Dear reader,

You will find a handy overview of all Roularta Media Group's sustainability initiatives on the following pages. Some initiatives have already been up and running for some time; others are planned for the near future, and still others are surely yet to come.

Four Sustainable Development Goals have been selected in different areas: besides action that specifically targets the climate, we are also setting our sights on quality education, decent work and responsible consumption. We intend to focus intensively on these goals in the years to come. And that is a genuine commitment, because all our campaigns have been linked to specific targets.

The vast majority of our employees have committed to these targets by signing our sustainability charter. Find out more now on the following pages.

Trusting in a great future, Sustainably yours,

All the teams at Roularta Media Group





# One team, One family, One planet

# Sustainable and responsible enterprise

# STATEMENT ON NON-FINANCIAL INFORMATION [\*]

based on the Global Reporting Index guidelines for sustainability reporting.

Roularta Media Group has been committed to sustainable and eco-efficient enterprise for more than two decades.

This sustainable, eco-efficient way of doing business is also embedded in the mission, vision and values of the company (see pages 8-9 of our annual report), under the motto **One Team, One Family, One Planet.** 

The intention of sustainable and socially responsible enterprise is to find a harmonious balance between three main principles: People, Planet and Profit.

You can also find out how our sustainable and socially responsible enterprise is converted into non-financial performance indicators in our value creation model (see pages 10-11 of our annual report), in which Roularta Media Group makes

it clear at a glance how it creates values for its stakeholders with its activities.

Our customers and **stakeholders** in general attach increasing importance to transparency about the origin of our products and services, and to the extent to which a company makes eco-efficient and sustainable use of raw materials and energy.

## Focus on quality content for the reader

Roularta Media Group is well-known in the media landscape for its high-quality content. Roularta intends to continue playing the quality card, offering its readers (including online readers and podcast listeners etc.) quality content in an ongoing commitment to reinforcing its 'brainprint'. In addition to the weekly or monthly efforts across all our brands to solidify the 'brainprint', we highlight here a number of notable editorial initiatives by our brands over the course of 2023.

For the third year in a row, Roularta and Knack/ Le Vif, in collaboration with HOGENT, KU Leuven, Uliège (faculty Gembloux Agro-Bio Tech), Adalia 2.0, Mijn Tuinlab, Bond Beter Leefmilieu, Velt and Het Ministerie voor Natuur, are calling on everyone **not to mow their lawns during the month of May.** 

In 2023, the Don't Mow May campaign was also organised for the first time in the Netherlands by the opinion magazine EW in cooperation with the Foundation Steenbreek.

With actions such as Don't Mow May, Roularta Media Group, through its strong media brands, aims in the first place to sensitise citizens about the impact they themselves can have with their own garden, however big or small it is on our biodiversity. In addition, Don't Mow May is an approachable citizen science project. By repeating the campaign every year, we get more focus on what is growing in our readers' gardens and on the impact of less or no mowing on our bees and other insects. Repeating the campaign annually makes the data accumulate and increases the awareness effect.

# In 2023, the Trends/Trends-Tendances brand presented, in collaboration with PwC Belgium and Antwerp Management School, the second edition of the Trends Impact Awards.

This prestigious event awards companies that have committed to sustainable management of their operations, on top of traditional objectives such as climate neutrality and energy efficiency. With the Trends Impact Awards, Trends and its partners not only want to highlight companies that contribute to a more sustainable society, but also play a leading role in the energy transition. More than two hundred companies applied for the Trends Impact Awards. The companies



EnergyVision (installation of solar panels) and Turbulent (resilient and cost-efficient hydroelectric turbines) each received a Trends Global Impact Award for their pioneering role in sustainability.

In addition, as a quality media player with a focus on good content, Roularta Media Group remains committed, together with others, to the fight against 'fake news' and to correct information sharing, in the light of quality, sustainable information for our readers and surfers, etc.

# The project 'Eerste Hulp Bij Twijfel' ('First Aid in Case of Doubt'), a project that fights against disinformation, is financially supported from the Flemish government.

'Eerste Hulp Bij Twijfel' is a collaboration between the journalists and factcheckers of Knack and VRTNWS, the factcheck platform deCheckers, technology player Textgain and the UA, VUB and KUL universities.





[\*] Part of the annual report of the board of directors.

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What can one believe nowadays? It is becoming increasingly difficult to distinguish fact from fiction. Countering the spread of disinformation is one of the major challenges of the years to come.

The editors of Knack have been committed to fact-checking since 2012. Knack's 'Factcheck' column has been expanded both in print and digitally to become a journalistic reference point. Knack is also part of the International Fact-Checking Network (IFCN), the international authority in factchecking.

The project 'First Aid in Case of Doubt' aims to make people more resilient and resistant to disinformation. 'First Aid in Case of Doubt' wants to tackle disinformation proactively, even before it is widely disseminated. The approach should work as a vaccine against incorrect messages.



In today's society where sex and sexuality are becoming increasingly discussable, but at the same time increasingly polarising, Knack and Le Vif organised a major sex survey: how woke do Belgians think about sex?

Sexual preference, gender and relationship forms that deviate from the norm are causing heated debates in our society. Taking sides in that debate seems almost inevitable, but that is exactly what Knack and Le Vif do not do. They only choose the side of doubt. Because, especially in times of wokeness, it is important to keep questioning your own views and be open to new insights. On both sides of the debate.

A total of 82,628 Belgians have visited the website with the online test and 36,486 people completed the test in full – and hesitated (the highest number of participants ever for a Knack & Le Vif campaign).



# Kanaal Z launched two new Z series in 2023 entirely around the theme of sustainability.

In the series **Z-Water**, Kanaal Z focuses on recent investments to prepare our society for climate change. For this series, the television channel is working with VLARIO, the consultation platform & knowledge centre for sewage works. Several experts will also speak to underline the social relevance — and urgency — of a preventive and sustainable water policy.

In the other new series **Z-Agrifood**, Kanaal Z gives a detailed account of the operation and services of the AgrifoodTEF for companies. Among other things, we zoom in on the possibilities of the first electric and autonomous driving tractor for agriculture, the viewer sees the possibilities offered by robotics for agriculture with less chemical crop protection and how artificial intelligence contributes to the fight against malnutrition of elderly people in need of care.



In September 2023, the free newspaper De Zondag offered a large-scale breadbox sale in collaboration with manufacturer Amuse.

The proceeds of this action were donated in full to Brooddoosnodig (Breadbox Needs), a project of the non-profit organisation Enchanté, which is committed to making nutritious meals at school accessible to every pupil. With this action, the three parties want to pierce the taboo surrounding the breadbox issue and combat hunger in the classroom.

#### The preferred media partner for the advertiser

Roularta Media Group has always succeeded in offering tailor-made multimedia solutions to advertisers. At the same time, the sheer number of possibilities sometimes makes it quite complex for clients to make the right choices. It is and remains Roularta Media Group's ambition to put the advertiser first and to offer the right media solution in accordance with the client's wishes and aspirations.

Advertisers are more than ever looking for creative ways to communicate credibly and reliably with their target groups about their brand, especially in times of fake news and ad fraud (fake advertising). It is also important for the advertiser to get his/her message across to his/her specific target group in a socially responsible way.

Roularta, with its accumulated expertise in native advertising, cross-media creativity and content marketing, is the designated media partner for the advertiser.

Also, as a media partner, Roularta Media Group is drawing the sustainability card. For example, since October 2022 Roularta is offering its advertisers and media agencies the possibility of offsetting or compensating their advertising campaigns. In this way, Roularta Media Group is anticipating the CommToZero coalition, initiated by UBA, ACC and the magazine federation We Media, among others. Roularta uses the Roularta Carbon Calculator to calculate the CO<sub>2</sub> emissions of the advertiser's or media agency's print or online campaign. The calculated CO<sub>2</sub> emissions of the media campaign are compensated by supporting tree planting projects in Kenya and Europe.

In addition to this, Roularta Media Group launched in 2023 the paper wrap packaging for its magazines. Thanks to the innovative paper wrap packaging, as much as 30 kilometres of plastic film can be saved per 100,000 copies. Replacing plastic with paper wrap requires a major investment by Roularta Media Group. To speed up the replacement process, Roularta Advertising offers companies to print the paper wrap with an advertisement.



In 2023, AP Hogeschool and Roularta Media Group have once again joined forces for the second edition of the Sustainable Communication Masterclasses. Under the motto 'Walk the talk, Talk the walk' (do what you say, but also say what you do), the parties have once again organised a two-day training course for marketing, media and communication professionals active in or wanting to start sustainability communication. The initiative is part of a joint effort by both organisations to raise awareness and activate sustainability through a 'brainprint'.

With a so-called 'brainprint', Roularta Media Group and AP Hogeschool each want to encourage a more sustainable lifestyle in their own way: Roularta does this among its reach of more than 3.8 million media consumers (source: CIM 2023), AP Hogeschool among its students and professors. United for the Sustainable Communication Masterclasses, they are now extending that 'brainprint' to all other sectors for the second year in a row.



30/01 & 02/02 Campus Meistraat

Warschil maken Talk the walk Walk the talk Fen Hoe vertel je je sustainability verhaal?

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# **STAFF**

Roularta Media Group is committed to human capital, employees and freelance staff.

With the 'war for talent' in mind, it is important as an employer/client to highlight our ambitions clearly for responsible and sustainable enterprise in order to attract and retain new people. It is only with committed employees and freelance staff that we can achieve our ambitious sustainability goals.

Roularta Media Group applies an inclusive **staff policy** here, with the goal of attracting talented employees and freelancers and keeping them on board.

Roularta Media Group is convinced that a reflection of the diversity in society among its staff is the best way to prepare itself for the challenges we face in a highly competitive media world.

We also devote our full attention to the principle of inclusiveness, with the goal of ensuring that our employees/staff work together efficiently despite personal differences and strengthen each other with an open mind and spirit.

We apply this basic philosophy to the influx of new people joining the company, but also to the flow of our current staff/collaborators changing roles, growing and developing within the company.

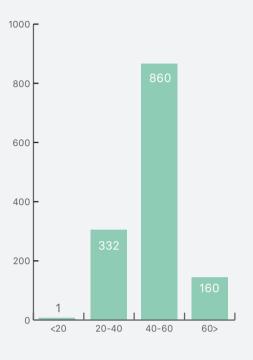
During the selection process for a job vacancy, promotion, training or other HR-related matters (such as pay rises etc.), our policy is based on honesty, fairness and inclusiveness for all staff, irrespective of their age, background, preferences or gender.

Considering eligibility for a vacancy, promotion, training or other HR-related decisions is always a completely independent and transparent affair, based on the merits of the person in question: that means their suitability and skills, along with other objective criteria where appropriate (such as discussions reflecting on their skills, documents concerning their evolution, career conversations etc.).

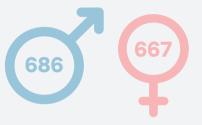
Independently of its staff policy, Roularta Media Group also attaches considerable importance to treating colleagues with respect. The Happie code of conduct was launched to reinforce this.



This code of conduct emphasises the importance of treating each other respectfully, working together in harmony and giving and receiving trust.



# Age pyramid Belgium, The Netherlands and Germany



Roularta Media Group's\* permanent employees on 31 December 2023 counted 1,353 persons, of whom 686 were men and 667 were women, spread over various age categories, as shown in the graphic.

Roularta Media Group also calls on an extensive group of more than 1,600 freelance journalists, graphic designers and photographers to provide high-quality content in Belgium, the Netherlands and Germany.

# **Employer Branding**

In current times of war for talent, it is no easy task for companies to attract new colleagues, find the right people for the job or look for a good fit for the team. This is why Roularta Media Group decided to carry out an Employer Branding exercise. That way, we can map out our EVP or Employer Value Proposition. Simply put, what is the promise we as Roularta can make to new and existing employees? Why should someone choose Roularta? At the same time, we also

want to be very clear about who would not fit into our organisation.

# Roularta also pays a great deal of attention to the emotional well-being of its employees and staff.

In 2023 staff were surveyed via a satisfaction survey (Gallup survey), in order to gain insight as a company into what gives our employees and staff energy, but also what the energy consumers are. The survey tells us that:

- 88% of colleagues are satisfied with their worklife balance;
- 90% of colleagues are satisfied with cooperation and agreements with colleagues within the department;
- 90% of colleagues think there is sufficient attention to the topic of sustainability.

The survey also revealed a number of growth points on which Roularta Media Group intends to focus more in the future. One of the work points identified concerns: giving recognition or praise for doing good work.

<sup>\*</sup> And its 100% subsidiaries, the NV Studio Aperi Negotium, the German permanent establishment and the Dutch subsidiaries Roularta Media Nederland BV, Roularta Mindstyle BV and Pite Media BV.



# **SOCIAL ROLE**

Besides our sustainable approach to our employees and staff, Roularta Media Group also voluntarily fulfils a social role beyond the company itself by investing in talent, culture and new initiatives.

For example, Roularta Media Group is one of the founding partners in 'Een Hart voor West-Vlaanderen' ('A Heart for West Flanders'), which is committed to socially vulnerable youngsters up to the age of 18.

Various initiatives by associations and organisations (non-profits, volunteer campaigns, neighbourhood or parents' groups etc.) that are committed to socially vulnerable children and young people in their neighbourhood, district or city are supported by 'Een Hart voor West-Vlaanderen'. The focus is on projects that make the difference, sometimes at a very local level, and may provide leverage for wider initiatives that create new opportunities for this vulnerable target group.

'Een Hart voor West-Vlaanderen' is an initiative by the West Flanders Regional Fund, in partnership with Roularta Media Group, Focus & WTV, De Krant van West-Vlaanderen and De Zondag, supported by the Province of West Flanders. Over the past year, Roularta Media Group allocated an amount of 25,000 euros to support 'Een Hart voor West-Vlaanderen'.

Roularta Media Group also wholeheartedly supports many other non-profit organisations such as Vocatio, the Salvation Army, King Baudouin Foundation etc.

Roularta Media Group allocated a total amount of 52,373.11 euros in donations to these non-profit organisations during the 2023 financial year.

# UPHOLDING HUMAN RIGHTS - FIGHTING CORRUPTION AND BRIBERY

Roularta ensures that its management, employees, freelance staff and business partners respect human rights, including the fundamental labour standards.

To prevent corruption and bribery, Roularta Media Group has drawn up an ethical code that is signed by all employees and freelance staff.

Under this ethical code, both employees and freelance staff commit to not accepting any personal advantages (discounts, gifts etc.) for themselves and/or their families when negotiating with third party suppliers or customers.

All gifts (new year's presents and other corporate gifts) that the freelance worker or employee may receive in the context of the relationship between the supplier/customer and Roularta Media Group and/or one of its associated companies must be reported to the head of department and/or the HR department, who will ensure that these gifts and/or advantages are distributed transparently and objectively among all the staff.

# **ENVIRONMENTAL ISSUES**

Energy, paper, ink, printing plates and additives are the most important raw materials in the production process for our print newspapers and magazines. Here, likewise, Roularta Media Group is continuing to commit to further reducing its ecological footprint with the motto 'reduce, reuse and recycle'.

To achieve this ambition, Roularta Media Group is continuing to invest in (i) state-of-the-art printing presses and other ecologically friendly machines such as the paper wrap machine. Roularta Media Group invested 4.5 million euros in new state-of-the-art eco-efficient drying ovens for three Manroland magazine presses in 2023. Thanks to the purchase of three energy-efficient drying ovens, Roularta is reducing its CO<sub>2</sub> emissions by 14 per cent and reducing the print shop's gas and electricity consumption by 25 per cent and 5 per cent respectively; (ii) inks that comply 100% with the German Blue Angel certificate; (iii) printing on paper with the PEFC or FSC label and applying an efficient energy management system.

When it comes to mobility, Roularta Media Group took ground-breaking steps in 2021 in the form of a further, far-reaching electrification of the company's extensive fleet of company vehicles.

This ongoing electrification of the fleet is accelerating and is also being picked up by and rolled out among our Dutch and German colleagues.

# **EU TAXONOMY**

In the Paris Climate Agreement concluded in 2015, 200 countries pledged to work together to end global warming.



The European Union (EU) is setting the objective of becoming climate neutral by 2050.

In order to achieve this objective, in March 2018 the EU introduced the Sustainable Growth Financing Action Plan as part of the European Green Deal for greening the European economy. A crucial step in achieving these goals is the introduction of a uniform classification system for sustainable economic activities, hereafter referred to as 'EU taxonomy'.

The EU taxonomy 2020/852 assesses the sustainability of economic activities based on objective criteria. These criteria were established in a consultation process by technical experts. In the process, agreement was reached on six environmental objectives:

- climate protection;
- climate change adaptation;
- sustainable use and protection of water and marine resources;
- transition to a circular economy;
- pollution prevention and control;
- protection and restoration of biodiversity and ecosystems.

To be considered sustainable, an economic activity must make a significant contribution to these climate/environmental objectives and may not significantly harm (DNSH – *Does Not Significantly Harm*) other goals. In addition, a number of minimum guarantees must be met.

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Article 8 (2) of Regulation 2020/852 requires companies to report information on the proportion of their turnover, capital expenditure and operational expenditure ('key performance indicators' - KPIs) of their activities related to assets or processes associated with environmentally sustainable economic activities.

Just as in the fiscal years 2021 and 2022, Roularta Media Group has examined in 2023 its activities in line with EU taxonomy regulations (specifically, the Climate Delegated Regulation 2021/2139, the Regulation of 27 June 2023 [2023/2485] amending the Climate Delegated Regulation and Environment Delegated Regulation 2023/2486) and, based on a screening of NACE codes, concluded that a limited part of its activities and more specifically the operation of its business channel Kanaal Z/Canal Z can be identified as a taxonomy-eligible activity and more specifically as an economic activity that can substantially contribute to climate change adaptation (= the second environmental objective).

As a unique business channel in Flanders, Wallonia and Brussels, Kanaal Z/Canal Z delivers to its viewers a range of specialist and varied news on business, economics and money. This activity with NACE code 60 is included in Annex II, item 8.3 of the commission's delegated regulation 2021/2139 of 4 June 2021.

For the year 2023, in line with the reporting for previous fiscal years 2021 and 2022, the following performance indicators on revenue, capital expenditure (CapEx) and operating expenditure (OpEx) are reported.

Revenue eligible for taxonomy is linked to the operation of the business channel Kanaal Z/Canal Z.

The Delegated Taxonomy Regulation (Annex I 1.1.2) of July 2021 lists three categories of CapEx and OpEx expenditures for reporting taxonomy-eligible/aligned expenditures:

- (a) expenditures related to assets or processes associated with taxonomy-aligned economic activities;
- (b) it is part of a plan to expand taxonomy-aligned economic activities or to align taxonomy-

- eligible economic activities with the taxonomy ('CapEx plan');
- (c) it relates to the purchase of output from taxonomy-aligned economic activities and to individual measures that enable the target activities to decarbonise or lead to reductions in greenhouse gas emissions.

In 2022, no specific significant CapEx/OpEx expenses were identified for our qualifying activity (broadcasting of radio and television programmes - category a), nor does the Group have formal CapEx plans (category b) at present.

Within Roularta we have identified for 2022 only taxonomy-eligible CapEx and OpEx expenses pertaining to category c, which can be listed as follows:

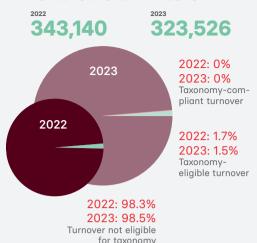
- purchase of electric cars (economic activity listed under Annex I of the Climate Delegated Regulation under 3.3 *Manufacturing low-carbon technologies for transportation*);
- expenses incurred in the context of energy efficiency (economic activity listed under Annex I of the Climate Delegated Regulation under 7.3 Installation, maintenance and repair of energy-efficient equipment);
- installation of electric charging stations for electric cars (economic activity listed under Annex I of the Climate Delegated Regulation under 7.4 Installation, maintenance and repair of charging stations for electric vehicles in buildings (and parking lots attached to buildings));
- purchase and installation of solar panels (economic activity listed under Annex I of the Climate Delegated Regulation under 7.6 Installation, maintenance and repair of renewable energy technologies).

All of these investments (in CapEx and OpEx) contribute to the EU climate protection taxonomy target.

Today, the activities of Kanaal Z/Canal Z do not yet (fully) meet the technical screening criteria imposed by the Delegated Regulation. As a result, although the Kanaal Z/Canal Z activities are eligible for taxonomy end of 2023, they are currently not yet taxonomy-compliant. The Group will make efforts to meet these technical screening criteria in the foreseeable future.

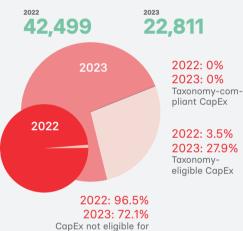
# **KPI TURNOVER\***

TOTAL TURNOVER IN K EURO

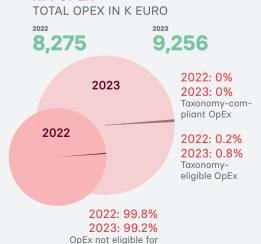


# **KPI CAPEX\***

TOTAL CAPEX IN K EURO



## **KPI OPEX\***



taxonomy

As part of the preparation for reporting from 1 January 2025 in accordance with the CSRD directive, the Group will also develop a roadmap to meet as soon as possible the technical screening criteria.

As in 2022, in 2023 we have not identified any specific significant CapEx/OpEx expenses for our qualifying activity (broadcasting of radio and television programmes - category a), nor does the Group have any formal CapEx plans (category b) at present.

We have identified for 2023 only taxonomy-eligible CapEx and OpEx expenses pertaining to category c, which can be listed as follows:

- purchase of electric cars (economic activity listed under Annex I of the Climate Delegated Regulation under 3.3 *Manufacturing low-carbon technologies for transportation*);
- expenses incurred in the context of energy efficiency (economic activity listed under Annex I of the Climate Delegated Regulation under 7.3 *Installation, maintenance and repair of energy-efficient equipment*);
- installation of electric charging stations for electric cars (economic activity listed under Annex I of the Climate Delegated Regulation under 7.4 Installation, maintenance and repair of charging stations for electric vehicles in buildings (and parking lots attached to buildings)).

The increase in the KPI of CapEx eligible for taxonomy in 2023 can be explained as follows: in 2023, the Group invested in the acquisition of new state-of-theart eco-efficient drying ovens for the three Manroland magazine presses. On the other hand, total CapEx in 2022 was much higher because of the acquisition of New Skool Media BV in the Netherlands.

We have no formal confirmation on the potential taxonomy alignment of these outputs from our suppliers, nor from the individual measures. Thus, we cannot conclude that CapEx and OpEx expenditures are taxonomy-aligned. Therefore, these expenditures are included in the annex tables\* (prepared according to Annex II of Delegated Regulation 2021/2178 - templates for KPIs non-financial enterprises) as expenditures being 'eligible, but not sustainable'.



\*Scan this QR code to access the corresponding tables and definitions of KPIs or consult the appendices at the back of the online version of our annual report.

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Roularta will take the necessary actions during 2024 to ensure the necessary taxonomy reconciliation for CapEx and OpEx expenses as well, where possible.

Roularta will continue to strictly monitor and evaluate further developments regarding European taxonomy legislation.

# **CSRD**

With the Green Deal, Europe aims to transform the economy to be climate neutral by 2050. To realise this ambition, Europe launched, among other things, the Sustainable Finance Action Plan, with legislation for both financial and non-financial companies. Part of that plan is the Corporate Sustainability Reporting Directive, which replaces the current Non-Financial Reporting Directive (NFRD). The CSRD requires companies to report on their sustainability performance (in line with the ESRS), providing information on how they manage and impact their business activities on the environment, society and good governance ('environment, social and governance' or 'ESG' for

short). As a listed company, Roularta Media Group will be obliged to report its sustainability performance for the 2024 financial year from 2025.

To prepare for this mandatory reporting in line with the CSRD, a double materiality exercise was carried out by Roularta Media Group in 2023. Dual materiality is the central concept, which helps determine which information is considered material by the company and its board to include in the sustainability reporting.

Dual materiality combines financial materiality, how sustainability issues affect a company (outside-in) and impact materiality, how a company makes an impact on people and the environment (inside-out). The results of the dual materiality analysis determine which topics a company is required to report on under the CSRD. These are not only the standard topics given in the ESRS, but also other topics that are 'material' specifically for this company (entity-specific topics).

From the double materiality exercise carried out by Roularta Media Group, the following material topics in the field of sustainability emerged for the time being:



# **Environment**

E1 Climate change mitigation

E1 Energy

**E2** Pollution of air

E5 Waste

E2 Pollution of water\*

E2 Pollution of soil\*

E2 Substances of concern\*

E3 Water and marine

resources\*

E4 Biodiversity and

ecosystems\*

E5 Resource inflows\*

#### Social

S1 Diversity S4 Access to quality

information S4 Privacy

S2 Health & Safety\* S4 Responsible marketing

practices\*



# Entity-specific

Content responsibility/
Independent journalism
Brainprint/Community
building
Digital innovation/IT system
disturbances
Employee attraction &
retention

# Roularta Media Group is helping today to build a better world for tomorrow

# FOUR SPECIFIC SUSTAINABILITY AMBITIONS

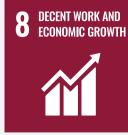
Good communication about our company's efforts and achievements in the field of sustainable and socially responsible enterprise is essential in a competitive market.

In every project and every investment, Roularta bears the sustainability factor in mind and attempts to reduce the ecological footprint of our organisation and our products as far as possible whilst increasing its brainprint.

Convinced that it can genuinely contribute to building the future, Roularta Media Group has drawn inspiration from the United Nations' 17 SDGs for its own sustainability ambitions. As a media company, it understands its unique position within the sustainability narrative. Roularta Media Group's footprint is less heavy than its brainprint. The brainprint is the potential impact on others' behaviour. Roularta Media Group reaches millions of readers, internet users and viewers with its various media. This enables it to inform them about all aspects of sustainability and thus make them aware of all 17 SDGs.

Roularta Media Group links specific goals or targets to be achieved to these four SDGs.









To measure our progress as a company objectively in terms of achieving our sustainability ambitions, we provide more information on the following pages about the current status of the SDG targets to be achieved.

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<sup>\*</sup> Only material in the value chain

4 QUALITY EDUCATION



## **SDG GOAL:**

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

# **ROULARTA'S AMBITION:**

Roularta Media Group is helping to make future generations smarter and more aware through reliable, relevant information and targeted activities that stimulate sustainable behaviour.

### **RELEVANCE:**

Investment in education and increasing awareness among all stakeholders (internal and external) through reliable, independent content and the stimulation of more sustainable behaviour.

# **IMPACT:**

Human capital / Brainprint / Individual development / Wellbeing / Social role of the media

Goal achieved

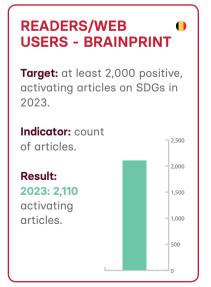


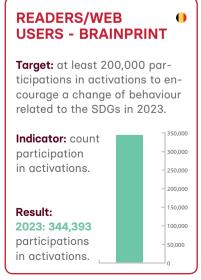
Goal not achieved

Not yet started

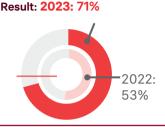
# STAFF AWARENESS OF SDGs 00 **Target:** by the end of 2023, 70% **Indicator:** number based on of staff are aware of the SDGs. survey compared to total staff By the end of 2025, more than number. 80% of staff are aware of the SDGs. 2023: 19% know exactly what they Result: entail. 2025: 80% 2023: 76% 2023: 57% know roughly what they entail.







# STAFF COMMITMENT Target: by the end of 2023, 75% of staff are aware of the abbreviation Happie\*. Indicator: staff survey. Result: 2023: 71%



# INNOVATION Target: each year in 2022, 2023 and 2024, RMG will either invest at least 5.000.000 euros

Target: each year in 2022, 2023 and 2024, RMG will either invest at least 5,000,000 euros in innovative projects or achieve at least 10 innovative new projects.

**Indicator:** registration of innovative projects + budget.

Result: investment in 2023:



# SATISFACTION NEW STAFF

**Target:** new staff give the onboarding process a satisfaction score of 90%.

**Indicator:** % of employees satisfied/ very satisfied.



# SATISFACTION CURRENT STAFF

**Target:** current staff give a satisfaction score of 80%.

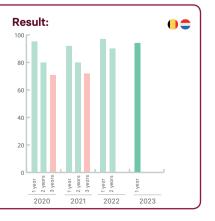
**Indicator:** % of employees satisfied/ very satisfied.



# RETENTION OF NEW STAFF

**Target:** 90% still in service 1 year after recruitment. 80% still in service 2 years after recruitment. 75% still in service 3 years after recruitment.

**Indicator:** recruitments per year and end of service.



# DECENT WORK AND ECONOMIC GROWTH



#### SDG GOAL:

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

#### **ROULARTA'S AMBITION:**

Roularta Media Group aims for sustainable economic growth in a strategically agile organisation focused on innovation. Attracting new talent and encouraging employees to continue developing in a pleasant family environment with attention to wellbeing, lifelong learning and respect for each other's uniqueness are priorities.

### RELEVANCE:

Investment in economic growth and innovation with attention to sustainability. Put decent work and wellbeing into practice in the workplace for all employees.

# IMPACT:

Human capital / Health and safety / Human rights / Diversity and inclusion / Training

Goal achieved

Goal on track

Goal not achieved

Not yet started

<sup>\*</sup> Happie = a code of conduct that stands for Hello, All, Positiveness, Property, Innovation, Execution.

# B DECENT WORK AND ECONOMIC GROWTH



# SDG GOAL:

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

#### **ROULARTA'S AMBITION:**

Roularta Media Group aims for sustainable economic growth in a strategically agile organisation focused on innovation. Attracting new talent and encouraging employees to continue developing in a pleasant family environment with attention to wellbeing, lifelong learning and respect for each other's uniqueness are priorities.

#### **RELEVANCE:**

Investment in economic growth and innovation with attention to sustainability. Put decent work and wellbeing into practice in the workplace for all employees.

#### IMPACT:

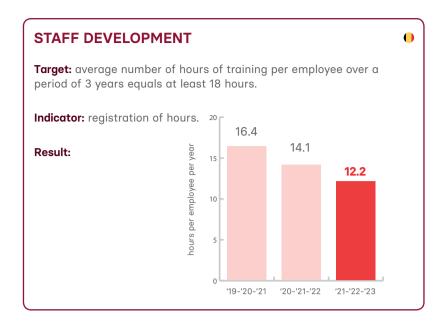
Human capital / Health and safety / Human rights / Diversity and inclusion / Training

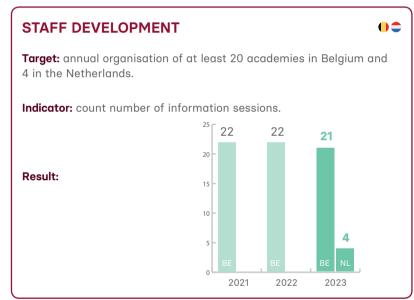
Goal achieved

Goal on track

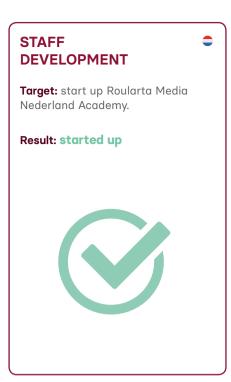
Goal not achieved

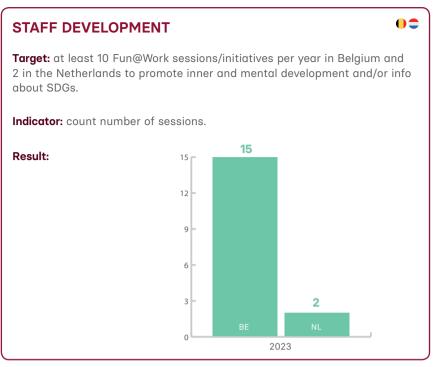
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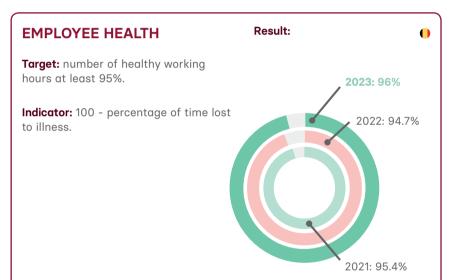


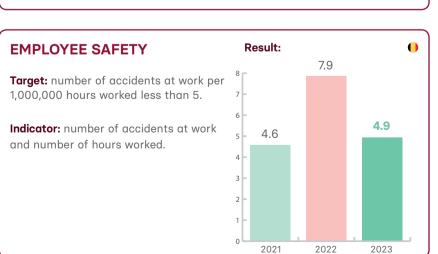


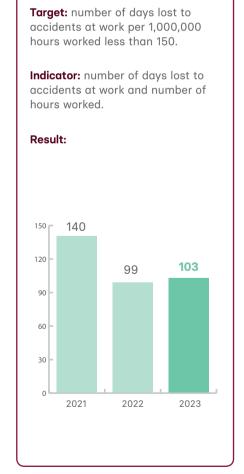


**EMPLOYEE** 

**SAFETY** 







17 🔾

# RESPONSIBLE AND PRODUCTION



# SDG GOAL:

Ensure sustainable consumption and production patterns.

# **ROULARTA'S AMBITION:**

Roularta Media Group is committed to sustainable production and consumption and chooses partners who share this vision.

#### **RELEVANCE:**

A clear and explicit choice to use raw materials efficiently, reduce waste, purchase sustainably and choose suppliers in accordance with our values.

### IMPACT:

Purchasing / Production / Consumption / Energy use / Innovation

Goal achieved

Goal on track

Goal not achieved

Not yet started

19 🔾







\* The Blue Angel ecolabel is a German certificate for environmentally friendly products.

# **PACKAGING**

Target: replace plastic packaging sent to subscribers with paper wrap by 2026.

Indicator: % wrap compared to total.

Result: in 2023, paper wraps were successfully tested on some titles (Artsenkrant, Trends).

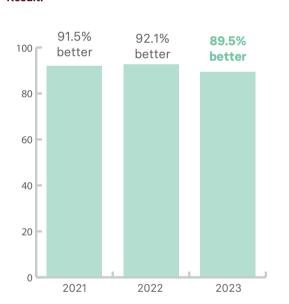


# **EMISSIONS**

Target: do 50% better every year than the legally imposed standard set by VLAREM II\*\* in terms of total emissions compared to total ink consumption.

Indicator: solvent records

#### Result:



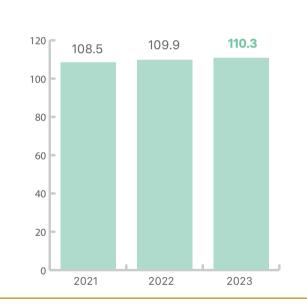
# ISO 50001\*\*\*

**Target:** score better each year in terms of energy performance.

Result:

Indicator: EnPI (Energy Performance Indicator) must be 'higher' each year, i.e. we get more out of the same amount

#### Result:



# ISO 50001\*\*\*

Target: retain the certificate each year.

Indicator: DNV certificate

# Result:

2021





2023

<sup>\*\*</sup> VLAREM = Flemish Regulation for Environmental Permits.

<sup>\*\*\*</sup> ISO 50001 is the international standard for the design, implementation, management and improvement of an energy management system.

# 13 CLIMAT ACTION



#### SDG GOAL:

Take urgent action to combat climate change and its impacts.

# **ROULARTA'S AMBITION:**

Roularta Media Group is opting resolutely for a more sustainable energy and raw materials policy and is aiming for a significantly smaller ecological footprint, in particular CO<sub>2</sub> neutrality in 2040.

### RELEVANCE:

A commitment to make concrete efforts to fight climate change, reduce our ecological footprint and develop an action plan to neutralise CO<sub>2</sub> emissions.

# IMPACT:

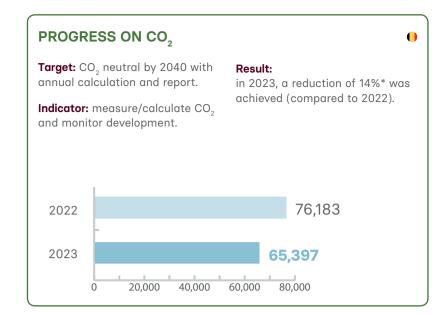
CO<sub>2</sub> emissions / Greenhouse gases / Reduce-Reuse-Recycle / Biodiversity

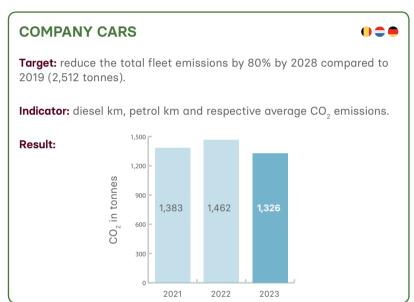
Goal achieved

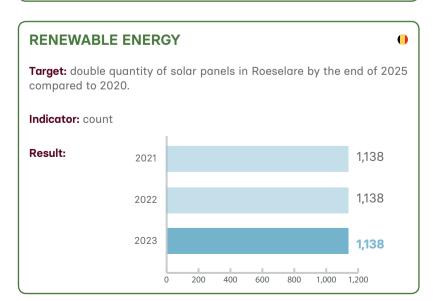


Goal not achieved

Not yet started







# Target: stable population of the following target species by 2026: hedgehog, kestrel, green woodpecker, long-tailed tit, green frog, small newt, black-tailed skimmer, goldfinch, reed warbler, marsh marigold. Indicator: count Result:











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