ emissions, found in the graph on page 2, have been measured and were calculated in accordance with the Greenhouse Gas Protocol (GHG). This protocol was established in the late nineties and has been the most commonly used to measure and manage greenhouse gas emissions ever since. The definite account of our emissions on page 2 was drawn up by the Greener Company. Note that it only concerns the scope 1 and scope 2 emissions. These envelop all indirect and direct emissions that we can easily influence by adjusting our own behaviour.

Of course, we realise that the emissions in scope 3 are more extensive than our scope 1 and scope 2 emissions. However, we have chosen to focus on bringing change within ourselves first and invest time and effort into making a positive change in scope 3 later.

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