



leaf.

JARDIN DE RECYCLAGE

ECO-RESPONSIBLE CHARTER

"Sustainable retailing will boost the economy and preserve the planet."

Responsible production has always been part of the ELBA Group's culture, but now it has become a priority and everyone's concern. Guided by this philosophy and the desire to go further and faster, the ELBA Group is therefore launching its flagship program for 2020: **LEAF, Jardin de Recyclage**.

Reflecting our ambition and unwavering determination, this program ensures and brings together under a single management team all our missions and commitments to eco-responsibility. This organizational evolution ensures the synergy and consistency of our actions. Driven by a sustainable development charter articulated around **6 major objectives**, LEAF's mission is to support brands and retailers in their eco-design approach to marketing, packaging and merchandising.

To ensure the performance of our actions and to confirm our willingness to act for the environment, we build strong partnerships with our customers, suppliers, and several eco-organizations, Foundations and NGOs.

Our future depends on our ability to collectively transform our professions. It is together that we will make a long-lasting difference.

WE SUPPORT
UN GLOBAL COMPACT

Valdelia
GARANTIR LA SECONDE VIE DES PRODUITS





OBJECTIVE 1 //

RAISING STAKEHOLDERS' AWARENESS

In a search for a profound transformation of our models, we know that the mere evolution of our group is not enough to move the lines. That is why our first objective is to raise the awareness of all our stakeholders.

OUR EMPLOYEES: Our mission also involves acculturation and strong and constant internal communication on sustainable development for all our employees. We have been multiplying committed and unifying actions for more than 3 years to mobilize all our teams. For example, we have implemented selective sorting on all our sites, put composting bins, installed a distinctive internet search engine: ECOSIA, organized waste collections and green space cleaning campaigns (twice a year), eliminated single-use plastic rubbish bags in all our plants, set up beehives on our production sites, created a vegetable garden, etc.

OUR CLIENTS: We offer them training and awareness sessions, along with concrete and effective solutions to help them improve their responsible and ecological performance. Whatever their size, impact or culture, we are committed to supporting 100% of our customers at their own pace by the end of 2021. In addition, we are raising our customers' awareness through indirect actions, such as, for example, preserving the seabed: a coral reef was offered to each customer in 2018 to preserve the biodiversity of the seas and the oceans.

OUR SUPPLIERS: Together with each of our suppliers, we will set demanding but realistic objectives to encourage the transformation of their businesses and make them more responsible towards the planet. In parallel with our CSR charter, 100% of our suppliers will be challenged and supported by our teams by the end of 2021.

LOCAL INSTITUTIONS: We also work with local institutions in the Yvelines department by sharing and exchanging regularly with them on territorial adaptations that will improve our approach: recharging stations for electric vehicles, cycle paths, waste collection and sorting, organisation of unifying events, etc.



OBJECTIVE 2 // **PRESERVING RESOURCES**

Our desire to achieve visible and ambitious results leads us to rethink our industrial business on a daily basis. Our production activity, which consumes natural resources, accounts for 70% of our GHG emissions. In this context, we are continuously adapting, modifying and innovating, from sourcing and product design to production and distribution, in order to preserve resources and reduce our environmental impact as quickly as possible.

SOURCING: All our raw materials are sourced according to strict specifications that favour local sourcing of certified or organic materials, with subcontracting in accordance with our CSR commitment charter.

We carry out a continuous monitoring with various partners including the material library MatériO' and actively source new innovative or alternative materials through trade fairs or exhibitions. In 2019, we have set up an internal material library with more than 500 references of environmentally-friendly materials.

ECO-DESIGN: A committed approach that requires specific know-how and that we have been deploying for more than 18 months in all our businesses.

- **Eco-design and green story** supervised by our Agency Chic, expert in image and design. We create eco-designed products and layouts both in terms of content (storytelling) and form.
- **Eco-production** optimizes thicknesses and formats, uses certified, recycled or recyclable materials, eliminates forbidden materials, limits losses, waste and improves packaging for a result that can reduce the carbon footprint by up to 60%.

We have set ourselves the goal of converting at least 30% of our production to eco-design by 2021.



OBJECTIVE 3 //

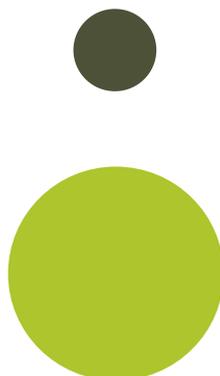
SAVING ENERGY

In parallel with our approach to preserving resources, we are taking action on our energy consumption for a healthier planet. We are carrying out several joint actions in order to both reduce our energy needs and encourage the use of clean energy.

CLEAN ENERGIES: As of today we can confirm that 15% of our electricity needs are covered by photovoltaics thanks to 700 m² of equipment. Since November 2018 we have produced 57,109 kW thanks to solar energy. New photovoltaic panels will be installed by the end of 2021 to increase our share of clean energy, limit our dependency to fossil energies and anticipate the changes linked to the energy transition.

REDUCING CONSUMPTION: From small daily gestures to the in-depth transformation of our production methods, we are committed to a real programme to reduce our energy consumption.

- Presence detectors are installed in all our buildings.
- Coating of roofs with insulating solar filters to reduce the use of air conditioning in the Summer.
- Modification of our production processes for an energy optimization up to -30% on certain workstations (paint booth).
- Removal of all energy-consuming devices on all our productions (100% LED and low consumption lighting).





OBJECTIVE 4 //

IMPROVING TRANSPORTATION

Our strategic choice to integrate our entire production process and the consolidation of all our plants into a single department ensures a significant reduction in our transportation and GHG emissions. As a signatory of the "Objective CO₂" charter, we are making a concrete commitment to improving our transport systems.

OUR SUPPLIES: The consistency of our approach also involves prioritising local supplies, mainly French and European. The share of our supplies from other continents is less than 5%. This proximity with our raw material suppliers enables our Group to sustainably reduce the GHG emissions linked to our supplies.

OUR DELIVERIES: Since its creation, the ELBA Group has always been convinced that local production, as close as possible to its customers and installation sites, was a guarantee of efficiency, quality and service. This approach also allows us today to limit and coordinate all our deliveries with the greatest care. The implementation of a groupage strategy several years ago has enabled us to reduce by 15% over 5 years our transport. We also select our transport partners with interest and in accordance with the "Objective CO₂" charter.

OUR EMPLOYEES: As of today, 30% of our fleet provided to our employees is composed of low GHG emission vehicles. In the future, all company vehicles will be 100% electric or Hybrid. At the same time, we have equipped, at our own expense, 13% of our employees living less than 5km from their workplace with Peugeot electric bicycles.





OBJECTIVE 5 // OPTIMISING WASTE & CIRCULARITY

Our ambition to reduce our environmental impact has led us in 2019 to strengthen our commitment to recycling. Through the creation of a new platform, dedicated to end-of-life management of all merchandising materials, the ELBA Group confirms its adherence to the French government's roadmap on the circular economy.

RECYCLING: As waste limitation is not enough, we recycle, in partnership with the French actor PAPREC, 100% of our production waste. All our raw material scraps (wood, cardboard, plastic, etc.) are sorted, collected and recycled. Our specific products (paint, varnish) receive special care and also benefit from supervised reprocessing. For all our employees, selective sorting bins have been put up in our offices for many years in order to encourage good practices and make environmental preservation everyone's business.

CIRCULAR ECONOMY: Located near Orléans, our up-cycling and sorting centre enables our customers to control and optimise the end-of-life of their merchandising products: permanent displays, shop windows, ephemeral POS displays, etc. This innovative platform, encouraged by our partner Valdelia, supervises the recovery of displays, its dismantling, the sorting of components and raw materials, the re-stocking of reusable materials, and the recovery of non-reusable materials from local players. This approach allows us to preserve natural resources and increase the durability of our products.

SOCIAL RECYCLING: We also offer our customers the opportunity to give their displays a second life through committed social actions. Schools, crafts, associations, foundations, auctions... There are many solutions to extend the life of displays and encourage the circularity of goods.





OBJECTIVE 6 //

VOLUNTARY CARBON OFFSETTING

There is an irreducible and unavoidable share of GHG emissions related to the sourcing, production and delivery of our products. However, these emissions can be balanced by carbon offsetting actions to achieve a neutral balance in order to limit global warming in the long term.

FINANCING ECOLOGICAL OR SOCIAL PROJECTS: In partnership with leading foundations and associations, we offer our clients the possibility of offsetting all or part of their GHG emissions and act against climate change. "The impacts of one tonne of carbon emitted by their operations can be neutralized by reducing another tonne of carbon elsewhere. This operation is possible through the purchase of carbon credits (1 carbon credit = 1 tonne of CO₂) to finance ecological or social projects such as reforestation, access to water or education.

THE ELBA GROUP'S COMMITMENT: From 2020, the ELBA Group will be committed to this voluntary carbon offsetting approach alongside its customers. For all projects developed entirely with the ELBA Group and involving an eco-design approach, we commit to doubling the amount of the carbon offsetting investment made by our client, as part of a complete development carried out with our Group.

THE VALORISATION OF YOUR ACTIONS: The ELBA Group also offers support in responsible communication in order to enhance the value of the actions carried out with its clients.

In accordance with the legislation in force in France, voluntary offsetting does not allow tax deductibility. However, at the end of your offsetting, you will receive an authenticated offsetting certificate.





CHAIRMAN

Thibaut de Malézieux

t.demalezieux@elbafrance.com

M. +33 (0)6 70 47 68 56



CSR & ENVIRONNEMENT MANAGER

Clémence Dehaene

c.dehaene@elbafrance.com

M. +33 (0)6 81 78 36 18