

SKATE

# ACTIVITY REPORT 2020

## THE SKATEROOM

# Welcome!

STILL UNITING ART AND SKATEBOARDING  
TO CHANGE THE WORLD

# REFLECTING ON A YEAR LIKE NO OTHER



COVID-19 forced us to adapt. Collaborations had to be moved, events cancelled, and we said goodbye to working together in our offices. We got through it. We're proud of that.

But for us, the most dramatic impact the pandemic had was on the organizations we support. SKATEISTAN's schools closed, FREE MOVEMENT SKATEBOARDING was denied entry to the migrant camps it teaches in, and many of CONCRETE JUNGLE's construction plans had to be reorganized. The children these projects support lost access to their education, their community and their playtime.

But they didn't give up.

The dedication and agility our partner organizations displayed during this time was inspirational. They were agile, and repositioned themselves again and again to roll with the punches of the pandemic. What else would you expect from skateboarders? Falling, getting back up, trying again, doing better.

We spoke regularly with our partners during lockdown. We didn't just want to honor our funding commitments, we made new promises which would mean they could build back better —promises of reliable, consistent and unrestricted funding.

Now, as we emerge from the pandemic, our partnerships are stronger than ever. And we are ready to welcome in a new way of working together.

You can be a part of this journey.

By buying limited editions from THE SKATEROOM, you have a direct role in creating lasting social change through these organizations. We are moving towards a brighter future for consumerism and a better world for everybody. We want you along for the ride.



**7,500+ KIDS EMPOWERED BY 25 SOCIAL PARTNERS  
IN COLLABORATION WITH 35 ARTISTS ACROSS 200+ EDITIONS  
ONE MILLION DOLLARS IN FUNDING**

# WE VALUE *ART.* WE VALUE *SKATE.* WE VALUE *SOCIAL CHANGE.*

By working closely with the world's most influential artists, we fund international skate and education nonprofits & projects.

We exist to facilitate, empower and inspire social change and commit to giving at least 10% of all our revenue to social partners.

Since 2014, we have generated over \$1,000,000 in unrestricted funding.

As a certified B Corp, we make commitments to our partners, buyers and the planet.

Together, we work towards a brighter future for consumerism.

By working with our partner NGOs we've:

- Gifted \$1,1M+ in funding
- Supported 25 organizations
- Distributed funds in 28 regions globally
- Contributed to 10 skatepark builds
- Contributed to the empowerment of 7,500+ kids every week
- since 2014, with 40% female participation

# WHY SKATEBOARDING? THIS IS A MOVEMENT

Is it a counter culture? Is it an artform? Is it an Olympic sport? Skateboarding has a pretty complicated public image in the West. People often can't see what skateboarding and social change have in common.

The fact is that skateboarding has impacted the lives of countless people —boys and girls of all ages, from every walk of life. It is, at its most fundamental, an exercise in resilience. You fall, you get back up. You learn. No matter where skateboarding pops up in the world, that remains the same.

Thanks to the social skate movement spearheaded by organizations like SKATEISTAN over the past decade, we're finally able to quantify the immense positive impact skateboarding has on mental and physical health.

More projects join the social skate movement every year, we are here to answer their calls for support.

*"Everybody falls off a skateboard the same way."*

Oliver Percovich, founder of SKATEISTAN



# HOW WE WORK THERE'S METHOD IN THE RADNESS

## HOW WE FACILITATE SOCIAL CHANGE

ANSWERING THE CALL	MAKING CONNECTIONS	CREATING ART	EMPOWERING SOCIAL CHANGE
A partner organization needs funding for a new or ongoing project. It's our job to meet that need. We make a commitment to the organization, and get to work.	Through our extensive network in the art world, we unite the organization in need with an artist who shares this vision for social change.	A partner organization needs funding for a new or ongoing project. It's our job to meet that need. We make a commitment to the organization, and get to work.	We give at least 10% of the revenue from the edition sales directly to the organization, facilitating them to take their incredible work to the next level.

## HOW OUR PARTNERSHIPS ARE BORN

We have a rigorous selection process which takes into account both short, mid and long term impact. We ensure that we facilitate social change that both empowers those it effects and can be sustained.

We value the following criteria:

- Local involvement, ownership and empowerment
- Sustainable maintenance of activities
- Inclusive & free access for all who need it
- A long-term impact vision

## BEING A RESPONSIBLE COMPANY THE SKATEROOM IS A B CORP

### BORN TO BE A B CORP

Since day one, becoming a B Corp was more than an aspiration for us.  
It was a necessity.

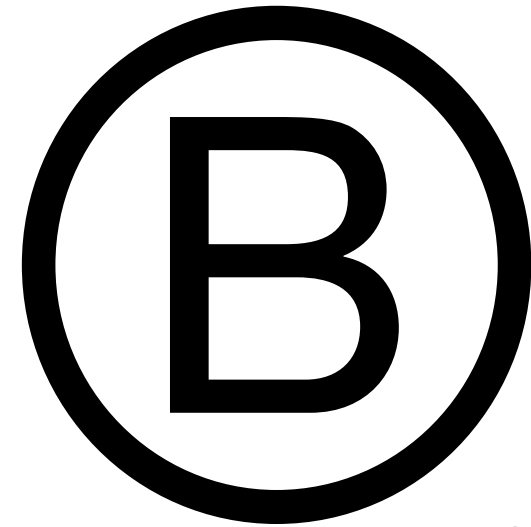
Certified B Corps are distinguishing themselves in an overwhelmed marketplace by working toward a better way to do business.

By joining the ranks of these socially and planet conscious companies, we were able to supercharge our vision for a better way to consume.

In 2019, we were certified.

Today we continue to improve, with the support and expertise of the B Corp network to help guide us.

# Certified

<sup>®</sup>

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# Corporation

# WHO WE WORK WITH 25 PARTNERS & COUNTING

1. AMPLIFIER, Seattle, USA
2. BANGLADESH SKATE AID, Gazipur, Bangladesh
3. B'TSELEM, Jerusalem, Israel
4. BYRRRH & SKATE, Brussels, Belgium
5. CASA AMARELA, Rio de Janeiro, Brazil
6. CENTRE FIERS & FORTS, Marrakesh, Morocco
7. CHANGE THE REF, Parkland, USA
8. COLETIVO SKATE MARÉ, Rio de Janeiro, Brazil
9. CUBA SKATE, Havana, Cuba
10. CONCRETE JUNGLE FOUNDATION:
  - Alto Trujillo, Peru
  - Kingston, Jamaica
  - Luanda, Angola
11. ESCOLA VIDIGAL, Rio de Janeiro, Brazil
12. FIVE ACRES, Los Angeles, USA
13. FREE MOVEMENT SKATEBOARDING, Athens, Greece
14. HAKLARINKOPRUSU, Izmir, Turkey
15. LA SKATORIA X RED CROSS, Brussels, Belgium
16. MAKE LIFE SKATE LIFE, Sulaymaniyah, Iraq
17. MONSTERS ON WHEELS, Mons, Belgium
18. NEW YORK CITY AIDS MEMORIAL, New York, USA
19. PUSHING BOARDERS, Malmö, Sweden
20. RURAL CHANGEMAKERS, Madhya Pradesh, India
21. SKATE WORLD BETTER, Maputo, Mozambique
22. SKATEISTAN:
  - Afghanistan: Bamyan, Kabul, Mazar-i-Sharif
  - Cambodia: Phnom Penh
  - South Africa: Johannesburg
23. SPECIAL OLYMPICS
24. THROUGH THE FLOWER, New Mexico, USA
25. WAW/SWB/WE SKATE MONGU, Mongu, Zambia

AND MANY MORE TO COME.

# WHO WE WORK WITH 35 ARTISTS SO FAR

Ai WEIWEI

Albert OEHLÉN

André SARAIVA

Andy HOPE 1930

Andy WARHOL

Chéri SAMBA

Cleon PETERSON

Coco CAPITÁN

Gabriel OROZCO

Grayson PERRY

James ROSENQUIST

Jean JULLIEN

Jean-Michel BASQUIAT

Jenny HOLZER

JEREMYVILLE

JR

Judy CHICAGO

Keith HARING

Kelley WALKER

Nobuyoshi ARAKI

Paul MCCARTHY

PEANUTS by Charles M. SCHULZ

THE PEANUTS GLOBAL ARTIST COLLECTIVE

Raymond PETTIBON

René MAGRITTE

ROA

Robert RAUSCHENBERG

Robin RHODE

Roger BALLEEN

Shepard FAIREY

Steven HARRINGTON

Vik MUNIZ

Vincent VAN GOGH

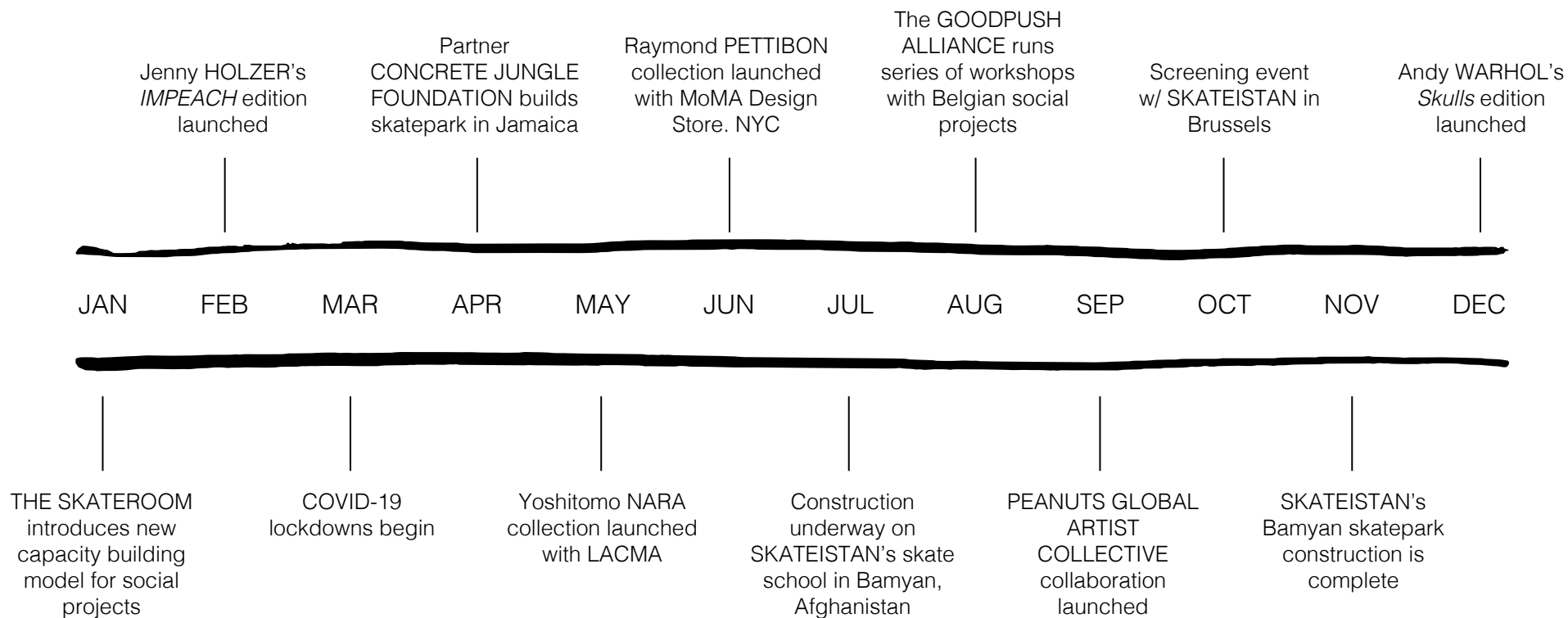
Walead BESHTY

Yoshitomo NARA

# 2020 unpacked

WE RAISED \$265K FOR THE SOCIAL  
SKATE MOVEMENT

## 2020 IN REVIEW



# HIGHLIGHTING OUR NEW ARTISTS IN 2020

## JENNY HOLZER

For 40+ years, Jenny HOLZER has presented her astringent ideas, arguments, and sorrows in public places and international exhibitions. Her medium is thought/text, and a public dimension is integral to the delivery. Holzer's practice rivals ignorance and violence with intellect, humor, humanity, and courage.

In 2020, THE SKATEROOM in partnership with HOLZER released the limited *IMPEACH* editions.

Projects supported:  
CHANGE THE REF and VOTE.ORG

## YOSHITOMO NARA

Yoshitomo NARA is a Japanese artist best known for his paintings of children and animals that appear simultaneously sweet and sinister, as seen in his work *Do Not Disturb!*, 1996.

For our first collaboration with Yoshitomo NARA, we launched two triptych —sets of 3 skateboards and one solo skateboard named *Peace Girl*.

Project supported:  
Opening a skate school in Bamyan, Afghanistan with SKATEISTAN

## RAYMOND PETTIBON

Raymond PETTIBON's influential oeuvre engages a wide spectrum of American iconography.

He is also famous for his work with bands like Black Flag and Sonic Youth.

In 2020, The Skateroom released two limited editions created in the spirit of Hokusai's wave, were hand-signed by Raymond PETTIBON himself.

Project supported:  
Opening a skate school in Bamyan, Afghanistan with SKATEISTAN

## PEANUTS GLOBAL COLLECTIVE

Charles M. SCHULZ is widely regarded as one of the most influential cartoonists of all time.

For fifty years, Charlie Brown, Snoopy, and the rest of the Peanuts gang entertained readers on the newspaper comic pages.

THE SKATEROOM and Peanuts created 14 limited edition art decks featuring the works of the PEANUTS GLOBAL ARTIST COLLECTIVE.

Project supported:  
Building a skatepark in Gazipur with BANGLADESH STREET KIDS AID

# PARTNER ORGANIZATIONS IN 2020 <sup>1</sup>

## OUR PARTNERSHIP WITH SKATEISTAN

Empowering 3,500+ young people yearly, across 5 locations.

Through innovative programs which combine skateboarding and creative education, SKATEISTAN aims to help children pursue their own passions and dreams, ultimately to become positive role models in their own communities.

Our commitment:

We have an ongoing 3-year commitment to SKATEISTAN supporting them with \$300,000 in total.

## ABOUT SKATEISTAN:

- 2800+ children registered weekly
- 3500+ children reached yearly
- 140+ graduates in Afghanistan
- 55% female participation
- 220+ children with disabilities
- 30 different ethnicities
- 80+ staff employed



Formal education — Women empowerment — Youth leadership — Local employment — Skate classes

# PARTNER ORGANIZATIONS IN 2020<sup>2</sup>

## SKATEISTAN'S FIFTH SKATE SCHOOL BUILDING THE BAMYAN SKATEPARK

Bamyan is SKATEISTAN's fifth Skate School. Afghanistan remains an unsafe place for many children and is still ranked in the world's three worst countries to be born a girl. Around 40% of Afghanistan's school aged children do not go to school.

SKATEISTAN aims to help these children pursue their own passions and dreams and ultimately, to become positive role models in their own communities.

**\*Note 2021:** Sadly, due to the current political climate, the operations in all three of Skateistan's locations in Afghanistan are temporarily suspended.

## ABOUT BAMYAN:

- 800+ active students
- 41% girls
- 5 ethnicities in student body
- 92% from low income backgrounds
- ambition to welcome 20% of students with disabilities
- Estimated 20 jobs for local people

Our support:  
\$50,000 - on top of our yearly commitment

Thanks to:  
Raymond PETTIBON & MoMA Design Store  
Yoshitomo NARA & the LACMA



Formal education — Women empowerment — Youth leadership — Local employment — Skate classes

# PARTNER ORGANIZATIONS IN 2020<sup>3</sup>

## CONCRETE JUNGLE FOUNDATION THE FREEDOM SKATEPARK, JAMAICA

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.

Located just outside Kingston in Eight Mile Bull Bay, the 1,300m<sup>2</sup> Freedom Skatepark is the largest skatepark in Jamaica and the first and only in the capital region.

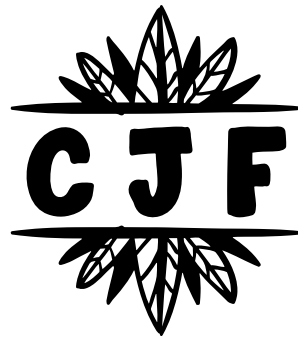
Built under the direction of CONCRETE JUNGLE FOUNDATION in early 2020 by some 40 international and local volunteers, the park runs their signature Edu-Skate programme and loans skateboards to its users.

## ABOUT FREEDOM SKATEPARK:

- 1000 children reached yearly
- 170+ students registered for educational program with average age 11 years old and 30% girls
- 50 attendees at homework program
- 375+ users for get-on-board program with average age 13 years old and 34% girls
- 6 interns
- 10 people employed

Our support:  
\$51,000

Thanks to:  
Coco CAPITÁN



Life-Skills education — Youth leadership — Local employment — Skate classes

# PARTNER ORGANIZATIONS IN 2020<sup>4</sup>

## FREE MOVEMENT SKATEBOARDING EMPOWERING REFUGEE YOUTH WITH SKATEBOARDING

FREE MOVEMENT SKATEBOARDING is an international organization which offers skateboarding lessons to the local community in Athens and in refugee camps around the city.

They offer daily sessions, including educational programs, creative workshops and girls-only sessions. Specializing in offering activities for kids that are suffering from childhood trauma.

### ABOUT FREE MOVEMENT:

- 1000 children reached yearly
- 60 participants weekly (250 before COVID)
- 97% refugees
- 23 ethnicities in student body
- 40% girls

Our support:  
\$8,800

Thanks to:  
Judy CHICAGO  
Gabriel OROZCO



Social integration — Women empowerment — Skate classes — Diversity & Inclusion

# PARTNER ORGANIZATIONS IN 2020<sup>5</sup>

## COLETIVO SKATE MARÉ RIO'S FAVELAS GETS A SKATEPARK

COLETIVO SKATE MARÉ is a volunteer-led grassroots movement that empowers youth within its community through skateboarding.

Located at the heart of one of Rio de Janeiro's most dangerous favelas is Maré Favela Skatepark, a community-driven space for the empowerment of local kids.

### ABOUT MARÉ FAVELA SKATEPARK:

- 40 participants weekly
- 200+ members from the community
- 35% girls

Our support:  
\$26,700

Thanks to:  
Vik MUNIZ  
JR



Social integration — Youth empowerment — Skate classes — Diversity & Inclusion

# PARTNER ORGANIZATIONS IN 2020<sup>6</sup>

## MONSTERS ON WHEELS RENOVATING A BELOVED DIY SKATEPARK

## BYRRRH & SKATE FREE SESSIONS FOR UNDERPRIVILEGED KIDS

In the summer of 2019, 7 artists were invited for one-week residencies at THE SKATEROOM GALLERY in Brussels, to transform it into their workshop, create works of art on skateboards and to showcase their work.

The challenge was to create a collection of skateboards that would be auctioned during Brussels Gallery Weekend to raise funding for BYRRRH & SKATE's local initiation programs allowing them to offer free skateboarding lessons to local underprivileged youth as well as MONSTERS ON WHEELS' renovation project of an indoor skatepark.

Our support :  
\$10,000

Infrastructure development — Skate classes — Diversity & Inclusion

## PARTNER ORGANIZATIONS IN 2020<sup>7</sup>

### ESCOLA VIDIGAL

ESCOLA VIDIGAL is a school of Art and technology for children located in the Favela Vidigal of Rio de Janeiro.

The school, founded by artist Vik Muniz, is a unique space offering those aged 4-10 years from low-income backgrounds a chance to try Art and learn about technology at an early stage.

Our support with Vik MUNIZ:  
\$16,950

### CASA AMARELA

Founded by the artist JR, CASA AMARELA is a house at the top of a favela in Rio de Janeiro which functions as a community center. 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 sports classes.

Our support with JR:  
\$44,400

### CHANGE THE REF

CHANGE THE REF was founded to give American youth the tools they need to be empowered to make changes to critical issues that affect the United States, through education, conversation, and activism. It uses urban art and non-violent creative confrontation to expose the disastrous effects of mass shootings and gun violence.

Our support with Jenny HOLZER:  
\$3,800

### THROUGH THE FLOWER

THROUGH THE FLOWER was founded by Judy CHICAGO as a non-profit feminist art organization. Their mission is to maintain the belief that women's achievements in Art activism and education throughout history, are displayed at the forefront.

Our support with Judy Chicago:  
\$1,450

# BEING A RESPONSIBLE COMPANY <sup>1</sup>

## EVENTS & APPEARANCES

### CHARLES-ANTOINE SPEAKS AT CHANGENOW

The ChangeNOW Summit, is the largest gathering for positive impact in the world

We had the pleasure of being among the leading actors for change welcomed at the Grand Palais in Paris, to present solutions to some of the world's most pressing needs.

Charles-Antoine Bodson, the CEO and Founder of THE SKATEROOM, was welcomed for the Entrepreneur Spirit panel, where he spoke about his social entrepreneurship journey.



### SKATEISTAN'S OSCAR-WINNING FEATURE-FILM

The Skateroom hosts a sold-out screening of the documentary, *LEARNING TO SKATEBOARD IN A WARZONE (IF YOU'RE A GIRL)*, complete with discussion panel involving supporters and the crew.



### OTHER EVENTS IN 2020

Speaking at B Leaders training.

Impact Monday at the Impact House

Exploring SDGs at B Corp Stories

Regeneration Summit 2020

Guest speaker about B Corp at Chiesi BE

# BEING A RESPONSIBLE COMPANY <sup>2</sup>

## OUR COMMITMENTS

### CERTIFIED B CORP

Certified B Corps are distinguishing themselves in a cluttered marketplace by offering a positive vision of a better way to do business.

In 2019, we achieved that goal.

We've been on a journey of self-improvement ever since.

We proudly hold a score of 97.4 today, but with the help of the B Impact Assessment we have committed to improving our B Corp score by 5% each year.

This is woven into every part of what we do at THE SKATEROOM.

### BECOMING CO2 NEUTRAL

Being “carbon neutral” means that –through a transparent process of calculating emissions, reducing those emissions and offsetting residual emissions– net carbon emissions equal zero.

Since 2016, THE SKATEROOM compensates our entire yearly carbon footprint through the independent audit company CO2logic and Vincotte –an international independent certification body.

### A COMMITMENT TO SUSTAINABILITY

Truly planet-friendly business is a difficult and endless journey. We make a commitment to sustainability in all our work, but we can't pretend we're there yet.

We have a commitment to realizing the following goals by 2022:

- Localize production to reduce emissions and improve our value chain
- Compensate our wood usage via forest conservation projects
- Reduce our plastic footprint by finding alternatives for all packaging and single-use plastic products, including the bottles we drink from in our office.

We are already well on the way to meeting these aims.

# BEING A RESPONSIBLE COMPANY <sup>3</sup> OUR ECOSYSTEM

## NETWORKS WE ARE A PART OF



## AWARDS WE'VE WON



B Corp Benelux Award 2020  
“Active member of the community”



“Excellence in Community Service”

## OUR CONTRIBUTION TO THE SDGs



The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States, presents a shared plan for accomplishment for people and planet.

THE SKATEROOM follows this agenda and uses it as a framework to align operations and strategies to contribute in reaching these Sustainable Development Goals (SDGs).

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





# Thank you!

