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Words from RE-ZIP CEO

// This report represents the corporate report on environmental, social and governance matters of RE-ZIP ApS. By publishing this report, we aim to enhance transparency regarding our contribution to the green transition and our approach to social responsibility.

Thank you for reading this,

The year of 2024 was shaped by our international focus on establishing return networks, maturing the strategic partnership with RAJA and closing the year with an Amazon Pilot.

Through these efforts, we brought our vision of **making circular packaging the new normal** to more markets than ever before.

After a long struggle against major single use lobby organisations, the EU legislation requiring reuse of transport packaging was finally passed, but in a significantly watered-down version. So, it is as important as ever that the RE-ZIP platform enables efficient and convenient reuse for anyone to reduce their waste.

I am proud to share that we successfully met each of our ESG goals for the year, by increasing local sourcing to 95%, increasing our focus on the wellbeing of our team while advancing on diversity and equity policies. Naturally, we have now defined three new goals for 2025 to keep this momentum going.

Above all, I would like to acknowledge the dedication of our remarkable team, their hard work, and constant push for a world with less trash, no matter how hard it might be.

I hope you will enjoy reading more about our progress in this report, and that you will continue to support our efforts in driving meaningful change.

Best regards

Bo Bach Boddum
RE-ZIP CEO



RE-ZIP

RE-ZIP The company



A global problem with a simple solution

Single-use packaging is everywhere— widely available, and unfortunately, a massive environmental burden. Across the EU alone, around 84 million tonnes of packaging waste are generated each year, with paper and cardboard making up the largest share¹.

The rise of e-commerce has only accelerated this trend, increasing the volume of packaging waste. Too much of it still ends up in landfill incinerators. The problem is global, but the solution doesn't have to be complicated.

Instead of throwing things away, why not bring them back? By establishing a reuse system, we're making it easy for businesses and consumers to return packaging instead of discarding it.

Our data powered reusable system ensures that packaging get a second (or third, or fourth) life, reducing waste and cutting down on the demand for new resources. By integrating with already existing parcel networks and Drop Points, returning packaging becomes as simple as picking up a parcel—no waste, no hassle.

¹ <https://www.businesswaste.co.uk/your-waste/packaging-waste-recycling/packaging-waste-facts-and-statistics/>



The **circular** solution



Why reuse is the smarter choice

Recycling is often seen as the go-to solution for waste management, but the reality is more complex. It's a resource-intensive process that involves collection, sorting, transportation, and reprocessing—each step requiring energy, water, and fresh raw materials.

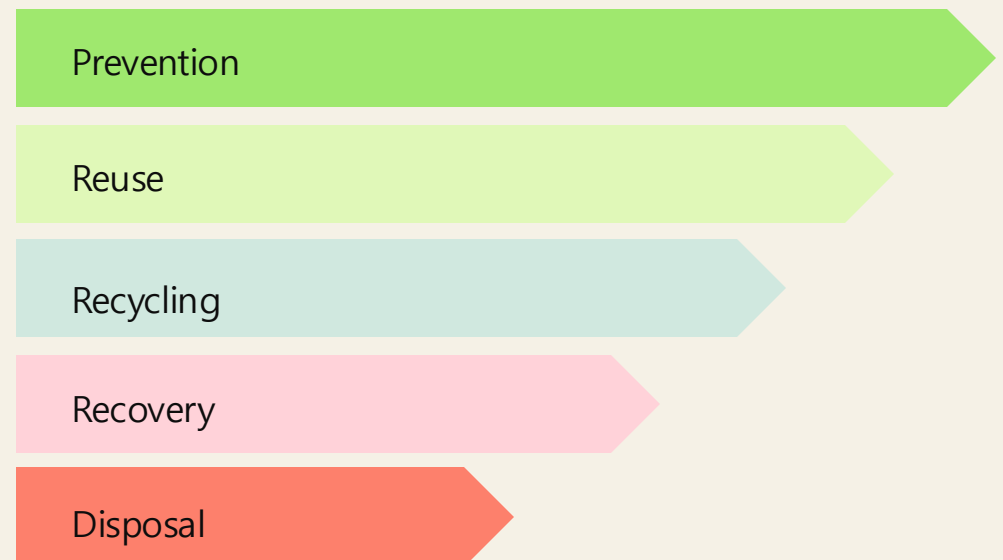
While many materials can, in theory, be recycled multiple times, achieving this in practice is difficult since it would require an almost perfect collection rate. In reality, most materials are either contaminated or sorted incorrectly, which hinders efficient recycling. As a result, materials are often downcycled - meaning they are recycled into lower-quality products rather than being restored to their original form.

That's why reuse should always come first, as highlighted in the waste hierarchy—also known as the waste pyramid. This framework prioritises waste prevention and reuse over recycling, recovery, and disposal.

By keeping the same packaging in circulation for as long as possible, we reduce the need for new production and minimise environmental impact.

The more we extend the life of products and packaging, the fewer resources we waste—and the bigger the impact we make.

Waste management hierarchy



The RE-ZIP reuse system

At RE-ZIP, we operate a circular system that makes reusing packaging and, with time, other materials easy and convenient. By collaborating with local partners and couriers, we provide a system that ensures the packaging is returned and used again. This way, resources stay in circulation instead of becoming waste.

Each country operates through a **partner setup**, where a local partner manages sales to webshops, fulfilment, and refurbishment, while we provide the technology, software and packaging.

We use existing postal couriers to return packaging to a **RE-ZIP Partner**, where they are prepared for their next use. This localised approach minimises transportation distances and makes the system more efficient and scalable.

We are already operating in multiple countries, with more on the way, as we continue expanding our circular model across new markets.

RE-ZIP software

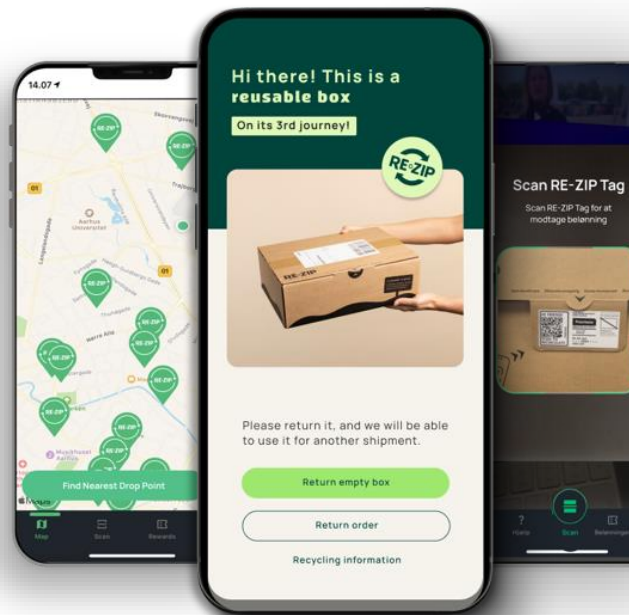
The RE-ZIP Tag

Every RE-ZIP packaging features a unique QR code—the RE-ZIP Tag, which is key to keeping our reuse system running smoothly. This simple yet powerful tool enables the tracking of each packaging throughout its lifecycle. By scanning the QR code throughout its cycle, we can monitor its journey, track the number of times it has been reused, and generate valuable data for reporting. The RE-ZIP Tag can be added to any product that is intended to be returned for reuse. Whether it's packaging or other reusable items, this Tag ensures that products are part of the circular loop and provides real-time data on their journey toward being reused again.



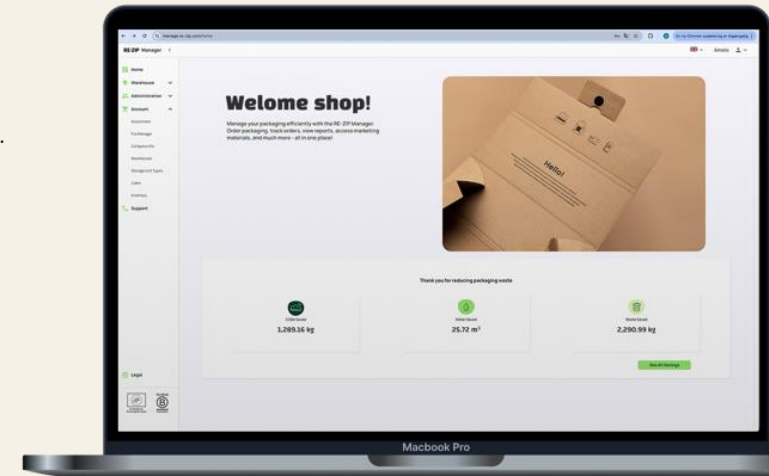
The App

The RE-ZIP app makes returning reusable packaging easy and convenient. It helps customers locate nearby Drop Points, where they can return their used packaging hassle-free. As soon as the packaging is returned, the app provides a voucher as a reward.



The Manager

The RE-ZIP Manager is our SaaS platform for integrating reuse into already existing businesses. It has three different interfaces tailored for webshops, partners and Drop Points. Here, users gain access to essential tools for ordering packaging, tracking orders, generating detailed reporting and accessing marketing materials and more – all in one place. This makes it easy to integrate reuse into daily operations.



RE-ZIP's design principle: Reuse before recycle

Most e-commerce packaging remains functional upon delivery but is often discarded. While recycling is resource-intensive and offers minimal CO₂ reductions, reusing packaging just a few times can cut emissions by up to 80%².

The *Reuse before Recycle* principle acknowledges that, even when packaging is designed for multiple uses, it may still end up being used only once. To avoid a negative climate impact, the production emissions of reusable packaging must not be significantly higher than those of single-use alternatives. Therefore, to minimise environmental impact, reusable packaging should have a comparable production footprint and allow for responsible disposal.

Even if 80% of packaging is returned, it only achieves around four reuses. This means the focus should be on adapting single-use designs for a few additional uses rather than creating highly durable packaging.

We have chosen fiber-based materials as they directly replace single-use packaging without requiring extra production resources. This choice reduces CO₂ emissions, waste, and water consumption from the first reuse while remaining cost-competitive, making reuse scalable.

For us, it's about creating designs that fit real-world usage and ensure a positive impact from day one. After years of development, we have achieved a packaging range that is environmentally, financially, and commercially viable.

² https://re-zip.com/wp-content/uploads/RE-ZIP_summary_LCA_Deloitte-2.pdf



Board of Directors

The Board of Directors plays a crucial role in ensuring that RE-ZIP operates in a socially and environmentally responsible manner. We are proud to have a strong and dedicated team, where each member contributes with valuable skills and perspectives.

In addition to their standard responsibilities, the BOD Rules of Procedure also detail obligations to ensure that social and environmental performance is integrated into management decision making over time, aligning with the Company's mission and articles of association. Furthermore, they ensure that management considers all stakeholders in its decision-making processes, including:

- Employees, subsidiaries and suppliers
- Partners, customers (webshops), and consumers (end-users)
- Local communities and society in general where subsidiaries and suppliers operate
- Local and global environment
- The company's short as well as long term interest.



Martin Møller
Board Member (Chair)



Brian Gøbel
Director SCM, Matas



Rünno Allikivi
Venture Partner, EIFO



Astrid Haug
Owner, Astrid Haug



Thomas Høgenhaven
Mng. Director, PI Ventures



Mariana Gonzalez
Collateral Good Ventures



Piotr Pietrzak
Tangent Line Ventures

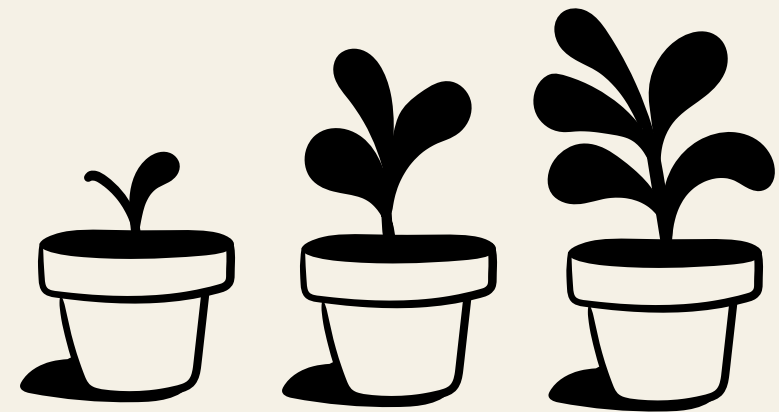
The organisation & work culture

At RE-ZIP, we firmly believe that happy employees are the cornerstone of a thriving workplace. We are committed to creating a working environment that is inclusive and inspiring. Our mantra is simple: We work together to make a difference. There are no fixed hierarchies or departments; instead, we always help each other to achieve our goals. We believe that different perspectives and inputs lead to better results, which is why we encourage collaboration across traditional boundaries.

Strong collegiality is essential. Our culture is built on the principle that all employees share responsibility for maintaining a positive work environment and fostering strong teamwork. We believe that it is more enjoyable to come to work when there is freedom to adapt working hours to life rather than adjusting life to working hours, which is why flexibility of remote work and flexible schedules is an essential part of the work culture.

In 2023, we established a Culture Committee comprising of a rotating pair of two employees per month. The purpose of this committee is to ensure that all employees have a say in how RE-ZIP operates and evolves as a workplace, and to provide opportunities to test various initiatives that may impact both the work culture and social atmosphere.

Throughout 2024, we have continued this initiative, fostering an inclusive and dynamic work environment where employee input helps shape our culture and daily operations. Additionally, the committee is responsible for organizing a monthly event with complete creative freedom. These events have during the year ranged from bouldering, dodgeball, walking tours to pool tournaments!





Highlights & initiatives



Amazon tests RE-ZIP packaging

In a groundbreaking collaboration with Amazon, we have launched our most ambitious pilot project to date as part of the Amazon Sustainability Accelerator. To explore the potential of reusable packaging at scale, we supplied 45,000 reusable cardboard boxes to Amazon's Lauwin-Planque fulfillment center in France. This initiative marks a significant step towards reducing single-use packaging in e-commerce in collaboration with one of the world's largest retailers.

In June 2024, we presented our concept at Amazon's European headquarters and was awarded a pilot project. By October, the first reusable Amazon boxes were shipped from the Amazon LIL1 fulfillment center, with 200,000 consumer Drop Points available across France, Germany, Benelux, and Austria.

This pilot provides invaluable insights into how we can minimize packaging consumption," says RE-ZIP's

// This pilot provides invaluable insights into how we can minimise packaging consumption," says RE-ZIP's CEO. "We have launched similar initiatives in several countries, but this collaboration with Amazon represents our most extensive test yet. We are eager to see how Amazon's customers respond to our patented cardboard boxes. troubleshooting support, and opportunities to fine-tune our technology for seamless integration and operation. Following the trial, Amazon will assess customer experience and operational performance to determine the potential for scaling the initiative to additional locations as part of a long-term partnership.

"The Amazon Sustainability Accelerator demonstrates our commitment to fostering innovation and driving positive change," says Amazon's Sustainability Director, Justine Mahler. "By providing a real-world testing

// The Amazon Sustainability Accelerator demonstrates our commitment to fostering innovation and driving positive change," says Amazon's Sustainability Director, Justine Mahler. "By providing a real-world testing ground for cutting-edge technologies, we are not only reducing our environmental footprint but also setting a precedent for more sustainable practices across industries.



Partnership with RAJA

At the beginning of 2024, we unveiled a major partnership set to expand the availability of our reusable packaging across Europe. Partnering with RAJA, Europe's largest packaging distributor, has marked a big milestone in making reuse the new standard. This collaboration made RE-ZIP packaging accessible in the Netherlands, Germany, Belgium, and France, with RAJA managing sales, fulfilment and refurbishment while we provide the technology and packaging.

Featuring RE-ZIP's solution in the RAJA catalogue and webshop is a game-changer, allowing webshops and consumers in more countries easy access to a reusable alternative to single-use packaging.

To ensure a seamless return and reuse process, we are working with logistics partners such as Bpost in Belgium and DHL Ecommerce in the Netherlands and Germany, which helps streamline operations and make reusable packaging both practical and scalable.

Bart Lambrecht, Chief Marketing Officer at RAJA, notes:

We expect this collaboration to gain momentum, especially with the introduction of EU legislation such as EPR, CSRD, and, not least, PPWR (Packaging and Packaging Waste Regulation). This partnership positions us at the forefront of the industry's shift to reusables, where we're not just following the wave but riding it.

With continued support from the EU Life Programme and growing interest in sustainable packaging, we and RAJA anticipate that reuse will become the industry standard within the next three to five years.



Improved Packaging range

Developing cost-effective and scalable packaging solutions within conventional “single-use” production lines has been a key focus for us. The goal is to create affordable alternatives to single-use packaging that can be implemented on a large scale without compromising functionality. This has resulted in two innovations in 2024; a reusable paper bag for fashion retailers and a self-standing cardboard box that enhances packing efficiency.

Our reusable paper bag is designed to help e-commerce businesses comply with the EU’s Packaging and Packaging Waste Regulation, which sets a 40% reuse target for e-commerce shippings bags. To support this transition, we are collaborating with partners in the EU-funded project RE-ZIP - EU Circular Packaging Infrastructure. After two years of development, the bag is now being tested with selected Danish webshops ahead of its European launch.

Additionally, we have introduced a self-standing cardboard box, which speeds up the packing process and is available in multiple sizes to accommodate different shipping needs.

By rethinking packaging through cost-efficient and scalable solutions, we are making reuse an easier and more affordable choice for everyone.



Bringing circular economy on the political agenda

Legislation is key in tackling packaging waste and driving the circular economy. In 2024, we engaged with politicians to share our knowledge and passion for reusable solutions. We are committed to advocating for smarter regulations and pushing the circular agenda forward, working together to create lasting change.

Ahead of the 2024 European Parliament elections, we hosted a debate in Aarhus, Denmark with eight EP candidates on accelerating the EU's transition to a circular economy. Reducing waste and increasing reuse were key themes as we explored how circular solutions can become the new standard in Europe.

The discussion emphasised the need for policies that drive circular business models. The Packaging and Packaging Waste Regulation (PPWR) is the EU's legislative framework aimed at reducing packaging waste which will come into force in 2025. It mandates for packaging waste reduction, and marks progress with mandatory reuse targets, improved recyclability standards, and restrictions on single-use packaging. However, lobbying from the single-use industry has weakened some provisions, making binding reuse targets even more critical.

Without ambitious commitments, the EU risks falling short of its circular economy goals. It will be important to build on PPWR's strengths and further integrate reuse into packaging legislation.

Encouragingly, all candidates expressed commitment to making circular economy principles central to EU policy. We look forward to seeing how this commitment translates into action and will continue advocating for policies that support reusable packaging and ensure reuse remains a key priority in the political agenda.



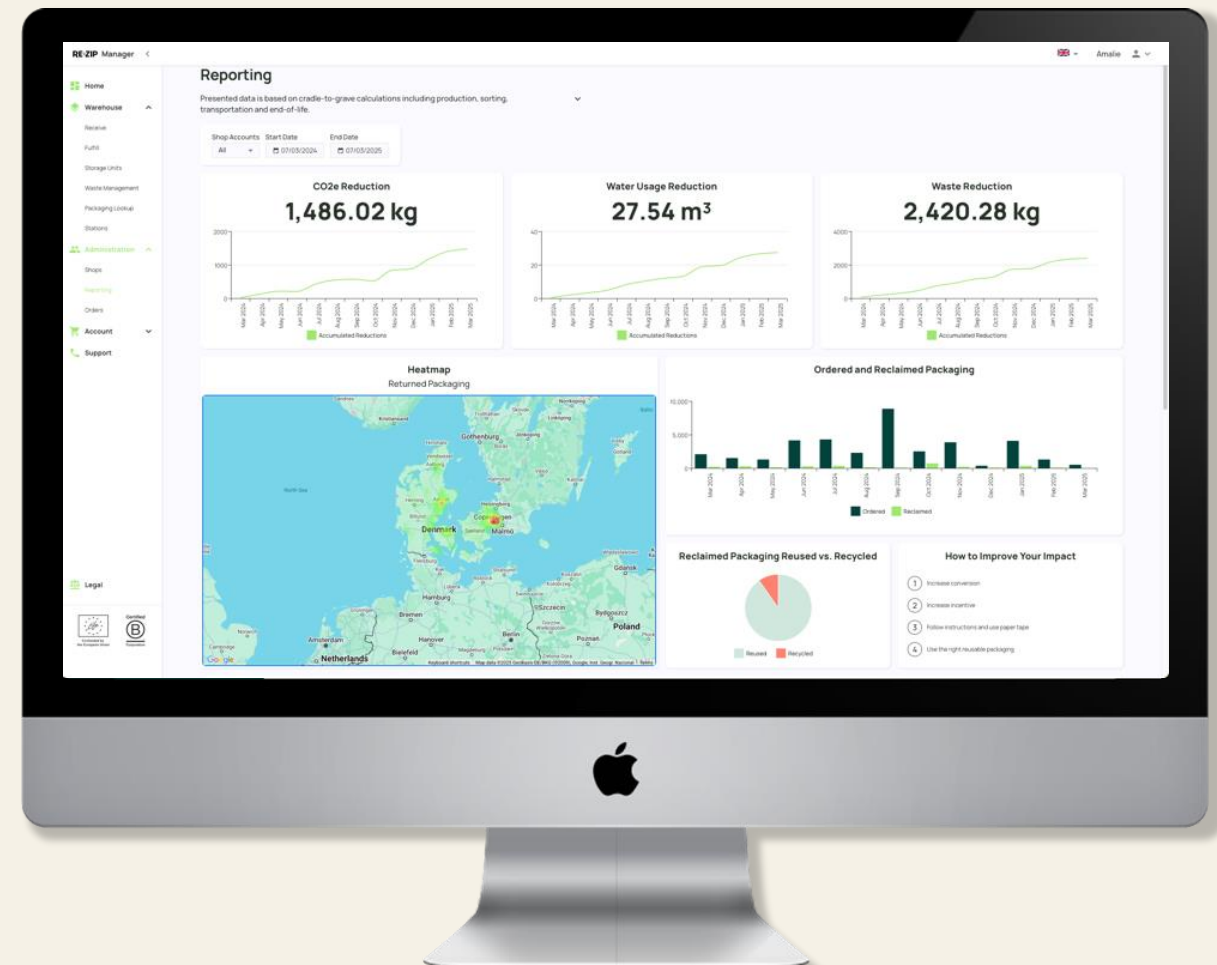
New reporting tool

In 2024, we launched our new reporting tool, giving webshops and partners transparent, data-driven insights into their environmental impact when using RE-ZIP packaging. Built on years of experience and validated methodologies, the tool tracks both environmental impact and operational metrics. It measures CO₂ emissions, water usage, and waste savings based on actual events - no assumptions, just documented reuse.

The calculations are grounded in comprehensive Life Cycle Assessments (LCAs) **conducted by Deloitte**, comparing RE-ZIP's reusable packaging with single-use alternatives. Additionally, the methodology follows a third-party validated approach (Norion), ensuring a precise analysis of environmental impact.

Using live data from the unique QR codes on each packaging, the system continuously updates emissions based on real-world usage—allocating the footprint up-front and dynamically adjusting it as packaging is reclaimed and reused. This includes detailed tracking of transport distances, packaging weight, and material composition across multiple environmental categories.

The tool offers traceability across the entire lifecycle—from production to reuse and end-of-life. By providing reliable, third-party-verified data, the RE-ZIP reporting tool supports businesses in optimizing operations, communicating sustainability efforts, and meeting ESG reporting requirements.



Rudolph Care ships all orders in RE-ZIP

Rudolph Care has taken a big step forward by making RE-ZIP the standard for all their Danish orders. Instead of offering reusable packaging as an option at checkout, and leaving the choice to the consumer, they've chosen to go all in and taken the decision for them —ensuring that every order is shipped in our reusable boxes. This means less waste and a greater impact by keeping more packaging in circulation. A true win-win for the environment!

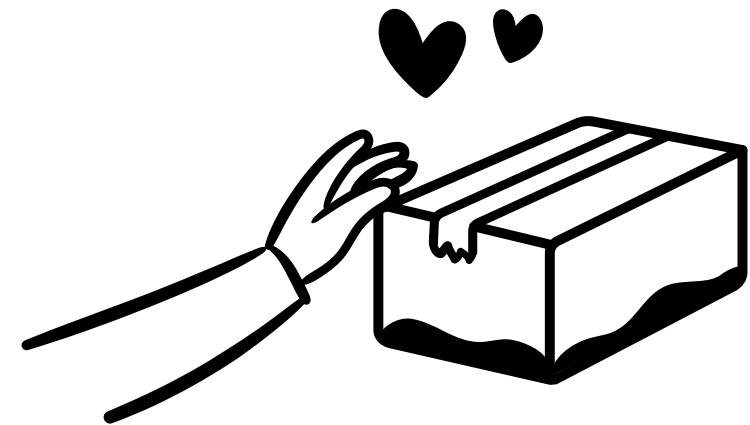
// We are immensely proud that we have replaced all our shipping packaging with Re-Zip, which is a big and relatively easy step in the right direction to help ensure that we maintain high material quality in a closed-loop system until it has served its purpose. It is also one of the rare cases where the more people join in, the better it becomes for everyone involved, says Louis Rind-Nygaard, Sustainability Specialist at Rudolph Care

We're thrilled to welcome Rudolph Care as a frontrunner in making packaging more responsible. It's inspiring to see them lead the way, take action, and set an example for others to follow. Bold moves like this make a real difference!





Sustainability policies



B Corp

Our commitment to sustainability and social responsibility has always been at the forefront of our mission. To ensure that our practices align with this commitment throughout our value chain, we have chosen one of the highest social and environmental criteria: becoming a certified B Corp.

In 2023 We completed our certification process with a score of 124.5, well above the minimum 80 points required. We are proud to be a member of the global B Corp movement, fighting for a better tomorrow for people and the planet. Our certification represents our commitment to using business as a force for good and operating at high standards of social and environmental responsibility.

Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

We are proud to fulfil the many requirements needed to achieve the globally recognised certification, considering our team, clients, suppliers, community, and the environment in everything we do.

B Corp is all about continuous improvement, and we are committed to growing and evolving as a responsible business. In 2025, we will begin our recertification process—our first review since becoming a certified B Corp. This will be an opportunity to assess our progress, identify areas where we can do even better, and strengthen our commitment to using business as a force for good.

We look forward to building on our achievements, setting new goals, and continuously pushing ourselves to have an even greater positive impact on people and the planet.



Sustainable development goals

RE-ZIP is dedicated to contributing to the United Nations' Sustainable Development Goals (SDGs). We prioritise all 17 SDGs, and we work with them to the greatest extent feasible. Nonetheless, we have opted to concentrate our efforts on two specific goals that hold particular significance for us. These goals resonate closely with our values, and we believe we can achieve the most substantial positive influence in the world by directing our focus toward them.



At RE-ZIP, we rethink packaging by utilizing existing infrastructure and smart technologies to minimise environmental impact. Rather than disposing of packaging, we collect it via established channels like mailboxes and post offices, facilitating a circular system of reuse. By making circular shipping accessible and cost-effective, RE-ZIP empowers businesses of all sizes to contribute to a sustainable future.



Consumption in the world is increasing day by day. From the start, RE-ZIP's primary purpose has been to decrease the environmental footprint of e-commerce by reducing disposable products. This is expressed by the fact that RE-ZIP has created an alternative to single-use packaging, where the packaging does not have to go through a CO₂-heavy process to be recycled, but instead the RE-ZIP packaging is reused again and again until it has done its job and is recycled.



FSC

At RE-ZIP we are not only dedicated to saving packaging from the bin but also to promoting responsible resource usage. We believe that a crucial part of this is promoting responsible forest management, which is why we are pleased to offer FSC-certified packaging to our customers.

The FSC certification is an important part of our efforts to ensure the protection of forests and the communities that depend on them. FSC, an international, non-governmental organization founded in 1994, is dedicated to promoting responsible management of the world's forests.

FSC's certification system enables businesses and consumers to choose wood, paper, and other forest products made with materials that support responsible forestry. We take pride in our contribution to preserving our natural resources, and we will continue to strive for more responsible production. Please ask for our FSC-certified products.





2024 in numbers



Key environmental figures

RE-ZIP emission timeline in tonnes CO₂e

	2021	2022	2023	2024
Scope				
Scope 1	0	0	0	0
Scope 2	1,6	0,6	1,72	2,04
Scope 3	69	32	186	106

As more people turn to reusable packaging, RE-ZIP has grown over the years. This growth has led to an increase in our CO₂e footprint. The emissions should be understood in the context of our impact figures presented beneath.

We use [Valified](#) as our ESG data platform, and due to changes in the emission calculation methodology, the 2023 figures have been revised.

The decrease in Scope 3 emissions from 2023 to 2024 is primarily due to fewer orders from China in 2024.

Scope 1: Direct emissions derived from company owned vehides or own production facilities.

Scope 2: Indirect emissions. E.g., electricity for running the coffee machine and district heating for keeping our employees warm and cozy.

Scope 3: Any emissions originating from sources beyond our operations, yet for which we still bear the responsibility, which include purchasing our reusable packaging from our suppliers.

Savings compared to single-use packaging

	2021	2022	2023	2024
Category				
CO ₂ e (tonnes)	0,23	2,02	6,56	2,57
Waste (tonnes)	1,96	2,70	10,50	5,43
Water (m3)	8	0,03	0,11	0,05
Reuse quality rate*	95%	95%	96%	95%

Savings are calculated by comparing the CO₂e emissions, waste and water usage derived from a RE-ZIP loop relative to a single-use packaging scenario where the packaging ends up being recycled.

Savings from the use of RE-ZIP packaging have dedined from 2023 to 2024. The primary reason for this decline is a reduction in packaging order volume. This development aligns with our overall emissions profile, as our scope 3 emissions were also higher in 2023 but have declined in 2024, and the correlation between our emissions and savings therefore remains consistent.

*The reuse quality rate reflects the durability of the RE-ZIP packaging, i.e., how many of the returned packaging bags and boxes makes it through the quality assurance process ready for another circulation.

Key Social and Governance figures

	Unit	2023	2024
Social			
Full-time Workforce	FTE	10	12
Proportion of women among full-time employees	%	33	46
Unadjusted gender wage gap*	%	36	34

Governance

Number of women on the board of directors		2	2
Number of men on the board of directors		5	5
Attendance at board meetings	%	98	92

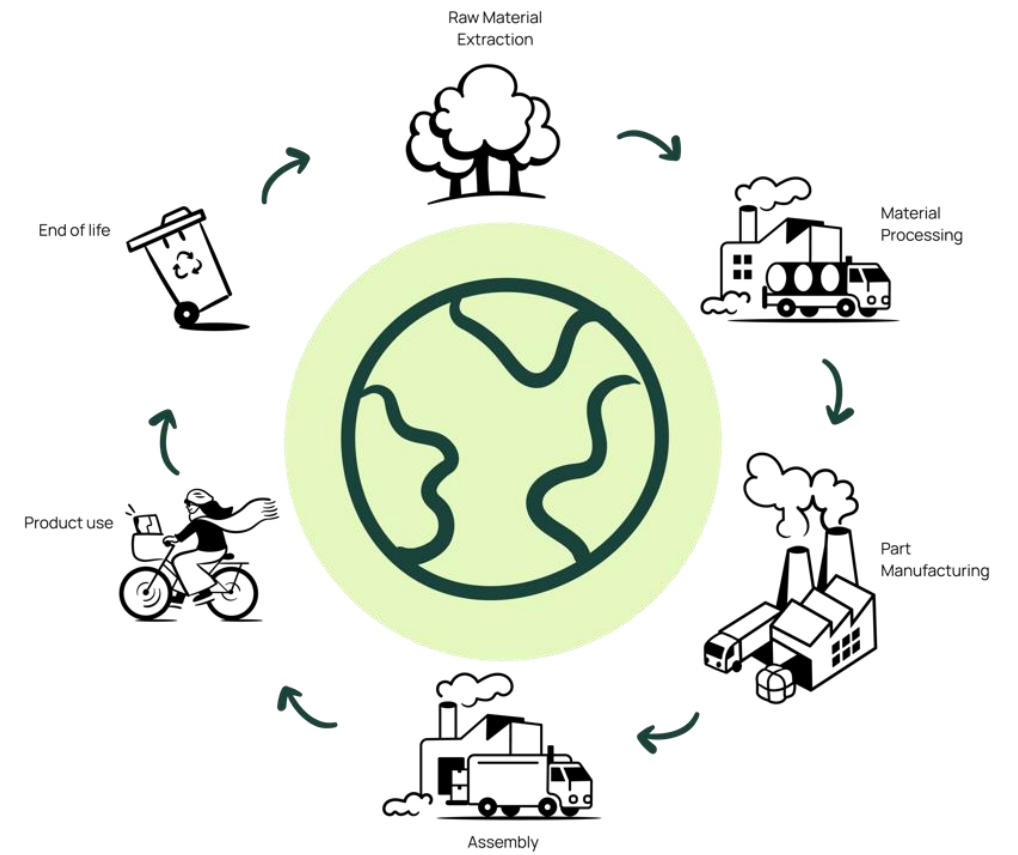
*The "unadjusted gender wage gap" measures the overall difference in average earnings between men and women across the company, expressed as a ratio, without adjusting for factors such as role and seniority. This metric stands at 34%, indicating that men earn on average 34% more than women.

This gap is due to the higher concentration of men in senior management and director roles rather than a gap in pay for similar roles across genders. This figure is utilised to provide a baseline representation of earnings disparities and to help management identify areas for further analysis and action in achieving gender parity.



RE•ZIP

Value chain

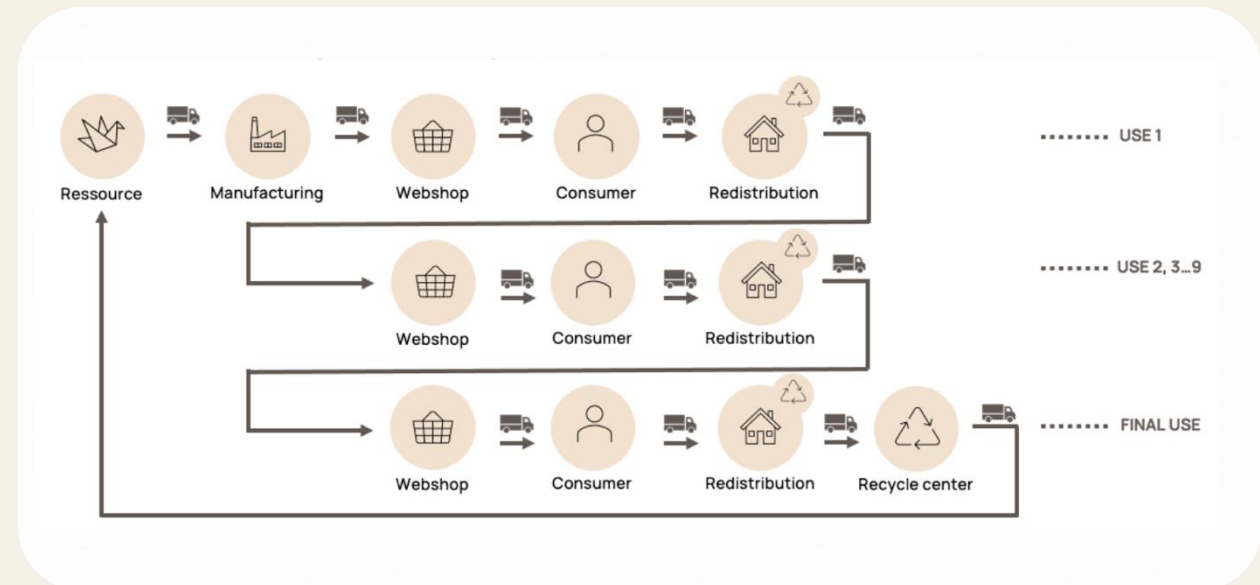


From production to end of life

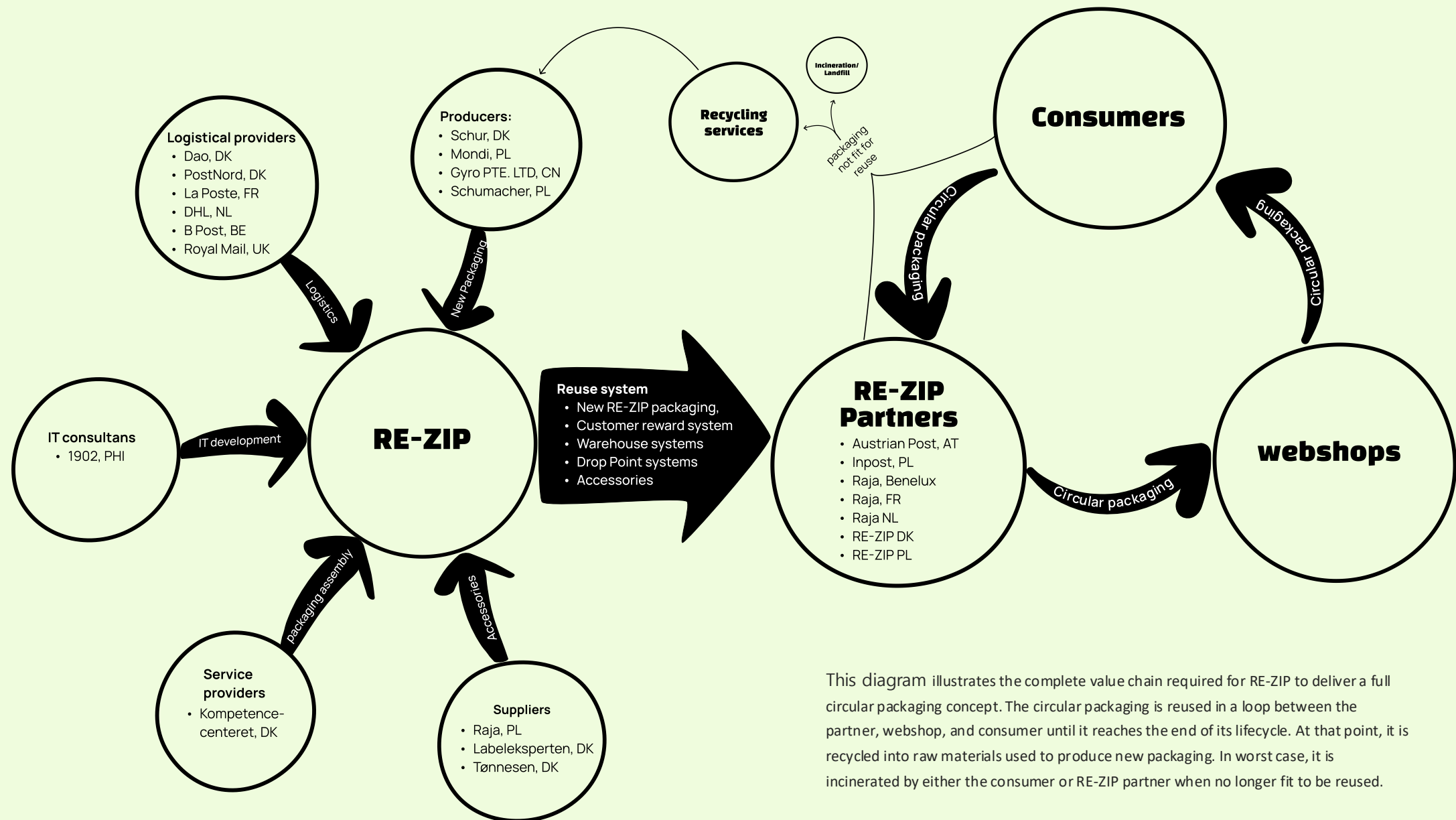
Our circular packaging journey starts with sourcing materials for our different packaging options, each with its own production process.

Once made, the packaging heads to the RE-ZIP Distributor for storage. When a webshop places an order, it's quickly shipped out and eventually makes its way to the consumer.

After use, consumers drop off the packaging at a designated Drop Point. From there, it's collected and sent to a RE-ZIP Hub, where it gets sorted and prepped for reuse—keeping the cycle going. When the packaging reaches the end of its lifespan and can no longer be reused, the goal is for it to be recycled, so its materials can be repurposed instead of going to waste. This way, we strive to minimise resource consumption and keep our packaging in circulation for as long as possible.



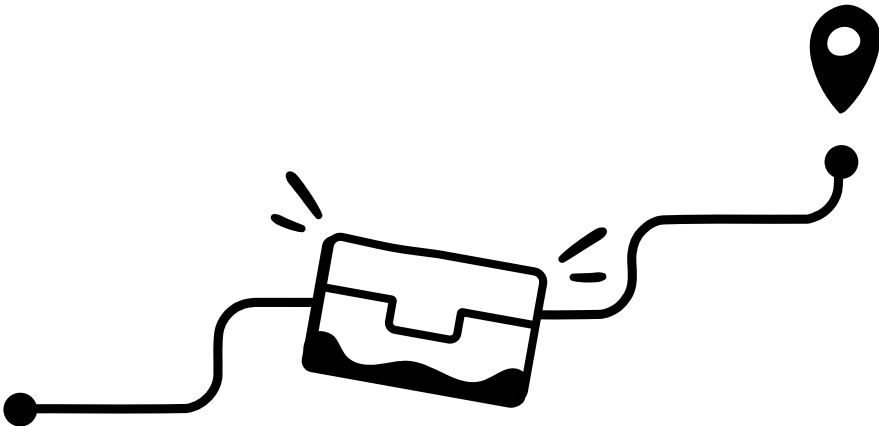
Value chain of RE-ZIP packaging



This diagram illustrates the complete value chain required for RE-ZIP to deliver a full circular packaging concept. The circular packaging is reused in a loop between the partner, webshop, and consumer until it reaches the end of its lifecycle. At that point, it is recycled into raw materials used to produce new packaging. In worst case, it is incinerated by either the consumer or RE-ZIP partner when no longer fit to be reused.



Goals and results for 2024



Goals in 2024

We set new goals continually to always improve and getting better at what we do.

In our 2023 ESG report, we set ourselves three goals – each representing the three letters in ESG.

The 'E' represents Environmental responsibility. We implemented initiatives to increase sourcing of local products and hereby optimising our supply chain and reduce carbon emissions.

'S' is for Social considerations. We prioritised employee satisfaction to ensure a supportive and inclusive work environment where people enjoy coming to work.

Lastly, 'G' signifies Governance. We strengthened DEI policies to promote fairness and take active steps toward reducing biases. By fostering a more inclusive workplace, we aim to create an environment where everyone can thrive.

Throughout the year, we focused on these three areas and made efforts to improve them. The following page outlines our strategies for achieving these goals



E

2024 environmental objective: Increasing local sourcing of packaging products.

Goal: Ensure that over 90% of our produced packaging is sourced within Europe.



S

2024 social objective: Strengthening focus on worker satisfaction.

Goal: Develop policies and procedures and prioritise initiatives to monitoring worker satisfaction; Surveying and benchmarking engagement and attrition.



G

2024 governance objective: Strengthening Policies on Diversity, Equity, and Inclusion

Goal: Develop and implement comprehensive policies on diversity, equity, and inclusion (DEI), including job description analysis and inclusive training for all employees.

Goals and achievements in 2024

What we did:

 Environmental

In 2024, we prioritised local sourcing to reduce transport-related emissions. By sourcing 95% of our packaging within Europe, we exceeded our 90% target and brought production closer to our RE-ZIP partners, optimising our supply chain.

 Social

In 2024, we made strides toward enhancing worker satisfaction. We began by conducting a comprehensive employee survey, which provided us with a clear overview of overall workplace well-being and valuable insights into areas for improvement. Based on these findings, we actively engaged the entire organisation in generating ideas and implementing practical solutions. This work is ongoing, and we will continuously follow up with new initiatives and measures to further improve or sustain our employee satisfaction.

 Governance

In 2024, we took steps to strengthen our approach to diversity, equity, and inclusion (DEI) by focusing on recruitment practices. As part of this, we provided training to develop skills in reviewing job descriptions to ensure they are inclusive and free from gender bias. This has been an important first step in our effort to strengthening DEI policies – and it has paid off. The Proportion of women among full-time employees went from 33% to 46% in 2024, leading to a more balanced gender representation in our workforce.

E

2024 environmental objective: Increasing local sourcing of packaging products.

Goal: Ensure that over 90% of our produced packaging is sourced within Europe.

Achievement: 95% of our produced packaging was sourced within Europe in 2024

S

2024 social objective: Strengthening focus on worker satisfaction.

Goal: Develop policies and procedures and prioritise initiatives to monitoring worker satisfaction; Surveying and benchmarking engagement and attrition.

Achievement: Conducted an employee survey and identified key areas for improvement to enhance workplace well-being

G

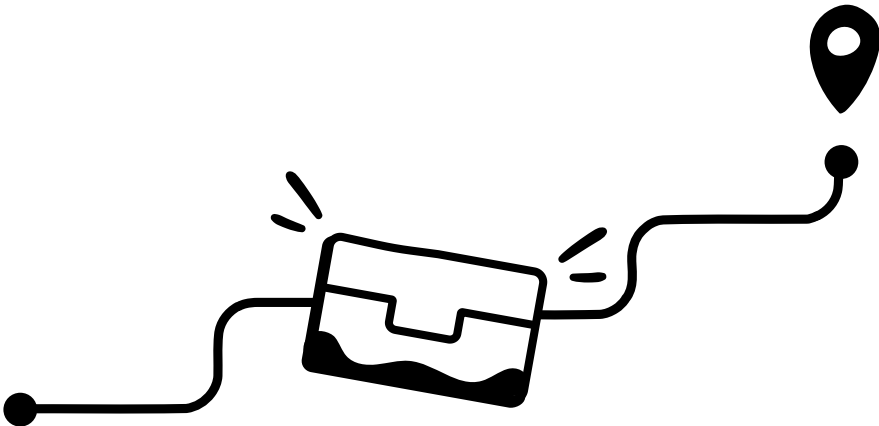
2024 governance objective: Strengthening Policies on Diversity, Equity, and Inclusion

Goal: Develop and implement comprehensive policies on diversity, equity, and inclusion (DEI), including job description analysis and inclusive training for all employees.

Achievement: Provided training to reduce bias in job descriptions and updated processes, enhancing inclusivity in hiring.



Goals for 2025



Goals in 2025

Environmental

We are committed to reducing our environmental impact by increasing the share of products with recognised environmental certifications. By ensuring that 75% of our packaging is FSC certified, we actively support responsible forestry and promote transparency in our supply chain.

Social

We will implement and evaluate targeted initiatives to foster a more engaging and supportive work environment. Our 2024 employee survey highlighted the need to improve our feedback culture, and we will actively work on this. As part of these efforts, we will introduce ‘Colleague to Go’ – a walk-and-talk concept where employees can talk and exchange feedback in an informal way. Our aim is that this will help create a more open and supportive workplace.

Governance

We are committed to enhancing our digital responsibility and data ethics, ensuring transparency and compliance with best practices. By obtaining D-seal (D-mærket) certification, we aim to secure data handling and ethical digital operations.



2024 environmental objective: Increase the share of products sold with a recognised environmental certification.

Goal: At least 75% of our packaging sold must be FSC certified.



2024 social objective: Strengthen employee well-being by addressing key areas identified in the 2024 employee survey.

Goal: Implement and evaluate initiatives to improve workplace culture and satisfaction.



2024 governance objective: Enhance our digital responsibility and data ethics practices

Goal: Obtain D-seal (D-mærket) certification