



**VO Group**

---

*Environmental declaration – Nov.2023*

# Yearly CSR Report



**EMAS**

VERIFIED  
ENVIRONMENTAL  
MANAGEMENT  
BE-BXL-000046

# Table of Contents

<b>Presentation</b> <i>of the company</i>	4
<b>Environmental</b> <i>policy</i>	10
<b>Governance</b> <i>and SME</i>	14
<b>Environmental</b> <i>aspects</i>	18
<b>Objectives</b> <i>And action plan</i>	22

# Presentation *of the company*

VO is a communication group based in Brussels for 30 years. We support our private and institutional clients from advice and strategy to implementation, while providing communication in all its forms (events, graphics, digital, artistic, technological), including content creation.

## Our positioning

The world has never changed so quickly. What was true yesterday is not necessarily true today. What is good today may not be good tomorrow. In this constantly changing society, where everything is accelerating, sometimes at a dizzying pace, citizens, companies and institutions are constantly faced with major challenges to adapt.

At a time when one crisis follows another, when dematerialisation and artificial intelligence are in their infancy, we at VO wish to contribute to the construction of a peaceful and more authentic society, based on deeper values that we share.

As players in the transition to a more responsible and sustainable society that puts people at the centre, gives them meaning and strengthens social ties, we act daily to make things change.

The society of tomorrow will depend on our actions today.

**VO Group** ——— *Today for tomorrow*

## The agencies and the scope of our environmental strategy

VO Group forms an ecosystem of 6 agencies with complementary expertise, grouped together at the Stalle office, benefiting from a back office and consistent centralised management. These agencies have their own clients and their own specificities but can interact together to bring unique added value in terms of synergy, tactical and strategic cooperation for the benefit of clients and stakeholders.

<b>vo</b> <b>event</b>	<b>the spark</b> — <i>for memorable experiences</i>
<b>vo</b> <b>voice</b>	<b>the crafters</b> — <i>of digital stories</i>
<b>vo</b> <b>europe</b>	<b>the art</b> — <i>of European dialogue</i>
<b>vo</b> <b>citizen</b>	<b>the communicators</b> — <i>who drive change</i>
<b>vo</b> <b>lab</b>	<b>the playground</b> — <i>to unlock cocreation</i>
<b>vo</b> <b>mice</b>	<b>the facilitator</b> — <i>of business gatherings</i>
In partnership with <b>SIGN</b>	<b>the boost</b> — <i>for your visual impact</i>

**Strategy — Concept — Event**  
**CSR and Transition management**  
**Campaign — Art & Performance**  
**Content & Storytelling — Digital**  
**and Social — Design & Branding**  
**Citizen Engagement — Employee**  
**Experience — Technology and**  
**Innovation — Collective thinking**

**Created in 1992**

**90 coworkers,  
18 nationalities**

**1180**

**Based in  
Brussels**

**215 projets**

**in 2022**

**125 customers**

**3 Golden &  
1 Bronze Awards**

**BEA Award 2019  
Heavent Awards 2019  
Boca 2020  
BEA World 2019**



**Positive Impact  
Agency of the Year**

**in 2022 & 2023**

**Best  
European  
Agency**

**in 2015 & 2016**

**2018**

**Top 15 world  
best agencies**

**8th**

**Trends Gazelle Belgium**

**EMAS & ISO14001**

**Certified**

**in 2022**



# Environmental *policy*

As an actor in society, it is our duty to contribute at our level to the achievement of the United Nations Sustainable Development Goals. We are convinced that respect for the environment and human beings must be the natural corollary of economic development, innovation, and creativity. For us, it is the expression of values that allow us to face the future together and to guarantee a positive future for forthcoming generations. This conviction is not only a profession of faith, but it is also translated into concrete commitments, but also into requirements for results with regard to our internal management, that of our office, but also and above all with regard to our communication and event activities.

## VO's environmental commitments

VO aims to be a driver of innovation and change for the sector and to accelerate transition by developing partnerships with our stakeholders (customers, suppliers and partners) in order to mutually increase our positive impact on the environment.

VO is also committed to using its environmental management system to improve its activities with regard to the Sustainable Development Goals, from a position of continuous improvement, and in compliance with its regulatory obligations in terms of the environment, health and safety, both at our Stalle site and in the field.

### In our support/office activities (Stalle site)

- Gain a better understanding of and reduce our energy consumption
- Raise staff awareness of digital sobriety practices
- Give preference to supplies and suppliers that meet sustainable criteria
- Encourage employees to opt for more sustainable modes of transport
- Prevent and sort waste

### In our event and communication activities

- Design our projects in a more sustainable way.

More specifically, within our events business:

- Minimise greenhouse gas emissions linked to the mobility of participants and service providers.
- Promote certified, local and seasonal food.
- Prevent and manage waste better.
- Give preference to materials and equipment from the circular economy.
- Choose best-practice venues (certified, energy self-sufficiency, etc.).
- Aim for digital sobriety.
- Minimise impact on biodiversity.

More specifically within our communication activities:

- Reduce our energy consumption by scaling back and controlling the data stored and transmitted and by opting for ecological storage providers.
- Design our digital productions sustainably.
- Minimise the environmental impact of activities (filming or press conferences) by applying the same requirements as for any event.
- Improve and train our teams in environmentally-friendly printing techniques (paper, ink, etc.) and encourage the reuse of printed materials.

- Ensure the design and production of inclusive projects that respect the working conditions of all stakeholders.
- Systematically measure the environmental impact of our communication and event activities (using our measurement tools - Carbon Footprint and the My Impact Tool).
- Offset our residual emissions, with a particular focus on local, long-term, sustainable projects.
- Train our teams to better detect and fight against greenwashing, and raise awareness among our customers in this respect.

# tomorrow's society

---

12

*will depend  
on our actions  
today*

# Governance *and EMS*

## Governance system

In its approach, VO intends to expand its role in the transition to a fairer society, respectful of the environment and sustainable for future generations. It was necessary to adjust the governance and decision-making levels within this framework.

## A more decentralised organisation: towards shared management

VO currently has three levels of decision-making: the shareholders, cross-functional bodies using the group's various skills and the management team, which is responsible for operations. The aim is to consolidate the commitment and responsibility of employees. A new feature in 2022 was the congruence committee, which will ensure that the strategy is in line with the values advocated by the agency. This committee is made up of members of the staff and management as well as the founder and shareholder of VO.

14

# Shareholders



# Management



# Transversal Taskforces



# Congruence committee



## The possibility for everyone to get involved in the management of the company

The cross-functional taskforces are a new feature at VO. They were launched in the first quarter of 2022, each with a specific mission. Finance, Communication, Future, HR, United and CSR. They are managed autonomously by people with different functions related to the theme, who are accompanied by volunteers, regardless of function, age or seniority, in order to contribute to the development of VO in a collaborative and participative manner.

These taskforces decide on their priorities and the means necessary to achieve them. Their action plans include a large number of projects linked to the group's vision, such as employee well-being, the implementation of agency-specific CSR plans, the preparation of the training plan, the improvement of synergy within the group, etc.

## Taskforce CSR



**Manon**  
VO Group  
Transition & Communication



**Laurence**  
VO Citizen  
Project Leader



**Laura**  
VO Europe  
Project Manager



**Alice**  
VO Citizen  
Project Executive



**Michaël**  
VO Europe  
Head of Projects, Innovation and Quality



**Timothée**  
VO Group  
IT & General Support Advisor



**Pierre**  
VO Group  
Transition Assistant



**Cécilia**  
VO Europe  
Project coordinator



**Dimitri**  
VO Event  
Project Leader & CSR Adviser



**Michaël**  
VO Citizen  
Project Developer



**Marie**  
Voice  
Communication Executive



**Joëlle**  
Sign  
Project Manager

## The Environmental Management System at VO

We have designed an Environmental Management System that involves everyone at VO at various stages of the process.



# Environmental aspects and approach at VO



According to the 2023<sup>1</sup> Sustainable Development Report, Belgium has fallen out of the top 20 countries making the most progress toward sustainable development goals. At the local level, challenges persist, with negative indicators for responsible consumption and production, combating climate change, aquatic life, and establishing partnerships to achieve goals.

Globally, **at the current pace, no sustainable development goal will be achieved by 2030**, with notable delays in objectives related to hunger and sustainable diets, health, terrestrial and marine biodiversity, air pollution, and finally, plastic pollution.

The communication and events sectors, not being subject to many legal/regulatory obligations on these issues but having a direct connection to these challenges, can and should continue to play a role in improving these Sustainable Development Goals (SDGs).

## Our role as a major player in the communication sector

An environmental analysis has identified the activities that have a direct and indirect environmental impact. For each impact, a rating was applied according to severity, occurrence, control and legal obligations. The impacts with the highest final rating are considered significant and are subject to a mandatory environmental objective.

The targets for our Stalle site relate to electricity consumption, gas consumption, water consumption, purchasing, mobility, waste generation and building compliance. However, it soon became clear that our environmental footprint and impact was largely related to our services rather than our office activity, so controlling and reducing these impacts became our priority.

### Truly important issues

With nearly 77,000 events organized each year in Belgium by 3,200 companies of all types, the events sector is experiencing strong growth, although this was curbed during the health crisis. However, due to its ephemeral and collective nature, the event industry generates very significant impacts on the environment:

- Bringing hundreds or even thousands of people together in a single place causes mass travel which can produce significant greenhouse gas emissions.
- The presence of a crowd for which temporary facilities are built and for which food and drink are often offered can generate large volumes of waste and food wastage.
- The amount of resources used in a short period of time, as well as the activity itself (often accompanied by noise, light, etc.) can have a significant impact on biodiversity, local flora and fauna, as well as on water, air and soil pollution, particularly for outdoor events that involve the installation of stages and other marquees in natural areas.

Communication activities, on the other hand, have long remained far removed from environmental concerns. Yet the impact is not insignificant either, even if it is less direct or visible than that of events:

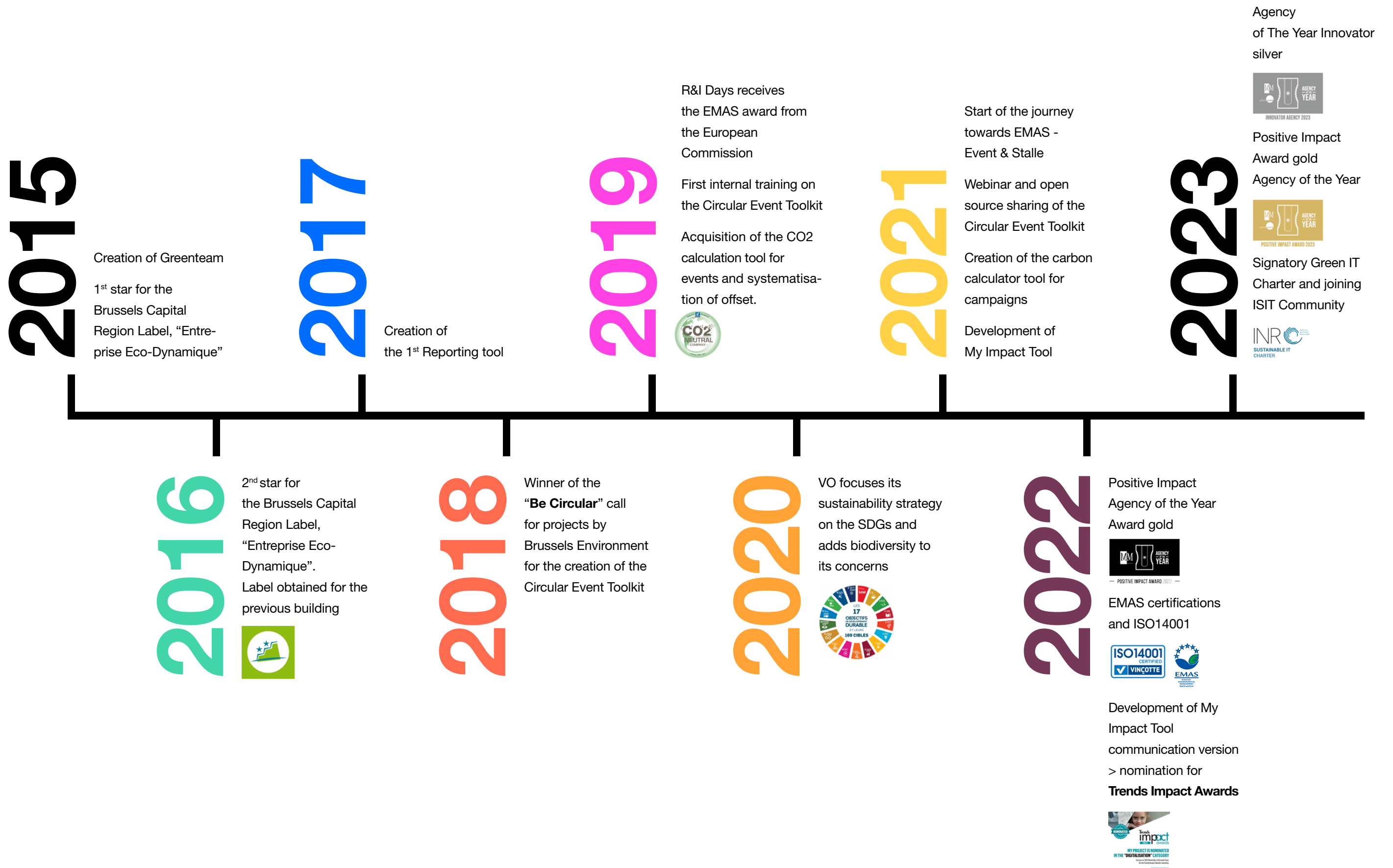
- The production of poster campaigns requires large quantities of paper, ink and transport.
- **Digital pollution** is an increasingly important issue today when we know that 3.5%\* of global emissions come from it. As the digital part of campaigns is important, it is necessary to implement good practices of digital sobriety related to the storage and transmission of data.
- Two issues are also of particular concern, although they are not related to the environment. **Inclusion** and the **fight against greenwashing** are important issues when producing large-scale campaigns, and particularly when it comes to public service campaigns on subjects such as health or mobility.

<sup>1</sup> Rapport sur le développement durable 2023 : Le SDSN alerte sur les insuffisances chroniques du financement des objectifs de développement durable. (s. d.). Focus 2030. <https://focus2030.org/Rapport-sur-le-developpement-durable-2023-le-SDSN-alerte-sur-les-insuffisances>  
Sustainable Development Report 2023. (s. d.). <https://dashboards.sdgindex.org/profiles/belgium>

<sup>1</sup> <https://www.blogdumoderateur.com/impact-environnemental-numerique-methode-calcul-enjeux-bonnes-pratiques/>

# Milestones

## Transition Milestones at VO



# Objectives, KPIs and action plan

## 01 ■ Measuring our impact

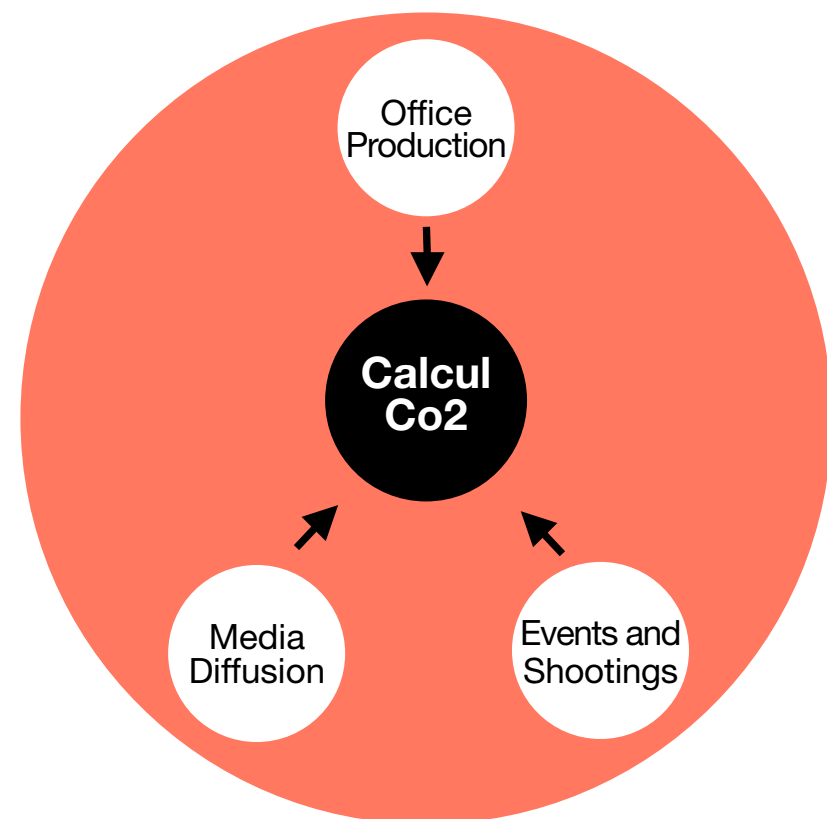
### Our tools



3 in-house CO2 calculators produced in partnership with CO2 Logic

- Live events
- Virtual events
- Communication campaign and media diffusion

### Calculate to reduce

All media are scrutinised to determine the carbon weight of each of them.



-  Press
-  OOH
-  Events
-  Radio
-  Mailings
-  Activation
-  Social Media
-  TV

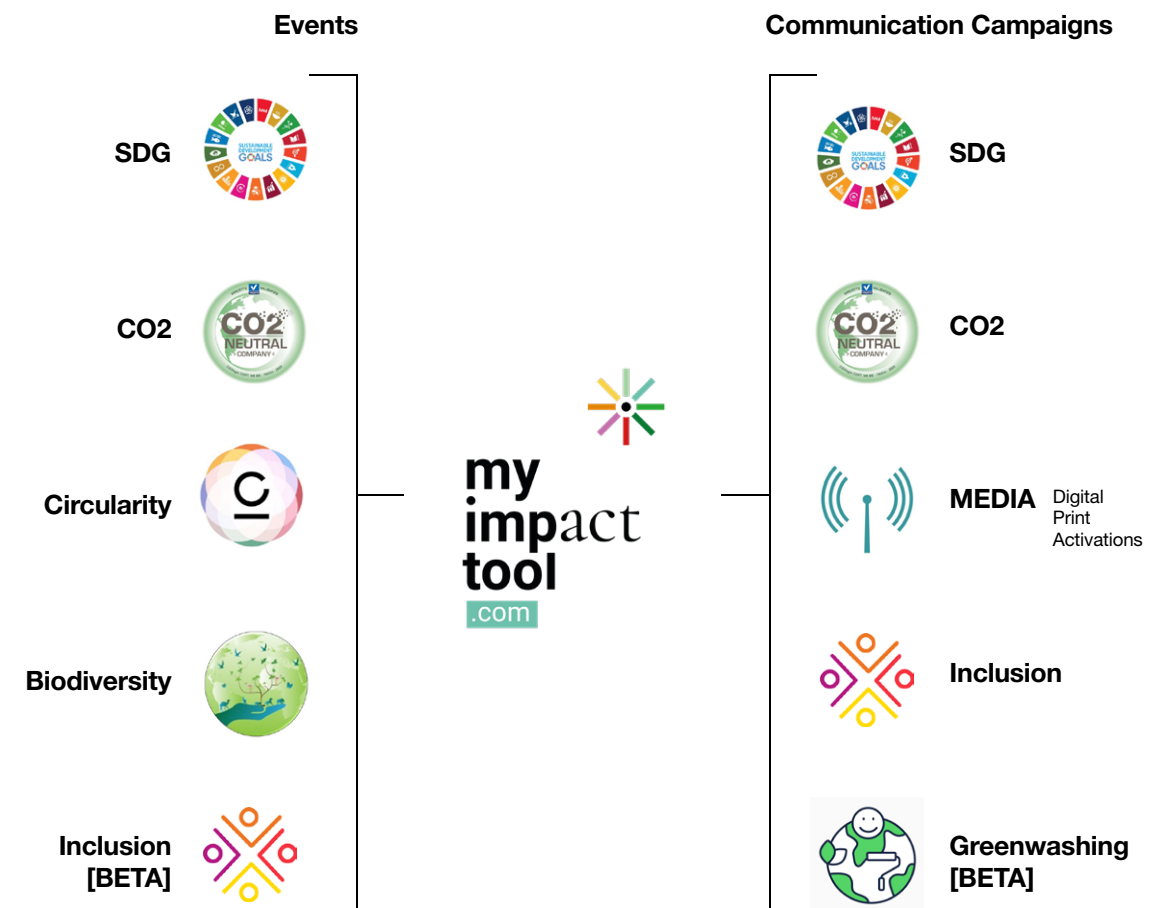
### 1 tailor-made tool – My Impact tool

A unique tool to assess the social and environmental performance of all our projects.

My Impact Tool is a unique platform dedicated to improving the environmental and social performance of event projects and communication campaigns. This project is actually the culmination of years of research and development in the field of sustainable transition and allows us to concentrate in one place all the expertise we have developed over the years. The My Impact Tool assesses projects according to four criteria - its circular performance, its contribution to the SDGs, its impact on biodiversity and its carbon footprint. Each of these calculators has been created with experts, forming project teams of people from within and outside VO.

Several objectives:

- To centralise good practice
- To make stakeholders aware of their responsibilities and raise their awareness
- Valuing efforts and their real impact
- Measure our progress, better define and monitor our KPIs
- Carry out benchmarks



**100%**  
of internal events  
are accompanied  
by an impact  
report

**96%**  
of B2B events  
have a carbon  
footprint  
report

**100%**  
of European  
projects have  
a carbon footprint

## Results

Projets	% project in 2022 with a calculated carbon footprint	% project in 2023 with a calculated carbon footprint	% of projects in 2022 with My Impact Tool global impact report	% of projects in 2023 with My Impact Tool global impact report
Internal events	100%	100%	100%	100%
B2B events	88%	96%	87%	92%
Institutional campaigns	70%	82%	/	65%*
Digital campaigns	100%	50%	/	50%
European projects	14%	100%	0%	70%**
Sign	No calculators to date for this activity - will be produced in 2023			

\* My Impact Tool was only available for campaigns starting from August 2023, which explains this low percentage. We focused on projects starting from September.

\*\* Not all projects were eligible for a report on My Impact Tool; the tool will be adapted in January 2024 to make all projects eligible.



# 02 Reducing our negative impact

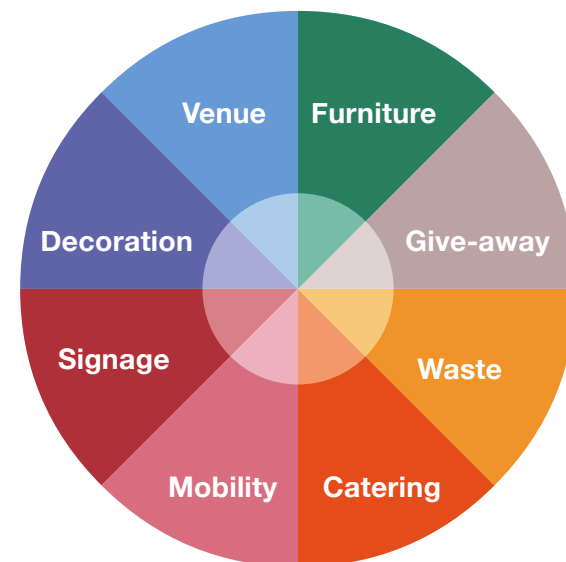
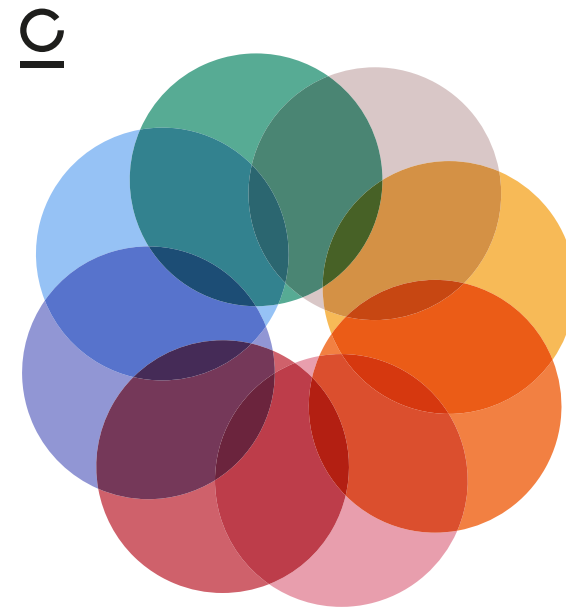
## Our tools

### Circular Event Toolkit

As the sector leader in Belgium, VO sees its role as setting an example and offering solutions. In order to bring together and share all these solutions, VO has designed a toolbox in collaboration with circular economy expert Emmanuel Mossay and the agency Sense.

The Circular Event Toolkit project aims to transform the event sector from a predominantly linear model that generates significant environmental impacts to a circular, ecological and ethical model.

The project was elected winner of the Be Circular programme in 2019 and therefore received a grant from the Brussels-Capital Region for its production.



### Additions of themes in 2023

#### Biodiversity

In order to focus our efforts also on our local environment, VO has embarked on a new path with the ambition of understanding and reducing its impact on biodiversity. We have developed a partnership with the Beeodiversity in order to develop measurement indicators and solutions to reduce, offset and reverse this impact.



#### Digital

As the digital component of our projects grows each year, we have created a guide of best digital practices classified by activity and by business line at VO. In this way, each employee can understand the practices to be applied on a daily basis in their work to reduce their impact and conduct their project on the basis of good digital management.



#### Print

A considerable number of our projects involve printing, and recognizing the significant environmental impact of this activity, we have developed a comprehensive guide to best practices. This guide covers everything from choosing the type of printing and paper to understanding labels, selecting ink, and implementing eco-design principles. It now serves as a companion for our graphic designers in all their projects.



#### Inclusion

Addressing the complex challenge of creating inclusive campaigns, we have developed a guide that outlines best practices. This guide aims to help all our communicators work towards reducing stereotypes, uphold the agency's values, and assist our clients in clearly defining their own, striking the right balance while maintaining authenticity.



Our national events generate

38kg of CO2 /pp

Our menus are composed of

40%

certified ingredients

67%

the ingredients are seasonal

## Results

As the event sector has a greater impact on the environment than our other communication activities, it has been our priority for impact measurement and reduction. With the indicators in place, our objective for 2024 will be to reach the same level of maturity for communication and to develop additional indicators linked to the communication business.

Theme	Actions	Indicators and objectives	Results 2021	Results as of 10.2022	Results as of 10.2023
CO2	Reduce the carbon emissions of our events	8% /year - i.e. 40% reduction in 5 years	61.69 kg CO2/ per participant***	National Events :	National Events :
				29,75 kg CO2/pp***	38,2 kg CO2/pp*
				International Events :	International Events :
				553 kg CO2/pp***	854 kg CO2/pp
Biodiversity	Overexploitation of resources	Knowing our impact on a scale of -5 to 5****	/	2.23/5	-0.6/5
	Habitat destruction		4.4/5	3.9/5	
	Pollution		-2.8/5	0.9/5	
	Climate change		-0.08/5	-0.6	
Food	Increasing the % of sustainable ingredients in our menus	Knowing the % of ingredients	/		
			Vegetarian	57%	39%
			Local	63%	63%
			Seasonal	65%	67%
			Certified	30%	40%
Waste	Reduce the production of waste at events	Acknowledging our impact and the volume of waste per person of waste per person	/		Too little data available in 2023**
	Reduce food waste****	100% of events in Belgium 50% of events abroad	75% - BE	43% - BE	41% - BE
Venues	Encourage collaboration with venues that have sustainable management	Know our performance Venue rating 0 to 6****	/	1.8	2.5

\* We have now returned to normal activity in terms of international events that involve a lot of travel. Therefore, we have decided to split this indicator into two to analyze projects incorporating travel from abroad separately. 2023 thus becomes our new reference year.

\*\* This data is very challenging to collect as it is often managed by venue managers. We are working towards better collaboration and solutions for 2024.

\*\*\* Based on the calculated events, not all of them have been included.

\*\*\*\* Refer to annex on page 48.

# 03 ■ Increasing our positive impact

## Programmes & partnerships

### Carbon offsetting

Although offsetting is not an end in itself, and despite all efforts and actions, we are aware that our projects will always have an impact, even if minimal. Therefore, carbon offsetting is offered to all our clients. In case of refusal, the agency will pay for a part of this compensation at its own expense on a flat-rate basis.

#### Three partners :

#### CO2 Logic

Once again this year, some of our projects have been offset with CO2 Logic (SouthPole group). We have continued to contribute to various initiatives such as reforestation in Kenya, the construction of cookstoves in Ghana and Burkina Faso, and the development of a wind farm in Vietnam.



#### Plant C

An increasing number of our clients are choosing local offsetting. This year, both VO and many clients have opted to support reforestation projects in Jalhay, Ouffet, and Clavier in Wallonia. Similar to last year, a portion of the offsetting not included in client contracts will be compensated through Plant-C to contribute to climate and biodiversity-friendly planting projects in Belgium.



#### Microsol

In order to track a project over the long term and receive tangible feedback on the impact of our investments, we have chosen to establish a partnership with Microsol. Through a portion of the offsets from our projects, we support the construction of environmentally friendly cookstoves in Peru.



### Fight against food waste



Food waste is one of the major issues of our time and of our sector. With its 345kg/p/year, Belgium ranks 2nd in Europe as the biggest waster and 12% comes from food services provided in the hotel and catering industry. At the same time, 170,000 people used the services of food banks in Belgium in 2019. In order to fight these figures, and in addition to the actions taken upstream to reduce this waste as much as possible, VO has joined forces with Alpaca Solutions to collect surplus food after events. All usable foodstuffs are distributed to people in need, and the rest is recovered to be transformed into energy via biomethanisation.

### Inclusion



We have developed partnerships with some actors active in social inclusion. The most recent one is Art2work asbl, a Brussels-based actor active in socio-professional integration and dedicated to young adults aged 18 to 30. We want to integrate the call for Art2Work in all compatible projects, in order to call on staff to set up and manage certain positions in the production and hosting of an event.

At the beginning of 2023, we invited our employees and partners to vote for the association that needed our donation the most. This is how DoucheFLUX was chosen and received our annual donation as part of our New Year wishes. This non-profit organization provides essential services (showers, laundry, medical services, etc.) to the most disadvantaged individuals and organizes activities (sports, yoga, French courses, etc.) that restore energy, dignity, and self-esteem.

Vanessa Fusco, Communication Manager at DoucheFLUX, wrote to us:

*«The donations supplement the budget to finance everything that cannot be subsidized, such as hygiene products offered in our day center and during outreach work, as well as small clothing items that are difficult to accept as donations, such as underwear and socks, and materials for activities (which you can preview on the homepage of our website in the activities calendar).*

*Given the rise in energy costs, donations help us pay astronomical bills (several thousand euros per month), as we have chosen not to pass the cost on to our beneficiaries by reducing shower times or the number of laundry loads we undertake.*

*Your donation is therefore essential to our mission, thank you!»*



51 852€

invested  
in carbon  
offsetting

1769 meals  
distributed

2228 kg  
CO2

avoided

8005 trees  
planted

## Results

Theme	Actions	Indicators and objectives 2025	Results 2021	Results as of 10.2022*	Results as of 10.2023
<b>Inclusion</b>	Increase the number of projects in collaboration with partners active in inclusion issues	20% of our projects	1 project	2 projects	2 projects
<b>SDGs</b>	Aim for all our projects to contribute to the SDGs at their scale	Our projects contribute on average to 12 SDGs*	/	7,7 Measured with My impact tool	7,3
<b>Carbon offsetting</b>	Offset our residual emissions, with a focus on local, sustainable projects	100% of projects offset	100% of VO Event & VO Citizen projects	96%	*Internal events: 100% Events B2B: 88% Institutional campaigns: 82% Digital campaigns: 0% European projects: 7%
		€ Invested in offsetting	20.141 €	14.713€ + 12645€ in Belgium	24 864€ + 26 988€ in Belgium
		Trees planted and CO2 offset in Belgium with Plant C	3136 trees 536t CO2	4215 trees 713t CO2	8005 trees 1282t CO2e
<b>Food waste</b>	Avoiding food waste on event	Number of meals distributed after event and equivalent in kg of food	1053 meals 1554 kg food	1154 meals 700 kg food	1769 meals 885 kg food

\* We changed our quantification system because, in practice, several agencies work on the same project (for example, VO Event and SIGN significantly contribute to VO EU projects).

# 04. Inspire, educate and raise awareness

## Our Programme

Assuming our role and responsibility in an ecosystem that involves many players, VO is committed to inform and inspire all its stakeholders so that the transition towards sustainable management takes place globally.

To this end, we are setting up a programme and different campaigns:

### For the collaborators

All employees are made aware of the issue from their very first day at VO through onboarding, and then through various trainings, in particular via our VO Academy (training courses open to all, given by our employees for our employees).

Topics covered this year:

- Use of Impact tool and CO2 calculators - throughout the year for various teams
- Sustainable mobility as a professional solution - May 2023
- Best practices for eco-designing a print project - Sept 2023
- Inclusion - in campaigns as well as events - Dec 2023
- Eco-design of digital projects - Dec 2023
- Climate Fresk - Dec 2023
- Biodiversity and events - Dec 2023

This sustainable orientation is expected in all projects and environmental performance has been added to the individual assessment criteria to objectively ensure that everyone is a change agent and participates in the movement.

### For the sector

Beyond raising awareness among our clients through our offers and mission reports, we strive to regularly communicate on the sector's challenges and solutions in the hope of inspiring other stakeholders to move in the same direction. It was within this framework that in 2021, we organized a webinar open to all to promote the Circular Event Toolkit.

In March 2023, we discussed sustainability issues as part of the Media Marketing – Agency of the Year TV show.

In September, we participated in a session at The Wonder Festival to share our commitment and invite other entrepreneurs to consider this path. We also discussed our tools at the Hospitality.Brussels board.

In October, we presented our experience in engaging staff in a webinar hosted by the Club Emas.

In November:

- We participated in the TEDxBrussels Countdown event to raise awareness about the impact of events and best practices to apply to reduce it.
- We took part in a roundtable during the Shifting Economy Week to share best practices and solutions with the entire ICC sector.
- We showcased our My Impact Tool to the entire European events sector during the BEA World event in Rome.
- We conducted a new 4-hour training for advertisers who are members of the UBA on how to organize sustainable events.

We have been a member of the Sustainability task force since its creation in January 2022 by the ACC Belgium (Association of Communication Companies). Its mission is to help our sector become carbon neutral and promote sustainable consumption behaviors. We have decided to share our My Impact Tool with the entire sector in Belgium at a reduced price.

Finally, several of our collaborators are regularly invited to speak at universities and high schools to share their experiences with future generations. They consistently raise awareness among them about sustainable challenges and existing solutions.



# Cases

## CSR projects within VO

### Upcycling project for the European Commission

VO has made it possible to reuse 1000 items through upcycling, recycling, and donation. The result? Over 630 items that members of European institutions use daily.

This upcycling mission began during the 2022 edition of the **European Research and Innovation Days**, where much of the event material had already been designed for reuse. However, the European Commission still had a **40-meter-long curtain, several banners, and 176 t-shirts specifically produced for these events** waiting for a new purpose.

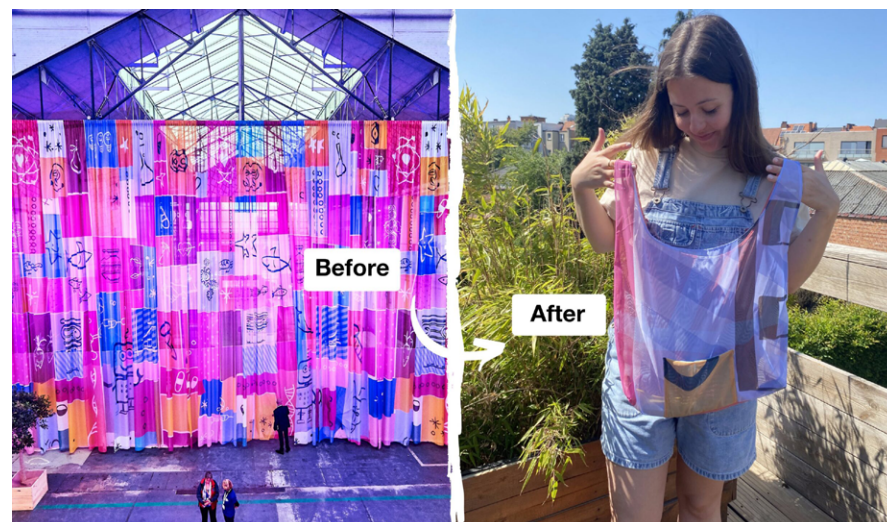
It was at this point that the idea of repurposing the remaining productions from the 2019 editions of the R&I Days and the **New European Bauhaus Festival** in 2022 was explored.

36

VO Europe proposed redefining these now dusty items into useful products. They now serve as shopping bags, beach bags, hats, pillowcases, glasses cases, toiletry bags, and bicycle seat covers.

Results:

This upcycling activity aligns perfectly with the European Commission's goal of improving its environmental performance and VO's commitment to enhancing the circularity of its events. After all, giving a second life to single-use items addresses the current need to tackle waste management, preserve resources, and promote solutions on a larger scale.



Upcycling allowed the reuse of 1000 items.  
Over 630 items that members of European institutions use daily.

176  
t-shirt



50  
toiletry  
bags  
+  
25  
bucket  
hats

40m  
curtain



460  
reusable  
tote bags

12m  
tarpaulin



40  
bicycle  
seat covers

Project video





# Cases

## Event

### CAP 48 – Solidarity Gala

Organized for RTBF, this annual Solidarity Gala is a fundraising event. It is part of the broader CAP48 campaign that spans several weeks to contribute to the creation of a more inclusive society that allows people with disabilities, troubled youth, and struggling families to improve their daily lives and future.

VO has been supporting RTBF for many years in organizing this Gala. We coordinate the entire program and strive to make it a more sustainable event each year without compromising the experience for participants during this exceptional evening.



# 2022

290 guests  
1 evening  
Sucrierie de Wavre  
Auction  
Show  
3-course dinner  
Evening event

Total carbon footprint

# 26,9

tCO2

Carbon footprint per participant

# 92,8

kg CO2

> <

# 2023

290 guests  
1 evening  
Sucrierie de Wavre  
Auction  
Show  
3-course dinner  
Evening event

Total carbon footprint

# 19,27

tCO2

Carbon footprint per participant

# 66,4

kg CO2

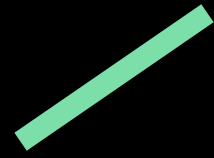
= 30% reduction  
in emissions  
within  
one year

Link to the 2023 CAP 48 report

<https://vo-myimpacttool.com/Reports/GetReporting/446589554862?templateName=Event>

# 92%

employees trained in eco-design practices and internal tools



# 71%

of clients have been made aware to the challenges of an ecological transition.

## Results

Stakeholders	Actions	Indicators and objectives	Results in 2022	Results in 2023		
Internally	Train employees	100% of employees trained by 2024	VO Event – 82%	VO Event – 100%		
			VO Citizen – 87%	VO Citizen = 100%		
			Voice – 100%	Voice = 87%		
			Sign – 16%	Sign = 83%		
			VO Europe – 25%	VO Europe = 87%		
			VO Group – 46%	VO Group = 93%		
Externally	Improve employee assertiveness	Scale of 0 to 5 per theme, measured annually. Target of 4/5 in 2024	Between 2.5 and 3.85	Between 2.3 and 5*		
			Modification of purchasing criteria for suppliers	Having a supplier database with sustainable filters	DB in progress	DB created**
			Awareness of our customers	100% of tenders submitted include sustainable criteria and 100% of reporting includes sustainable criteria	73%	71%
	Inspiration & presence at sustainability events	Number of interventions (1/quarter)	5	6		

\* A survey conducted in 2022 and 2023 measured the assertiveness sentiment of employees on various topics: Mobility, Food, Waste, Audiovisual, Communication, Energy, Furniture, Inclusion, Decoration, Signage, Locations, Goodies, Digital, Print, Greenwashing, as well as the number of missions for which sustainable recommendations were made to clients.

\*\* We are still in the process of filling in this database. An email has been sent to all our suppliers to complete their data in this new format.

# 05. Our internal management

## Internal action programme



### Office & Biodiversity Impact

Since 2018, the teams have moved to rue de Stalle. As soon as we moved in, we kept the good practices already acquired in our previous building and made sure to offer pleasant, complementary spaces adapted to everyone's needs, as well as to choose sustainable and ergonomic equipment and furniture. The impact of VO's offices on biodiversity is practically non-existent\*. We occupy a built-up area of 1371 m<sup>2</sup>.

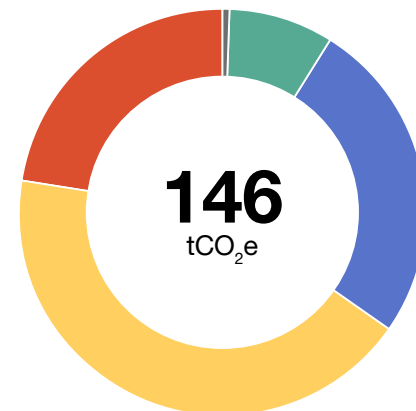
We also have outside spaces:

- An open-air car park of 193 m<sup>2</sup>, 69% of which is permeable.
- A garden of 54 m<sup>2</sup>.

We have carried out several external audits to understand and improve our energy consumption and have launched best practice campaigns in terms of archiving and digital data management.

Since March 2022, employees have had GUS, a new office food solution, at their disposal. No more rushing to order lunch, or relying on local shops whose offer is far from healthy or sustainable. This new smart fridge, filled daily with fresh, organic meals, drinks and snacks, is available at any time of the day. Thanks to the GUS team, there is no waste. All uneaten food is redistributed via the To good to go platform.

Finally, this year, the first carbon footprint assessment of the overall operations of VO for the year 2022 was conducted using the Carbo\* tool, including the office. The result indicates that the carbon footprint is 146 tCO<sub>2</sub>. This initial exercise will undoubtedly help us become aware of our impact and work towards reducing it in the coming years.



Digital uses 1.1 tCO<sub>2</sub>e



Operations 12 tCO<sub>2</sub>e



Purchasing & support 38 tCO<sub>2</sub>e



Offices 63 tCO<sub>2</sub>e



Travel 33 tCO<sub>2</sub>e

\* <https://pro.hellocarbo.com/>



### Wellbeing

In 2023, VO continues to prioritize the well-being and health of its employees with an additional focus on promoting employee engagement. Following our «HR PULSE» surveys, we have renewed the following benefits:

- **ALAN:** The 100% digital, reliable, and fast health insurance.
- **ROSALY:** The platform that allows salary advance requests.

In addition to this, we have worked extensively on three key points to further consolidate everyone's well-being:

#### 10%

- Implementation of the **10%**. This involves offering employees 10% of their weekly working time to step back, allowing them the opportunity to take a nap, read a book, go for a walk, etc., so that they return to their professional daily life enriched, reenergized, calmed, and positive!

#### 360°

- The evaluation system involves the implementation of a new **360° development cycle**, providing employees with various opportunities to give and receive feedback.

Employees have the chance to conduct an annual review of their skills and goals, a career assessment for their long-term development, regular one-to-one sessions, as well as peer-to-peer interactions to complement the 360° feedback.

#### PAPI

- The introduction of an internal chatbot for all recurrent operational questions, nicknamed **PAPI** (People Ask, People Informed), allows employees to ask their questions 24/7, providing significant time savings and centralizing information for the entire group.

#### 2024

- Starting in January 2024, a new tool will be introduced: **PAYFLIP**. PAYFLIP is a platform that allows VO employees to use the gross amount of their 13<sup>th</sup>-month salary for various purposes, such as pension savings, bike leasing, etc. It's referred to as a cafeteria plan for the 13<sup>th</sup> month, providing even more flexible financial management!



## Mobility

Actions implemented to promote soft mobility:

- Provision of an electric bicycle and Mobib cards (public transport) for business trips
- Financial contribution to the cost of public transport passes
- Bike parking
- On-site charging stations for electric cars on site installed in 2022
- Progressive renewal of company vehicles towards cleaner vehicles
  - Adaptation of vehicle choice lists by category (cleaner vehicle) and reduction of vehicle choice options.
  - Leasing contracts for 5 years instead of 4 years for the majority of low CO2 emission vehicles.
  - A bicycle repair workshop was proposed and 17 bikes were serviced.
- Mobility week was organized, during which a workshop to introduce and initiate the use of cargo bikes took place.
- The mobility survey was renewed in 2023 to understand the transportation modes of employees and assess associated carbon emissions. Following the success of Mobility Week, we are considering organizing it again in 2024, with the addition of a dedicated training session on cycling in urban environments.



## Waste

Actions taken to limit waste in our workspace

- Installation of waste bins with explanatory signage to ensure the sorting of waste (sorting of organic waste, paper/cardboard, PMC)
- Provision of a shared fridge for surplus food
- Water fountains connected to city water and equipped with a water filtration system
- New mugs to reduce the use of paper cups, reserved for visitors
- A system for recycling cigarette butts by We Circular in the outdoor smoking area
- A device to limit printing that forces each employee to validate his or her order on the machine and avoids hasty or invalid printing.
- To promote waste sorting, a poster campaign was launched in our offices.





97%  
of our employees use soft or electric mobility

100%  
of the purchases related to our operations are certified, labelled or supplied by committed suppliers

## Results

Theme	Action	Indicators and objectives	Results 2020*	Results 2021*	Results 2022*
Resources**	Reduce our energy consumption	Kwh Kwh/ETP***	52792,71 Kwh 1055,85 Kwh	42148,79 Kwh 842.98 Kwh	52977,83 Kwh 1059,56 Kwh
	Reduce our heating consumption	Kwh (gas) Kwh / m <sup>2</sup> (gas)	125826,98 Kwh 91,78 Kwh	103008,03 Kwh 75.13 Kwh	131753,66 Kwh 96,10 Kwh
	Reduce our water consumption	m <sup>3</sup> m <sup>3</sup> /ETP***	341,39 Kwh 6,8 Kwh	710,93 m <sup>3</sup> 14,2 m <sup>3</sup>	580,65 m <sup>3</sup> 11,6 m <sup>3</sup>
	Raising awareness of digital sobriety practices among staff	100% of staff trained by 2024		26% of employees	92% of employees

\* The increase in our energy consumption in 2022 is due to the return of our employees to on-site work after the pandemic. The year 2023 will become our new reference year as it is closer to normal activity.

\*\* As the gas, water and electricity meters in our building are globalized for the whole site, it is currently impossible for us to measure our progress. We regularly request the installation of individual meters to the building association and the owner of the property. In the meantime, we will continue to measure but will not set a reduction target. The calculations for energy are based on the data provided by the global meters divided by the m<sup>2</sup> occupied by our offices. For water we divide the price paid per year by the price per m<sup>3</sup> of water set by our supplier.

\*\*\* The calculation per ETP (Equivalent Time per Person) is done based on a staff of 60 employees.

Theme	Action	Indicators and objectives	Results 2022	Results 2023
Purchases	Give preference to supplies and suppliers that meet sustainable criteria	% of committed suppliers	100%	100%
		% of sustainable supplies	100%	100%
Mobility	Means of transport	% of staff coming to the office with sustainable means of transport	40% + (20% electric or hybrid)	46% + (51% electric or hybrid)
		CO2 coming from our trips home-office	20t CO2	10tCO <sup>2</sup> ***
	Improve the ecoscore of our cars fleet	75 in 2024	73.82	**
Waste*	Improve our waste sorting	% of waste sorted	/	Paper/cardboard: 402 L/ETP PMD: 208 L/ETP Organic: 39,75 L/ETP Any / general waste: 261 L/ETP

\* The objective of «improving waste sorting» being very complicated to evaluate and close to the «waste production reduction» goal, we decided to keep only the second one, knowing that these are estimates and not absolute values.

\*\* We have removed the ecoscore indicator from our vehicle fleet because the data is no longer accessible.

\*\*\* Results obtained following the mobility survey conducted in March 2023.

### Legal requirements

Compliance with legal requirements is ensured through regulatory monitoring. All applicable environmental legislation is recorded in a legal register. The applicable regulations include technical building installations, environmental permits, mobility and low emission zones as well as waste management. Our environmental permit is valid until January 2038. Our internal audits have not identified any non-compliance with legal requirements.



## Annex

### My Impact Tool – Calculation System

My Impact Tool analyses the impacts of events and communication campaigns from various aspects of sustainable development. It allows us to track our progress on diverse indicators, sometimes quantitative and sometimes qualitative. Each of these aspects has been developed in collaboration with recognised experts who have assisted us in developing the questionnaire and calculation methodology. The graph has also been validated and is regularly checked and updated.

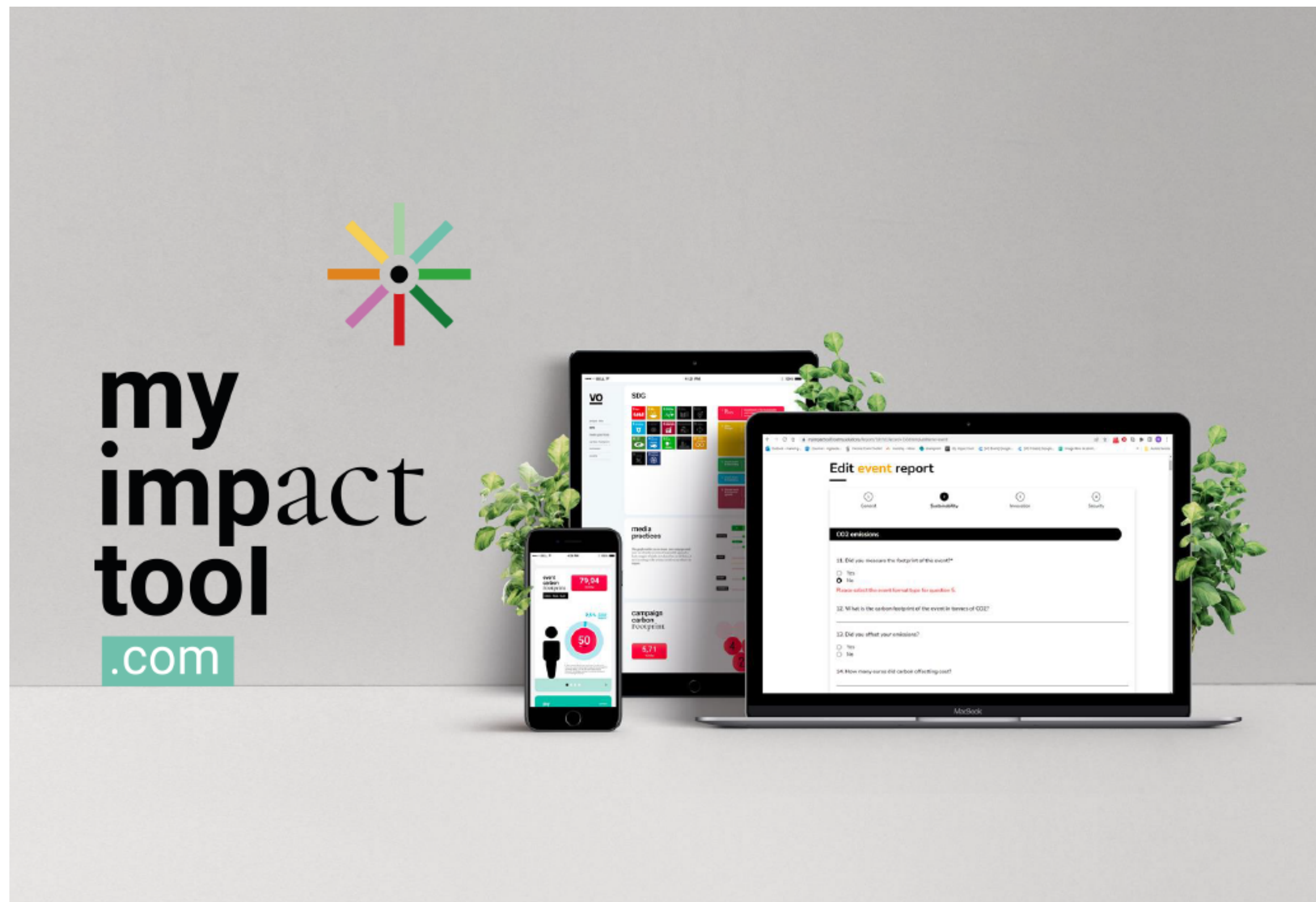
Regarding the biodiversity indicator, we focus our analysis on the four major causes of biodiversity loss.

- **Resource Exploitation** – It has been verified here that our use of resources necessary for project implementation is rationalized and does not contribute to their overexploitation. This includes furniture, catering, signage, and promotional items.
- **Habitat Destruction** – Since most events involve mass gatherings and material storage, we ensure that actions have been taken to avoid or at least minimise the destruction of soils, natural habitats, or aquatic areas.
- **Pollution** – We verify that actions are taken to prevent or control soil, air, and water pollution, as well as noise and light pollution from audiovisual installations.
- **Contribution to Climate Change** – This theme is strongly linked to mobility, arising from material deliveries or participant transportation. We also inquire about the quality of the building facilities used to host the event.

This series of questions gives a score ranging from -5 to 5 for each of the following themes. -5 represents the worst score, while 5 is the best. When the score is above zero, the event is considered to have a non-impact on biodiversity.

For the score given to the chosen event venue, we assess the best practices implemented by the venue, including its energy performance, water and waste management, the type of equipment offered, governance practices, and accessibility. Depending on the responses, a score from 0 to 6 is assigned to the venue, with 6 being the highest score.

Regarding catering, in addition to efforts to offer a local and seasonal menu with least meat, we inquire about the measures taken to reduce food waste. When food surplus is predictable, we organise the collection of such surplus by an external entity for redistribution to associations. This action involves logistics and may not always be feasible for various reasons, but we aim to incorporate it into as many projects as possible.



VO Group

rue de stalle 142 b-1180 brussels

[T] +32 2 340 04 87

mglauden@vo-group.be

This is a translation of the French version verified and approved by Vinçotte.

Date of next update - Dec. 2024

Date of next full declaration - Dec. 2025

