

# THE SKATERROOM

Activity Report 2019





# A NOTE FROM AN ART-LOVING TRAILBLAZER



Charles-Antoine Bodson - Founder

In an ideal world, every company would be responsible. Every aspect of their operations would be conducted in a way that respects the fundamentals of human, social, and environmental preservation. In an ideal world, the responsibility of acting in that way would stem from its own agency rather than from external regulations. While we are a long way from that, it is paramount for companies to reconsider their philosophies and truly ask themselves, "how can we do better?"

Since its inception, The Skateroom is a project that takes it upon itself to keep evolving within the realities of the modern world while promoting a positive impact model. Through it, our company's power and voice are shared with customers who, through their consumption, become actors of change for the future. As we look back at the previous year, the proverbial time for introspection calls upon us, and, looking back, that question was central to our development.

## So, how have we done better?

This year, our organization has further rooted itself down the path of social entrepreneurship by joining the B Corp movement. With great pride, we integrate a network of over 2800 like-minded companies devoted to leading a responsible and sustainable way of doing business. As we underwent the certification process, we completed a lengthy survey where our strengths and weaknesses became clear as day, lighting a clear path for us to follow and improve upon. Steadfastly, we embark on this journey with a score of 97.4, with an aim to increase that score by 5% per year.

Most recently, during the COP25 in Madrid, over 500 B Corp companies have publicly committed to becoming Net Zero by the year 2030. This effort seeks to reduce greenhouse gas emissions and reach a 1.5-degree trajectory – 20 years ahead of the 2050 targets set in the Paris Agreement. Every year has been an opportunity for us to improve our practices and become more environmentally friendly. We have already reduced our emissions from 31% since 2016 and 13% since 2017 per skateboard produced. Additionally, we have been carbon neutral since 2016 through external audits conducted by CO2logic. That's why, for the benefit of future generations to come, we are one of the companies to take on the Net Zero 30 challenge. However, we are painfully aware that being carbon neutral is not enough. To directly address the most pressing matters, we need to aim for a positive impact.

## Of course, the work to build a better tomorrow starts with what we do right now.

As of today, our model has allowed us to raise and donate over \$700,000 to fund 34 social projects around the world, helping them scale up their operations and build up their capacities, while impacting and empowering the lives of thousands of at-risk youth. There are many achievements this year that we are very proud of. Among those, we launched a pilot program with Skateistan and Special Olympics South Africa where 20 children with intellectual disabilities participated and graduated from an adapted version of the Skate and Create program. In collaboration with JR, we helped fund the construction of a skatepark in a Brazilian favela torn by gang warfare. And over the summer, we participated at Pushing Borders in Malmö, Sweden, where we engaged the global social skate community. We also took the opportunity to formalize a new partnership with our friends at Skateistan, through which we will be funding \$300,000 to support their amazing work over the course of the next three years. This renewed commitment sees us become Skateistan's biggest private partner.

Thrilled as we were, as we went along, we realized we had been so busy with the rest of the world, that we had neglected our own backyard.

To remedy that, we launched The Brussels Project, uniting Belgian artists around a Belgian social project. This project was truly born from a desire to give back to our community, because this is where it all started for us. It's important to know where you're going and remember where you came from. To say the least, the experience has truly been challenging. Typically, when we support projects, the structures and activities are all set in place by our NGO partners. The Brussels

Project, in contrast, saw us become the main actor in constructing the entire project, from bringing the artists together, to funding, to finding the right partners to execute the project. Despite all these challenges, our entire team rallied together to put this thing on its feet, ultimately making the experience all the more enriching.

Looking back, it becomes clear that there are so many different components to making our work a success, and that's what makes The Skateroom such a great project. It is a great project because it succeeds in bringing so many different people together, and others are starting to take notice.

Our collaboration with André Saraiva, to help Concrete Jungle Foundation build Luanda's first skatepark, has earned us a nomination to this year's Peace and Sports Award as CSR Initiative of the year. Our efforts are currently garnering a lot of interest from international brands to support our mission, while more and more NGO's and social projects are coming forward to ask for ours. Looking at 2020, We want to mobilize these brands to discover an engaged business in tune with the modern world and its urgent needs. We want to encourage these brands to involve their communities in a real global project driven around engaged consumption.

By merging the act of buying with a real impact, our hope is to instill their customers with a new sense of joy and awareness. To bring this project to life, we will invite these brands to collaborate with the artists we work with, to create a series of unique products. In doing so, we combine the massive reach of these companies with our business model, and expand our impact to a whole new level.

2019 has been a tremendous success for us, and we thank all those that have been a part of this journey with us. "Art

for Social Impact" is only possible thanks to the joint effort of the artists and art foundations, retail partners, social partners like Skateistan, media partners who spread our message, our team that has accomplished so much over the years, and last but not least, you, as a dear member of our community.

Our impact is your impact and we're glad to have you along for the ride. In an ideal world, companies would no longer have to wonder how they can improve. There is still a long way to go before we get to that. Until then, we at The Skateroom, will continue to ask ourselves one very important question.





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# ART FOR SOCIAL IMPACT

The Skateroom, a certified B corporation, unites art buyers, artists, galleries, museums, foundations, retailers, and non-profits around the world in a new economic model “art for social impact “.

## Power through consumption

Our collective future depends upon business ideas becoming a means for building, financing, and implementing systemic solutions to the globe’s most pressing needs. The Skateroom challenges the status quo of brand and corporate responsibility, and turns consumers into active contributors in socially engaged projects. Through our sales, we mainly finance social projects that use skateboarding as a tool to empower disadvantaged kids and youth anywhere in the world. Some artists have personal attachments to a specific project, and therefore prefer that our collaboration supports their chosen cause which may not necessarily be related to skateboarding.

## Purpose before profit

Every member of our team operates according to four crucial pillars: authenticity, honesty, passion, and a culture of excellence. These pillars form the backbone of our social impact, the core of who we are and what we stand for. Our ‘5:25’ business model is simple: by unleashing human creativity and the fruits of artistic labor, we either contribute 5% of the turnover or 25% of the profit from every sale – whichever amount is greater – to fund social projects dedicated to moving humanity forward. The final funds given to support these projects depend on various factors among which are the edition size, the price, the retailer’s margin, and the royalties paid to the artists and foundations. By placing works of art on responsibly made skateboards, The Skateroom connects people to the reality that art for social impact is something achievable right now.

## A better future for all

With a growing environmental, humanitarian, and economic crisis, we believe for-profit companies share a moral obligation to address these challenges as a united front. The Skateroom is a vision that challenges the modern definition of a successful business. It is a countermovement to society’s insatiable consumption and a commitment to creating a better world for all.

Since its beginnings, The Skateroom has donated over \$700,000 to social projects around the world and continues to expand its network of partners and impact across borders. For Charles and his passionate team, every moment is a reminder that businesses and individuals have the power to change the world.

With every board sold making a difference, The Skateroom is proud to be a part of a community that strives to exemplify the principles outlined by the Sustainable Development Goals. As a unique initiative of the UN secretary-general, the United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universal principles in the areas of human rights, labor, environment, and anti-corruption. Launched in 2000, the mandate of the UN Global Compact is to guide and support the global business community in advancing un goals and values through responsible corporate practices. We could not agree more.

The Skateroom exists to bring art into your life while bringing brighter possibilities to the lives of all.

## OUR VALUES AS A COMPANY ARE OUTLINED BY FOUR FUNDAMENTAL PILLARS

Authenticity	Honesty	Passion	Culture of Excellence
We keep it real and strive to be transparent with you.	We always seek out the truth. It helps us grow.	We believe in what we do. We commit 100% of our efforts to it.	We deliver an exemplary experience that you won’t forget.





# GOVERNANCE AND SOCIAL REBELS

## The Skateroom boards members



Charles-Antoine Bodson  
**Founder and President of the board**

As Founder and President of the board, Charles-Antoine is the creative visionnaire behind The Skateroom. Agile mind with a natural ability to connect with others, he is always looking ahead, igniting both partners and The Skateroom’s team to challenge the status quo of typical consumer mindsets.



Philippe Bodson  
**Board Member**

An accomplished businessman with an extensive experience across different sectors and industries, Philippe Bodson is also vastly knowledgeable in Corporate Governance and has served as Board Member in many other corporations.



Menno Dellisse  
**Independent Board Member**

Specialized in growth and scale up strategies, Menno acts as a mentor to The Skateroom’s management team and supports them the organization’s current development stage.



Nicolas Fautré  
**Chief Executive Officer and Executive Board Member**

With his down-to-earth sense of making business, Nicolas has spent the last three years professionalizing and scaling up The Skateroom, turning it into sustainable purpose-driven organization.



Dimitri Jeurissen  
**Independent Board Member**

Specialized in brand development, Dimitri has always intuitively been exploring new territories, developing raw ideas, encouraging initiatives, and triggering self-initiated projects to push people forward. This is exactly how he is currently getting involved with The Skateroom.

## Management Team



Charles-Antoine Bodson  
Founder and  
President of the board



Nicolas Fautré  
Chief Executive Officer and  
Executive Board Member

## Sales & Distribution



Bart Deweer  
Chief Commercial Officer



Guillaume Baudoul  
Logistics and  
Distribution Officer



Julie Morton  
Sales Manager



Danh Nguyen  
Sales Manager

## Production & Design



Jyl Leblon  
Production and Design  
Manager



Sarah Bertounesque  
Graphic Designer



Baudouin Willemart  
Graphic Designer

## Marketing & Communication



Aurélie Dupont  
Marketing and  
Communication Manager



Nabil Sanallah  
Content Manager



Andréa Mangani  
Digital Marketing Officer

## Social & Environmental Impact



Aurélie Dupont  
Chief Impact Officer



Clara Bardiau  
Social and Environmental  
Impact Officer

## Finance & Administration



Martin Damman  
Finance and  
Administration Manager

## Artist collaboration & Partnerships



Antoine Rolin  
Artist collaboration and  
Partnership Manager



Catherine Bastide  
Curator



Cédric Emelinckx  
Curator



# ROADMAP: A LEARNING CURVE

We are learning a whole lot on our social entrepreneurship journey.  
Along the way, our model changes with us, helping us to become a better company:

## 2014-2017: From for-profit to for-profit with a social engagement

The story of The Skateroom began when our founder, Charles-Antoine Bodson, met Skateistan's founder, Oliver Percovich, for the first time. Before The Skateroom produced its own art decks, Charles supported Skateistan by selling a part of his private collection of skateboards to help fund the construction of Skateistan's second skate school in Cambodia.

Inspired by the social project, and set on the path to social entrepreneurship, Charles conceived a business model that would allow him to donate a part of the company's profits to keep supporting social projects in disfavored environments. Charles launched the production of his art editions on skateboards and gave birth to The Skateroom. We then collaborated with Paul McCarthy to support Skateistan. Through the edition sales, we donated \$200,000 to entirely finance the construction of Skateistan's skate school in Johannesburg, South Africa.

## 2017-2018: Becoming a purpose-driven company

The more we became socially engaged, the more our company's next step became apparent. At the heart of our activities was our desire to be socially and environmentally responsible. It simply became a part of our DNA. Our collaborations with critically acclaimed contemporary artists, and foundations of iconic artists, were devoted to supporting social projects that empower underprivileged children through skateboarding and education. At the same time, we also became CO2 neutral, offsetting the yearly carbon emissions of all our activities. Our team also grew, helping us to form a stable and robust network of partners, and consolidating an exclusive partnership with the MoMA Museum

## 2019 onwards: Purpose-driven with clear commitments

2019 represented a true year of growth and introspection, giving us an opportunity to clearly define our commitments as a company. Our model allowed us to raise and donate over \$700,000 to fund social projects around the world. Doing so, we have helped them scale up their operations and build up their capacities, while impacting and empowering the lives of thousands of at-risk youth. Overall, the projects we have supported offered a safe space for the youth to practice a sport, fostered inclusion and integration of excluded communities, and led to local economic development around skateboarding activities, a source of pride for the local communities. We deeply believe that the human conscience is evolving to a point where concepts such as engaged consumption and responsible product manufacturing will soon become a norm. Our philosophy has been the same since day one, which is why becoming a certified B Corporation was not a question, but the logical next step in our evolution. As the first company within the arts to join the movement, and the 9<sup>th</sup> within Belgium, The Skateroom proudly joined the B Corp movement in July 2019.





# 2019 LAUNCHES

## January

Launch of Andy Warhol's Banana edition



## March

Launch of JR editions in collaboration with Musée du Louvre in Paris



## April

Launch of Gabriel Orozco's edition, Black Skate Kite



## May

Collaboration with Coco Capitán for limited editions launched at Galeries Lafayette Champs-Élysées in Paris.



Collaboration with Macy's for Peanuts editions



## June

Launch of the 'Bruxel Project', gathering Belgian artists to support social skate projects in Belgium



## July

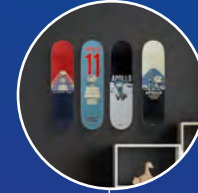
Launch of Judy Chicago's editions



Launch of new Keith Haring editions



We assisted to the Peanuts San Diego Comic-Con 2019



## August

Launch of Andy Warhol Sunsets editions at the MoMA



Launch of Vincent Van Gogh editions supporting a pilot programme with Special Olympics South Africa and Skateistan



## October

Launch of René Magritte editions in collaboration with Musée Magritte



## November

Launch Vik Muniz editions at Baronian Xippas in Brussels



## December

Launch of Coco Capitán second collaboration in our pop-up store in London





# ARTISTS FOR IMPACT



Ai Weiwei



Albert Oehlen



André Saraiva



Andy Hope 1930



Gabriel Orozco



Grayson Perry



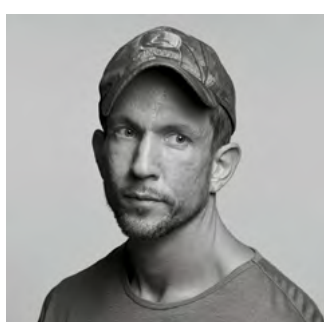
Jean Jullien



Jean-Michel Basquiat



Keith Haring



Kelley Walker



Nobuyoshi Araki



Paul McCarthy



Robin Rhode



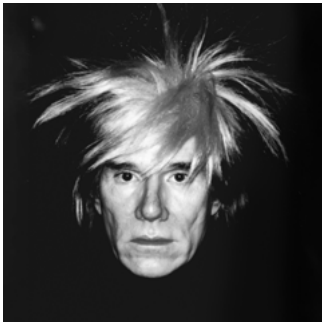
Roger Ballen



Shepard Fairey



Steven Harrington



Andy Warhol



Chéri Samba



Cleon Peterson



Coco Capitán



Jenny Holzer



Jeremyville



JR



Judy Chicago



Charles M. Schulz



René Magritte



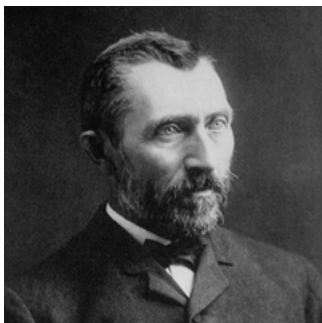
Roa



Robert Rauschenberg



Vik Muniz



Vincent Van Gogh



Walead Beshty



# POWERFULLY ENGAGED PRODUCTS

The Skateroom engages prestigious art institutions and retail partners in our social impact business model. Through their support, we have developed a retail experience that showcases a powerful product that raises the awareness of consumers. By merging the act of buying to social projects that benefit others, we empower our consumers with the ability to make a real positive social impact in the lives of at-risk youth through skateboarding. As our network continues to expand, so too does our community's awareness and unity.



	<i>Artspace</i>	<b>BO ZAR</b>
	10 CORSO COMO	FONDATION BEYELER
FONDATION LOUIS VUITTON	GAGOSIAN GALLERY	<i>Galerie Lafayette</i>
GOODEE	GUGGENHEIM	HAUSER & WIRTH
<b>I.T</b>	<b>LACMA</b>	
<b>LOUVRE</b>	<b>الوفر أبوظبي</b> LOUVRE ABU DHABI	<b>LUMAS</b>
	MARIAN GOODMAN GALLERY	<b>MCA CHICAGO</b>
	<b>MoMA</b>	MR PORTER
<i>Neiman Marcus</i>	<b>NM</b> new museum	
<b>NOUS</b>	OPUMO	PALAZZO GRASSI PUNTA DELLA DOGANA PINELLI COLLECTION
	PAULA COOPER GALLERY	<i>Paul Smith</i>
Centre Pompidou		<b>YOOX</b>
<b>SELFRIDGES</b>	SERPENTINE GALLERIES	<b>SEFMOMA</b>
SMETS	<b>TATE</b>	<b>THE BROAD</b>
<b>The Standard</b>	<b>the warhol:</b>	THE WEBSTER
	<b>WHITNEY</b>	<b>woaw</b>

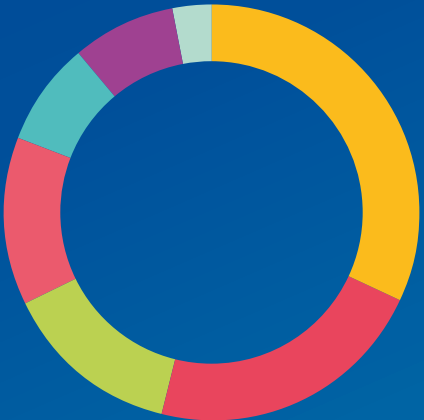
## Retail partners network per country

Our retail partner network is diverse and helps us spread our socially engaged message to form a global community. Among our partners are retailers, museums, design and fashion stores, and art.



Top 3 countries:  
1. USA  
2. France  
3. Germany

AMERICAS: New York, Miami, San Francisco, Los Angeles, Chicago, Toronto, St Barth, Mexico City, Caracas	EUROPE: Amsterdam, Brussels, Paris, Nice, Berlin, London, Barcelona, Madrid, Bilbao, Luxembourg	ASIA: Hong Kong, Singapore, Shanghai, Tokyo, Seoul, Bangkok, Taipei, Macau	AFRICA AND MIDDLE EAST: Lagos, Dubai, Casablanca
		OCEANIA: Melbourne, Sydney	



## Percentage of sales per channel

- 32% Website
- 22% Museum & Art Institutions
- 14% Mass Retailer
- 13% Online Store
- 8% Concept & Design Stores
- 8% Individual
- 3% Galleries



# SPREADING THE MESSAGE

The Skateroom engages prestigious art institutions and retail partners in our social impact business model. Through their support, we have developed a retail experience that showcases a powerful product that raises the awareness of consumers. By merging the act of buying to social projects that benefit others, we empower our consumers with the ability to make a real positive social impact in the lives of at-risk youth through skateboarding. As our network continues to expand, so too does our community's awareness and unity.

## Building a Community

Everything we do is about building a strong community that centers around engaged consumption.

We would never be able to achieve our mission if it weren't for you, and fundamentally, all of that is built around the idea of trust. Through our communication channels, we build trust with every member of our community by exchanging ideas and learning from each other.

With your confidence and belief in "Art for Social Impact", our social channels have experienced a 100% growth over 2019. Our message is resonating. Our movement is growing. Together, we are the actors of change.

By being transparent with all of our stakeholders, we empower them with the knowledge that they have an indirect impact that leads to systemic change. Our engaged consumption model makes it possible for us to change the lives of at-risk youth through social skateboards projects.

Our impact isn't just ours. It's also yours.

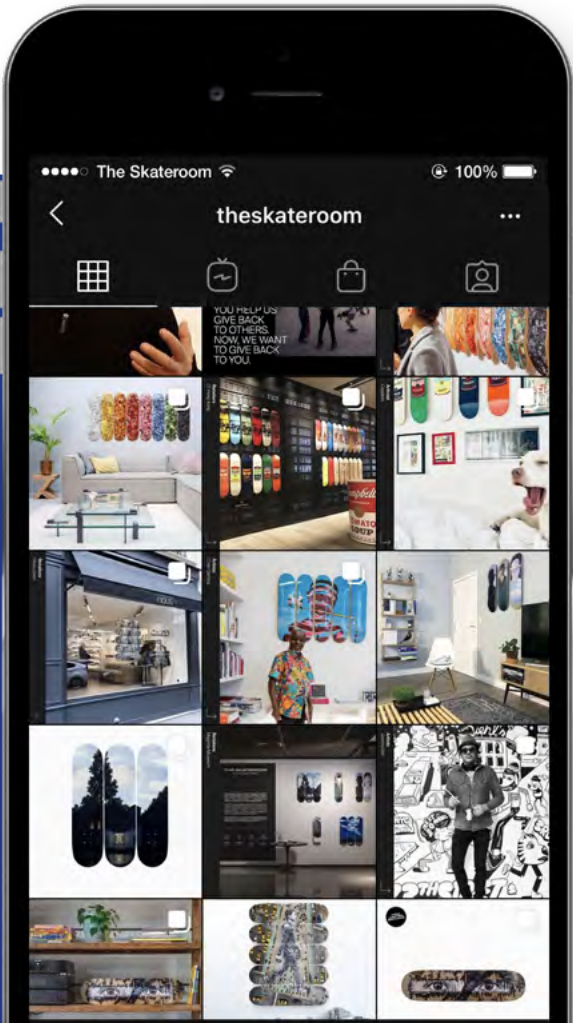
We work with a broad range of media partners that include:



## Online community map by territory



## Social Media growth in 2019





# OUR IMPACT MODEL

A lot of big changes happened in 2019. Among those changes was a necessary overhaul to our impact model. Before, we would assign an artist collaboration with a social project and support it through the sales of those editions. With time and experience, we started to realize there was a better way for us to help our NGO partners.

That's when we came up with our "5:25" business model. It's pretty simple: **we either donate 5% of the turnover or 25% of the profit from every sale** – whichever amount is greater. We then turn that money into grants that social projects can directly apply to and receive for a support that is tailor suited to their specific needs.

## IT'S A TRIPLE COMMITMENT TOWARDS OUR COMMUNITY

1	2	3
We commit to give 5% of our turnover or 25% of our profit to social skate projects.	We do so through a grant support model with a rigorous selection process.	We support the grantees with funding but also capacity-building programmes to support them in scaling-up.

As the needs for funding social skate projects are growing, we are doing our very best to be able to scale our support and respond to these needs. At the same time , we are eager to fund projects that are ready to receive expertise from a third-party NGO, allowing them to scale up their activities and drive sustainable positive change.

**For this, we have introduced a grant support model through which we support grantees with 80% of funding and 20% of consultancy.**

Now, we know that a lot of companies like to do CSR initiatives. They donate some money to an organization and that looks good on paper. At The Skateroom, we try to do things a little differently. We are well aware that the act of funding in the aid and development sector cannot be sustainable. It could even have unintended negative consequences. So, we are especially careful to support sustainable projects generating positive impact, and, with the potential to reach systemic change. To do this properly, we created a social impact team who implemented eligibility requirements for grant selections and keep track of the maintenance and sustainability of the projects supported. Not only do they build long-term relationships with these projects, but they follow and support them through trimestral activity reports as well as impact measurement reports, on-site visits, regular update calls, and keeping close contact with the project leaders.



5%  
of turnover

25%  
of profit\*

\* whichever is greater

© Jean-Yves Leblon



# SOCIAL TIMELINE



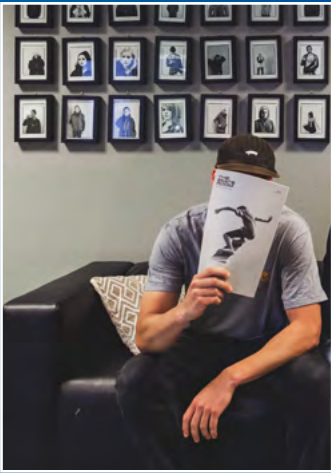
**February**

Concrete Jungle Foundation opened Angola's first skatepark



**June**

We became signatories of the United Nations Global Compact



**August**

Participation at the Pushing Borders conference in Malmö



**July**

Obtention of the B Corp Certification



**November**

Graduation ceremony of students from the Special Olympics South Africa x Skateistan pilot program supported by The Skateroom



**October**

Skateistan received the Oscar nomination for their documentary 'Learning to Skateboard in a Warzone (If You're a Girl)'

Peace and Sport Award nomination for "CSR initiative of the year"

**September**

Participation at "Lead the Beat", B Corp Summit in Amsterdam

Expansion of production within Europe to limit the carbon footprint

**December**

Commitment to B Lab's NET ZERO along with 500+ B Corps

Launch first call for project - **P42**

Closing of 2019 with 700K social donations since the year of creation



# SOCIAL PROJECTS WORLDWIDE

Through our community's support, we have so far raised over \$700,000 to fund 34 social projects dedicated to empowering at-risk youth around the world. Through 2019, we supported 16 of these projects.





# SKATEISTAN

Skateistan is an international award-winning NGO based in Berlin, Germany. The organization was created in 2009 when its founder, Oliver Percovich, traveled to Afghanistan with three skateboards. Noticing an obvious lack of opportunities within a disfavored Afghan youth, Percovich began using skateboarding as a means to engage them and build a spirit of community.

Skateistan built its first skate school a few months later, using skateboarding and education as a catalyst to drive positive social change. These two elements became the core of Skateistan's mission to empower children living in underprivileged circumstances.

Further to its cause, the organization developed and implemented 4 educational programs designed to build skills and confidence within children. Conceived as a cycle, the older students eventually become role models to the younger ones, ensuring long term positive change within the community and a brighter future for themselves. Every one of Skateistan's skate schools and programs is designed and operates according to the needs of the local community and environment.



© Skateistan

The Skateroom has been supporting Skateistan for the past 6 years, making them our longest-standing corporate partner.

Their commitment to supporting our organisation's activities through unrestricted funding over the next 3 years is essential to keep Skateistan rolling. We are hugely grateful for their support, allowing us to empower children through skateboarding and creative education..

→ Felix Spowage, Development Director, Skateistan

4

skate schools in Afghanistan, Cambodia, South Africa

2500

children have access to a better life

51

percent of these children are girls

493.600

dollars donated by The Skateroom in the past six years



# SKATEISTAN PROJECTS

■ **Kabul, Afghanistan**

Kabul's Skate School was Skateistan's first and has now been running programs for 10 years. Despite the challenging time for security in the city, their Skate School has continued to provide fun, freedom and creative education for the local youth.

60 children graduated from the Back-to-School program to enter public school last year.

230 kids weekly

2 hour skate classes introduced through our support

More than 10 different sport and art classes offered

■ **Mazar-e-Sharif, Afghanistan**

Mazar-e-Sharif is Skateistan's second Skate School which opened in 2013. They also run programs at orphanages and in partnership with local organizations. Students living with disabilities participate in skateboarding, sports and arts-education sessions at the Skate School every week. There are also girls-only days.

45 children graduated from the Back-to-School program to enter public school last year.

24 local employed staff

660 regular students

92% are from low-income backgrounds

10 students living with disabilities

■ **Phnom Penh, Cambodia**

The Skate School is located near a construction site where many workers have temporary accommodation and their children have no recreational places to play and many are out of school. They work with vulnerable kids, often likely to be street workers affected by trafficking and abuse.

7 local employed staff

285 regular students

86% are from low-income background

60 students living with disabilities

Before joining Skateistan I was at home and I did not have the chance to go to school because my family said I had to leave.

→ Madina, 12 years old student - Kabul

■ **Johannesburg, South Africa**

Skateistan's fourth Skate School opened in August 2016. The school runs daily programs for children to attend after they have gone to public school. They provide girls-only sessions to address the remaining gender divide and to give equal opportunities for girls through their program "This Girl Can".

Special Project: In August 2019, The Skateroom initiated a pilot project with Skateistan and Special Olympics South Africa, providing the opportunity to 20 Special Athletes to learn skateboarding. It was such a success that the pilot turned into a full-time program to continue broadening activities for children with disabilities.

13 local employed staff

640 regular students

88% are from low-income backgrounds

35 students living with disabilities





# CONCRETE JUNGLE FOUNDATION

Luanda, Angola

Concrete Jungle Foundation is an international non-profit organization that uses skateboarding as a tool to stimulate positive personal and community development for underprivileged youth around the world. They coordinate the construction of new skateparks, the provision of skateboarding and safety equipment, and the organization and implementation of locally run programs focused on life-skills and empowerment. We fully funded the construction of their skatepark in Angola, the biggest in the country.

Daily activities are run by a local partner organization that is taking care of providing skateboarding sessions and life-skills workshops. They also bring these sessions to an orphanage nearby. Today, more than 135 children benefit daily from the activities at the skatepark, of which 35% of girls.

- 135 kids involved weekly
- 11 life skills taught through the Edu-Skate program
- 6 youth leaders
- 50 local volunteers involved in the construction

DONATION: \$15.000

Without The Skateroom’s support and André Saraiva’s contribution, the Luanda Skatepark would not have become a reality.

→ Clément Taquet, Concrete Jungle Foundation Executive Director

© Concrete Jungle Foundation

# MAKE LIFE SKATE LIFE

Sulaymaniyah, Iraq

Make Life Skate Life is an international non-profit organization that uses skateboarding as a means to teach cross-cultural communication, social inclusion, creative self-expression, and resilience to underprivileged youth populations. Make Life Skate Life had a project of building Suli Skatepark in Sulaymaniyah, Iraq. We wanted to support it.

The skatepark was built in May 2018 and allows the NGO to now run a volunteer-led skate program in the facility which is open every day to the local community. In addition, weekly skate classes lead by local skatepark youth leaders are given twice a week and are attended by 30 boys and girls.

- 200 youth from local community at the skatepark weekly
- 75 participants monthly in the refugee outreach program
- 50% boys and girls balance

DONATION: \$17.000

# CUBA SKATE

Havana, Cuba

Cuba Skate has been activating the local skateboarding scene in Havana since 2010. With their programs, Cuba Skate develops a new generation of leaders that are better equipped to tackle challenges in their own lives and connect their local and global communities. Their skate facilities offer safe spaces to the local community to skate and highly contributes to the development of the skateboarding scene in the country.

We helped them build a “DIY” skatepark, Ciudad Libertad, in an abandoned gymnasium of the city. Their activities include weekly skateboarding classes, life-skills workshops, woodworking workshops with recycled skateboards and teaching carpentry.

- 45 participants weekly
- 5 paid local staff members
- Local skate scene development

DONATION: \$5.811

I love skateboarding!  
I hope one day to return to Syria and teach skateboarding to kids there!

→ Mohamed, 13 years old, Syrian



© Cuba Skate



**Our collaboration with The Skateroom allowed us to expand our activities in a refugee camp situated far outside of the city with limited children's activities and access to education.**

→ Amber Edmondson, Free Movement Skateboarding

## FREE MOVEMENT SKATEBOARDING

■ Athens, Greece

Free Movement Skateboarding is an international organization giving skateboarding lessons to the local community in Athens and in refugee camps around the city. They offer daily skateboarding sessions including educational and creative workshops as well as girls-only sessions. The NGO is working with kids that are suffering from a trauma following their rough journey to Greece, and is providing them with a safe place and while also trying to tackle mental health issues.

Since our support to Free Movement Skateboarding, the participation rate has grown almost 4 times since April: from 50 to 250 participants. The project is working with youth from 23 different nationalities, 97% of them are refugees, mostly coming from Afghanistan, Iraq, Iran, Syria and Pakistan. We count 60% of boys and 40% of girls. Sessions grew from 2 to 4 sessions per week in refugee camps, with additional girls-only sessions. These programs enabled increased integration and interaction within the refugee camps and have generated employment opportunities for some of them.

Outreach increase from 50 to 250 since April 2019

97 % Refugees

Increase from 2 to 4 sessions per week in refugee camps

Youth from 23 nationalities

60 % boys, 40 % girls

**DONATION: \$7.737**

## LA SKATORIA X RED CROSS

■ Brussels, Belgium

As part of the Bruxsel Project summer 2019, we organized a 3-day workshop with La Skatoria through which they gave initiation to skateboarding classes to unaccompanied minors of the Red Cross in Brussels. They all made their own skateboard and kept it in order to continue practicing. We have since launched a call for project offering 2 grants of 5,000€ each with grant recipients to be announced in March 2020.

3 days initiation workshop

10 unaccompanied minors from Red Cross

19 Belgian artists involved

**DONATION: \$1.580**

## NYC AIDS MEMORIAL

■ New York, USA

The NYC AIDS Memorial honors more than 100,000 New Yorkers who have died of AIDS. It is the first highly visible public memorial since the beginning of the fight against AIDS, some 35 years ago. The Memorial acknowledges the contributions of caregivers and activists who mobilized to provide care for the ill, fight discrimination, lobby for medical research, and alter the drug approval process.

We donated \$23,100 to support the NYC AIDS Memorial and its noble cause, as well as to inspire and empower current and future activists, health professionals and people living with HIV in the continuing mission to eradicate the disease

**DONATION: \$23.100**

## THROUGH THE FLOWER

■ New Mexico, USA

Through the Flower was founded by Judy Chicago in 1978 as a non-profit feminist art organization. The non-profit's legacy is built on sponsoring and supporting projects that show the importance of art and its role in countering the erasure of women's achievements in history. Another part of this legacy is the power of art to inspire such action that has far-reaching effects.

Over the years, Through the Flower has grown into a substantial resource and research center, dedicated to ensuring Judy Chicago's vision that women's achievements will become a permanent part of our cultural heritage. Chicago's legacy as an artist is inseparable from her pioneering role in Feminist art and education, and their mission is to maintain the belief that women's achievements throughout history in art, activism, education, and so many other facets of society, are displayed at the forefront.

**DONATION: \$1 134,40**

## THE RURAL CHANGEMAKERS OF JANWAAR

■ Madhya Pradesh, India

The organization has been present in Janwaar since 2014 and introduced skateboarding to the local youth. Through our support, they were able to build a skatepark in the village with the help of the local community and international volunteers. Additionally, the organization provides educational and community workshops for the village daily.

They now count 30 to 50 kids, with 40% of girls and 60% of boys, which is a good balance for the region where gender inequalities are still very present. Through the organization's support, 5 local kids of the village were sent to study in Delhi and bring back their learning to the children of the village. They are now proud to act as leaders for the youth of Janwaar and are a source of inspiration for the younger children.

Economic development in rural area

Cultural changes regarding gender equality and breakdown of caste

Youth leadership activities

30 to 50 kids weekly

40% girls - 60% boys

**DONATION: \$15.000**



**The skatepark means that me and my friends have a safe place to go all week long now. My skating is improving all the time!**

→ Amanda, 13, Student at Coletivo Skate Maré

## ESCOLA VIDIGAL

■ Rio de Janeiro, Brazil

Escola Vidigal is a School of Art and Technology for children ages 4 to 10 located at Favela Vidigal, in Rio de Janeiro. The school was founded by Vik Muniz and has "Visual Literacy" as its core concept. This unique space – more a playground and art studio than usual classrooms – gives low-income children from the favela a chance to get in touch with art and technology at an early age. The main idea is to give access to the development of abstract thinking, including body and emotional expression and to create a new model for teaching – integrating art, play, performance and technology.

For the children, Escola Vidigal provides a safe space to experiment art – away from the violence of the favela. Muniz sees the school as a pilot program and would like it to be the first of many schools to teach a curriculum that ranges from sculpture to dance to video. "There is nothing like this in the favela," says Muniz, who hopes to give these children the tools and skills necessary to one day pursue opportunities in the field of their choice.

**DONATION \$5.897**



© Escola Vidigal

## COLETIVO SKATE MARÉ

■ Rio de Janeiro, Brazil

Coletivo Skate Maré is a volunteer-led grassroots movement that empowers the youth within its community through skateboarding. Located at the heart of one of Rio de Janeiro's most dangerous favelas is Maré Favelas Skatepark. Famously located under a bridge, the skatepark's construction started in July 2019 in an area completely controlled by gangs. We supported them for the construction of the skatepark.

Since the skatepark's inauguration in August, nearly 200 members of the community benefit from the skatepark, including loaner programs run by Coletivo Skate Maré, and a 2-hour lesson for 30 kids on Saturdays. The skatepark has also welcomed many visitors such as locals and tourists, but also from professional skateboarders, in particular the young and talented Sky Brown.

Providing a safe space to the kids of the favela  
40 participants weekly  
65% boys, 35% girls  
200 community members impacted indirectly

**DONATION: \$14.530**

## CASA AMARELA

■ Rio de Janeiro, Brazil

Founded by the artist JR, Casa Amarela is a house at the top of a favela in Rio de Janeiro and is a community center for its inhabitants. Through collaborations with local NGOs and residents of the favela, the space offers art workshops, cultural field trips as well as languages, photography, theatre, and sport classes. The house is open every day to welcome the children of the community to express their artistic and creative self.

Casa Amarela's vision is to improve the lives of Morro da Providência's inhabitants through art, culture and education. It acts as a way to tackle social exclusion and empower the community to improve their possibilities and future opportunities and to reduce the marginalization and alienation of the favelas residents who are trying to find their way into a highly stigmatized society. The organization welcomes 230 kids weekly and supports the development of artistic and self-expression skills.

230 kids weekly  
2 hour skate classes introduced through our support  
More than 10 different sport and art classes offered

**DONATION: \$24.485**



© Douglas Dobby - Casa Amarela





# UPCOMING PROJECTS

Today, we have set ourselves up with the objective of supporting 20 major social projects over the next three years. Here are some of the projects we are already actively supporting and thrilled to see come to fruition.

## SKATEISTAN

■ Bamyán, Afghanistan

Skateistan's fifth installation is coming!

Construction for the Skate School, which will begin in May 2020, is located in Bamyán, Afghanistan. Thanks to our upcoming collaboration with Raymond Pettibon, David Zwirner, the MoMA Design Store, and our community, we will fund \$50,000 in support of this amazing project.

We can't wait to see the project complete and for Skateistan's impact to reach whole new heights in youth empowerment through skateboarding and education!

© Skateistan

## CONCRETE JUNGLE FOUNDATION

■ Kingston, Jamaica

The Concrete Jungle Foundation team is preparing itself for the construction of a skatepark and school in Kingston, Jamaica! The construction of the skatepark is set for March 2020 and will integrate Concrete Jungle Foundation's Edu-Skate program which promotes personal development. The 1000 m<sup>2</sup> park is projected to help 280 kids per year.

The Freedom Skatepark was initiated following the violent death of a 20-year old Jamaican skateboarder who was stabbed to death. With a growing community of over 100 skateboarders, the Freedom Skatepark serves as a beacon of hope within a community torn by violence.

The skatepark aims to:

- give youth a safe space to develop
- involve the local community by employment opportunities
- foster personal development through life skills training that can prevent violence against children by enhancing communication, conflict management, problem solving skills and build positive peer-to-peer relationships

Two main programs will be implemented by the organization.

**Edu Skate and youth leadership program:**

- Teaching of 11 life-skills related to competence, autonomy and relatedness
- Youth leadership program for motivated students older than 12: they assist teachers and provide a role model for younger kids and develop their sense of ownership and responsibility
- Local NGOs will be trained to implement the Concrete Jungle Foundation's educational programs, already running in the association's other locations.

**Planting Seed Program:**

- New Concrete Jungle Foundation program to be implemented in Jamaica for the first time
- To teach specific employable skills related to skatepark project management (construction, digital, entrepreneurial and project management skills) to youth near the age of employment
- Provide a stipend in line with the country's entry-level salary to help them focus on the program
- Already 6 apprentices in Jamaica learning construction skills

© Concrete Jungle Foundation





# GRANTS & SUPPORT FOR 2020

As of January 2020, we have created our first two grants through our '5:25' business model. Proudly, we launched our first two call for projects to support social skate projects.



## BRUXSEL PROJECT

■ Call for Project

Last summer, we launched a project in Brussels through which we invited Belgian artists to collaborate with us by creating special art editions. The aim of these editions was to support social skate projects in Belgium dedicated to those that are the most in need.

A total of 10,000€ will be equally distributed to two projects. The focus of these two grants of 5,000€ is to bring skateboarding to underprivileged youth in Belgium. 20% of it (€1,000) will be dedicated to consultancy support specific to your project's needs. Each grant will also be supplemented with a donation of 5 boards (with grips) to be used for the activities.



## INFRASTRUCTURE PROJECT

■ Call for Project

The focus of this grant is to support an organization in the design, development, construction of a new skatepark and facilities worldwide.

One grant of \$15,000 will be distributed to one Social Skate Project of which 20% will be dedicated to consultancy support.





# ADDITIONAL INITIATIVES

## PEACE & SPORT AWARD NOMINATION

■ Monaco, Monaco

We were honored to be nominated for last year's Peace and Sport Awards in the "CSR of the Year" category. This nomination recognized our efforts to help the youth of Luanda by funding the construction of Concrete Jungle Foundation's skatepark through our collaboration with André Saraiva. The nomination saw us alongside fellow B Corp, Danone.

## THE GOODPUSH CONFERENCE

■ Copenhagen, Denmark

The Goodpush Alliance is an initiative by Skateistan to support and share knowledge among social skateboarding projects worldwide to make a bigger impact. This year, they organized a conference in Copenhagen, gathering many actors of the social skate scene to connect, share, and collaborate. Our Social Impact Officer was present and it gave us a closer insight on the challenges of social skate initiatives, ideas on how we can support further, but also to meet new social skate organizations!

## PUSHING BOARDERS CONFERENCE

■ Malmö, Sweden

The Skateroom participated at the Pushing Boarders in Malmö, Sweden. This was the first opportunity for us to connect with the European skate scene but especially with the local skate scene. It gave us a very good insight on the positive impact that skateboarding brings into many lives, very often tackling mental health issues. The conference was also a place for academics to share their research on skateboarding and what it brings on an individual level, but also for the society. Seeing how big the (social) skate community is, it only confirmed our role as a funder is truly important and responds to very specific needs.

The Skateroom has been very active in the movement and is pioneering in the strategic improvement plan they have designed with the B Impact Assessment as a tool and framework. They are contributing in advancing and advocating for the movement in Europe and are ahead in the network by incorporating the certification into their strategy.

→ Joey van den Brink, Certification Manager B Lab Europe



## SHARING OUR EXPERIENCE AS A SOCIAL ENTERPRISE

### Representing B Corp at The Shift Panels

■ Brussels, Belgium



With the very few certified B Corporations in Belgium, we were asked by The Shift, a local impact network, to participate at different panels in Brussels in order for us to share our knowledge and experience about the process of the certification and the role it has internally in our company.

### Social entrepreneurship at the University of Brussels

■ Brussels, Belgium



As there is increasing interest in social enterprises and how they function, universities started incorporating related content into their courses. We were happy to share our knowledge and experience about social entrepreneurship twice at the University of Brussels.

### "When art meets impact" at the Impact House

■ Brussels, Belgium



The Impact House was founded by Piet Colruyt and is the impact hub in Brussels. Our founder, Charles-Antoine Bodson, was invited to share his story and how The Skateroom became a social enterprise.



# PURPOSE-DRIVEN DNA

## Our Role & Responsibility

The Skateroom was founded upon the idea of being a responsible and purpose-driven company. We don't just want to fund and support social projects. We want to do it the right way. Every opportunity to challenge ourselves to do better is an opportunity we take. It's just a part of our DNA and we can't imagine business being done otherwise.

Since the beginning, we, at The Skateroom, believe that the idea of doing business in a way that isn't harmful to the world is no longer enough. The only way moving forward for modern companies should be to have a positive impact.

→ Charles-Antoine Bodson, Founder of The Skateroom

## Our contribution to the Sustainable Development Goals (SDGs)

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States, presents a shared plan for accomplishment for people and the planet. Therefore, The Skateroom follows the Agenda to align our operations and strategies with responsible corporate practices.

Through our practices, we have identified that we are contributing to the following SDGs



More information: [www.un.org/sustainabledevelopment](http://www.un.org/sustainabledevelopment)



## B Corp certified

In July 2019, we became B Corp certified, joining a global movement to redefine success in business. By voluntarily meeting higher standards of transparency, accountability, and performance, Certified B Corps are distinguishing themselves in a cluttered marketplace by offering a positive vision of a better way to do business. Certified B Corps are competing to be not just 'The Best in the World', but 'The Best for the World.'

The B Corp certification is a long, challenging, validated and recognized process delivered by the independent organization, B Lab. To become a certified B Corp, companies must first answer a 200-question survey which covers 5 key aspects of a company's social impact (governance, environment, customers, employees, and community), and receive a minimum score of 80 points. To date, there have been more than 80,000 applicants in the world, though only 3,200 of these, from 71 different countries, have succeeded. In other words, the acceptance rate is lower than 4% with the average application sitting at 55 points! The certification covers a 3-year period after which a renewal is required.

The "B" stands for "Benefit" Corporation and denotes that a business has committed itself to a defined set of non-traditional business practices that benefit employees, customers, and the broader community by creating a positive impact on society and the environment. B Corps differ from traditional corporations in purpose, accountability, and transparency. As the 9<sup>th</sup> Belgian company to join the movement, we are proud to be a part of this inspiring community of 2,800 liked-minded businesses.

## Our total score is 97.4 :



More information: [www.bcorporation.net](http://www.bcorporation.net)



## United Nations Global Compact

As a special initiative of the UN Secretary-General, the United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universal principles in the areas of human rights, labor, environment and anti-corruption. Started in 2000, the mandate of the UN Global Compact is to guide and support the global business community in advancing UN goals and values through responsible corporate practices. With more than 9,500 companies and 3,000 non-business signatories based in over 160 countries, and 70 Local Networks, it is the largest corporate sustainability initiative in the world. The Skateroom is proud to be a part of this community and strives to exemplify the principles outlined by the Sustainable Development Goals.

**The 10 UNGC principles are fundamental responsibilities in the areas of Human rights, Labour, Environment and Anti-corruption.**



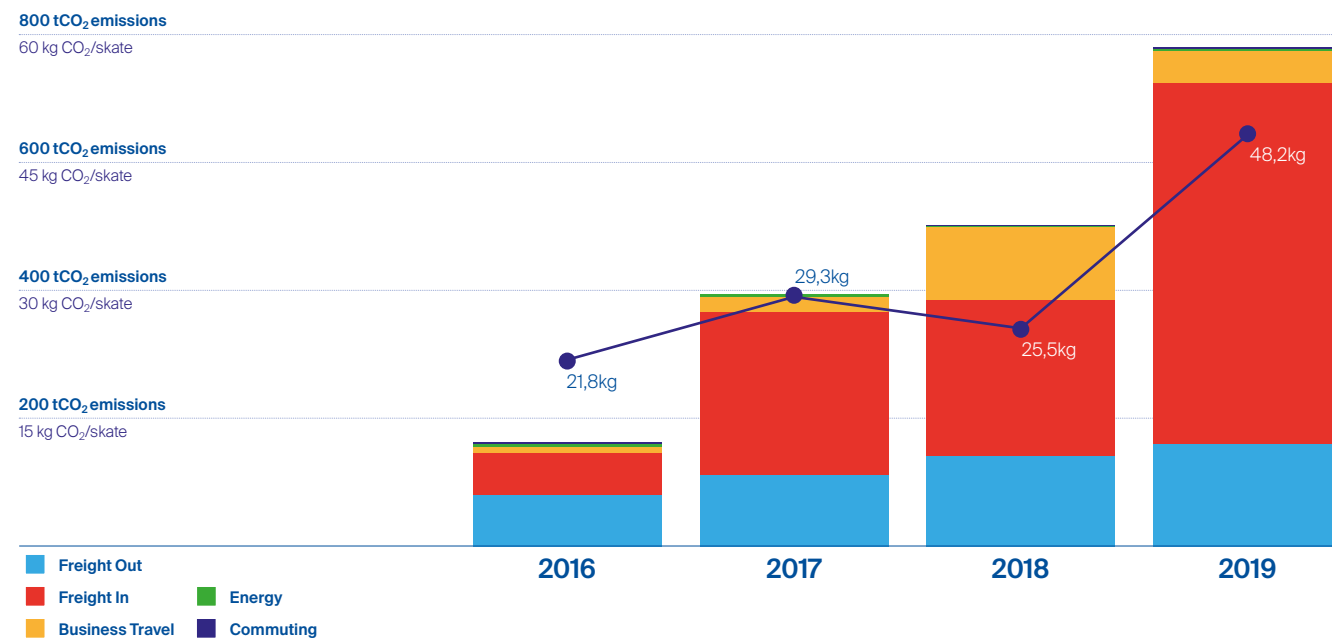


## CO<sub>2</sub> Neutrality

Being “carbon neutral” means that – through a transparent process of calculating emissions, reducing those emissions and offsetting residual emissions – net carbon emissions equal zero. The CO<sub>2</sub> Carbon neutrality thus involves a 3-step process: calculating emissions, reducing emissions, and offsetting remaining emissions. Since 2016, The Skateroom offsets its carbon emissions and proudly wears the CO<sub>2</sub>-neutral label: we compensate for our entire yearly carbon footprint through the independent audit company CO2logic (and Vincotte – an international independent certification body).

Through the years, and until 2018 we have been optimizing our operations which has enabled us to reduce our emissions per skate produced -- by 31% since 2016, and 13% since 2017. In 2019, we see a rise in our emissions mostly due to an increase in our imports (+131%) and in our exports (+13%).

We are compensating these carbon emissions by supporting projects contributing to the reduction of CO<sub>2</sub> emissions or promoting sustainable agriculture and forest conservation practices.



Compensating our carbon emissions does not remove our responsibilities towards the environment. We realize this is far from being perfect or sustainable. This just a first step for us to continue drastically reducing our emissions by introducing better practices and to be greener year by year. **The increase of our emissions in 2019 is due to the success of our sales and thus an increase in production and imports.** However, it has also been a warning and tracking these numbers allow us to adapt our practices to be more environmental friendly. This is why we are working on reducing our carbon emissions by half in 2020.

## 2017

To offset our carbon for 2017, we supported SAVING TREES PROJECT in Uganda so that 300+ families receive an efficient wood stove.



### Key facts:

- Each stove helps reduce wood and charcoal consumption by up 40% compared to other cooking methods and can save US \$75 per year per family
- They create a reduction in the emission of harmful pollutants that frequently cause respiratory illnesses such as Pneumonia for children and women in Africa. UNICEF estimates that 2 million children die from pneumonia every year. Pneumonia is the single largest cause of child death and reducing indoor air pollution is one of the key prevention measures.

### Through our support, we were able to contribute to:

- 230+ jobs
- 2.4 million people benefitting
- \$100/year saved by users
- 2.6 million tons of CO<sub>2</sub> avoided
- 7.2 million trees saved

By supporting these projects, we are contributing to the following SDGs:



## 2018

To offset our carbon emissions for 2018, we have decided to support Zambia Agroforestry project.



### Key facts:

- Promotes sustainable agriculture and forest conservation practices
- Conserves ecosystems and wildlife
- Empowers local communities and markets
- The project is certified by VCS and REDD+

### Through our support, we were able to contribute to:

- 1 million hectares of community conservation area
- 110 000 hectares of forest protected from deforestation
- 500 000 tonnes of CO<sub>2</sub> saved
- Average annual income of farmers increase by 420%

### Specifically through our support, we made the following happen:

- 36 farmers employed
- 31 hectares of sustainable farmland
- 200 hectares of conservation area



# TOMORROW STARTS RIGHT NOW

## Committing to Net Zero by 2030

During the Cop25 in Madrid, 500 B Corps companies have publicly committed to become net zero by the year 2030. This effort seeks to reduce greenhouse gas emissions and reach a 1.5-degree trajectory – 20 years ahead of the 2050 targets set in the Paris agreement. We could not be prouder to be among these companies. There is still a long way to go, but, we hope this initiative inspires other companies to do the same and preserve our planet for the good of all.

## Sustainable Production

Our wood is sourced from sustainable certified forests and is FSC certified

Our silkscreen prints are made using water-based ink.

Our packaging is mainly made from recycled material in an effort to limit non-recyclable waste.

### Shipping Boxes

We work with a supplier not far from Brussels, near Lilles. Together we developed the packaging using eco-friendly cardboard.

### Felt Bags

We have been working with a Chinese supplier for some years now. He makes a special bag for us using felt material. The felt is made of wool and polypropylene (degradable).

For both packages, The Skateroom exchanges constant feed-back with the suppliers to develop the best final product.

The Skateroom is a team of very diverse individuals who are all linked by two common traits. First, we are deeply committed to our goal of having a positive impact. Second, we are not easily satisfied. The Skateroom has grown because it is driven by actors of change who dare to perpetually ask questions and challenge themselves and others to find new and better solutions. That mindset cultivates a culture of excellence and I am thankful to my team for moving this company forward at my side. We have done a great job so far because we know that tomorrow starts right now. During the next 3 years, we will continue our ambitious efforts to grow and devote particular care to 3 very important aspects.

First of all, we want to ensure that art remains available to the greater public. By editing high-quality art editions on responsibly made skateboards, we take art off the museum walls and make it more accessible than ever before - all while having a positive social impact. To keep spreading our love for art with our community, we expect to launch at least ten art editions per year with major artists and art foundations. A few very exciting collaborations are already in the pipeline, but that's not all! Through the sales, we aim to increase our social impact by 100% and to support at least 20 major social projects with funding needs of 1 million dollars or higher. At the same time, as we continue to grow, we want to make sure we reduce our environmental impact by 5% per year. We have been carbon neutral since 2016, and now, we want to step up our efforts to preserve our planet for future generations to come. As a B Corp, we will take responsibility and lead by example, striving to be recognized by our peers as a "Best of the World Honoree" while stabilizing our gross budget.

Secondly, to achieve that, we will further develop our brand and share our values through our economic model of "Art for Social Impact". Our community across social platforms has grown by 100% in 2019 and we now endeavor to repeat that feat this year, finding more engaged art lovers with whom to share our message. That's why we will reinforce our relationships with our retail partners and work with them to deliver a truly

unique experience to consumers around the world. We want customers to be empowered, and by that, we don't just mean our own. To broaden our reach, The Skateroom will also seek to partner with at least 3 brands that will respect and follow our engaged consumption model with their products, through a collaboration with specific artists. As a social entrepreneurship, we plan to attend more conferences where we can exchange ideas and knowledge with similar companies, ensuring that we keep learning and growing every step of our journey.

The third point is, in fact, about steering our journey down the right path, paving a way towards sustainability and excellence. Our community is where change begins and without their support, we would not be where we are today. As a company, we will honor their trust by offering them an outstanding experience where they can be empowered and know that their choices make a real difference. Every year, we will aim to improve our customer satisfaction by improving our services and optimizing our supply chain with customer experience at the heart of our processes. We are confident in our ability to convert this effort into a steady growth, allowing us to stabilize our acquisition costs, decrease our inventory, while making a greater impact.

Every member of our team of social rebels is committed to achieving these objectives. Their daily enthusiasm and investment into their work is the life essence of what makes The Skateroom unique. To empower them, we deeply encourage and support them to grow within their roles and responsibilities, becoming experts within their functions. As the culture of excellence continues to thrive within our company, we are excited to know that the best is yet to come.

Tomorrow starts with what we do right now. Right now, The Skateroom is on a journey towards sustainable growth. We are grateful for all the support so far, and we are looking forward to making an even bigger impact with you as we move forward.

**Thanks again for your trust in us.**







# GIVING THANKS

Our achievements are the results of contributions and collaborations of many different people. Here, we would like to take the time to thank them properly for making our journey what it is today. This list of special individuals is not exhaustive, so for anyone that we may have forgotten, please know that it was not done purposely and that we are thankful to every single person who has helped us over the years.

### Family

Anne-Catherine Lacroix  
Cy & Alaska Bodson  
Francesca Simoni  
Olivia Bodson  
Olivia Sebayobe  
Philippe Bodson  
Sophia Fautré

### Friends

Alexis Kerin  
Alice Broughton  
Ben Baudart  
Bo Young Song  
Caroline Bourgeois  
David Fischer  
Dimitri Jeurissen  
Elise Van Middeltem  
Emmanuel Plat  
Gigi Loizzo  
Griet Dupont  
Jean-Marc Goemaere  
Jessica Silverman  
John Israël (The Satisfaction)  
Julie Solovyeva  
Kim Bush  
Marianne Lesimple  
Marijn Veraart  
Menno Dellisse  
Michael Dupouy  
Nadine Johnson  
Natalie Dubrulle  
Pascaline Smets  
Pierre-Olivier Beckers  
Poggy The Man  
Ray Mendez  
Sarah Andelman  
Zandra Van Batenburg

**The Skateroom Hall of Fame:** Adrien de Liedekerke, Eileen Cols, Filip Elerud, Iva Divic, Jennifer Plasman, Ohana N'Kulufa, Richie Goblet d'Aviella, Tanguy De Kelver

**The Unstoppable Roadies:** Arnaud Leurquin, Fatima Zahra-Erraji, Felix Bodson, Helena Cano, Lasbordes, Laura Kongulu, Léa Sandral, Malik Decoster Marin Guesdon, Maxime Célis, Maxime Valy, Nicolas Dau, Rémy Thiebaut Samuel Cordat, Swan Jouan, Tara Morton

### Artist Studio

Ai Weiwei  
Albert Oehlen  
André Saraiva  
Andrea Cashman  
Bellatrix Hubert  
Charly Herscovici  
Chéri Samba  
Chris Bracco  
Cleon Peterson  
Coco Capitán  
Damon McCarthy  
David Stark  
Erik Sumption  
Erika Benincasa  
Gabriel Orozco  
Grayson Perry  
Jean Jullien  
Jennifer Ng  
Jenny Holzer  
Jeremyville  
John Matos  
JR  
Judy Chicago  
Junette Teng  
Kelley Walker  
Lucas Cooper  
Marc Azoulay  
Martha Cooper  
Megan Mair  
Megan Schultz  
Melissa Menta  
Michael Hermann  
Nobuyoshi Araki  
Paul McCarthy  
Raymond Pettibon  
ROA  
Robin Rhode  
Roger Ballen  
Satoko Hamada  
Shepard Fairey  
Steven Harrington  
Tomás Longo  
Tomokazu Matsuyama  
Vik Muniz  
Walead Beshty  
Yoshitomo Nara

### Social Impact Partners

Amber Edmondson  
Ancilla Smith  
Arne Hillerns  
Carlos Garcia-Borreguero  
Clément Taquet  
Damian Platt  
Eglantine Eeckhout  
Fabio Ghivelder  
Felix Spowage  
James Green  
Janneke Wagner  
Jessica Faulkner  
Joey van den Brink  
Miles Jackson  
Nina Soutoul  
Oliver Percovich  
Rhianon Bader  
Sebastien Reuzé  
Shane Carrick  
Sozyone Gonzales  
Ulrike Reinhard

### Bruxsel Project

Arnaud Kool  
Cathy Gagalys Vega  
Charlotte Baudry  
Clarisse Jeghers  
Denis Meyers  
Els Vermang  
Gaillard & Claude  
Hadrien Du Roy  
Jana Cordenier  
Julie Pollet  
Jurgen Ots  
Leen Voet  
Martin Belou  
Michael Van Den Abeele  
Michel François  
Nel Aerts  
Nicolas Boey  
Pieter Vermeersch  
Sebastien Alouf  
Sebastien Reuzé  
Sozyone Gonzales



