



**act.<sup>3</sup>**

— 2021-2022 —

# **SUSTAINABILITY REPORT**

**FEB 2021 – FEB 2022**

# TABLE OF CONTENTS

<b>PERSONAL STATEMENT</b>	5-6
<b>HUMAN RIGHTS</b>	7-9
<b>LABOUR</b>	10-13
WORKING CONDITIONS	
HEALTH AND SAFETY	
PERSONAL GROWTH AND DEVELOPMENT	
<b>ENVIRONMENT</b>	14-16
WE ACT GREEN	
GREEN PROJECTS	
<b>COMPLIANCE</b>	17
ANTI-CORRUPTION	
RESPONSIBLE INFORMATION MANAGEMENT	
<b>OUTLOOK 2022</b>	18

# **WE ARE ACT.3**

**WE SHAPE THE FUTURE OF BRANDS THROUGH  
PEOPLE, COMMUNITY AND CULTURE.  
WE MAKE IDEAS HAPPEN.**

**OUR PURPOSE IS TO ENABLE EACH OTHER AND BRANDS  
TO CREATE REAL CHANGE IN PEOPLES' LIVES,  
ULTIMATELY MAKING OUR WORLD A HAPPIER PLACE.**

**WE ARE AN INTERNATIONAL COMMUNITY;  
WE HAVE A HOLISTIC SERVICE APPROACH AND WORK  
WITH HANDPICKED PARTNERS ACROSS THE GLOBE.**

**WITH EXPERTISE IN STRATEGY, CREATIVE AND EXPERIENCES,  
WE BRING BEAUTY TO THE SPHERES OF SPORTS,  
CULTURE, AND SUSTAINABILITY.**

OUR PURPOSE

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— 4 —  
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**TO MAKE OUR WORLD  
A HAPPIER PLACE.**

**TO CREATE REAL CHANGE IN PEOPLES' LIVES.**

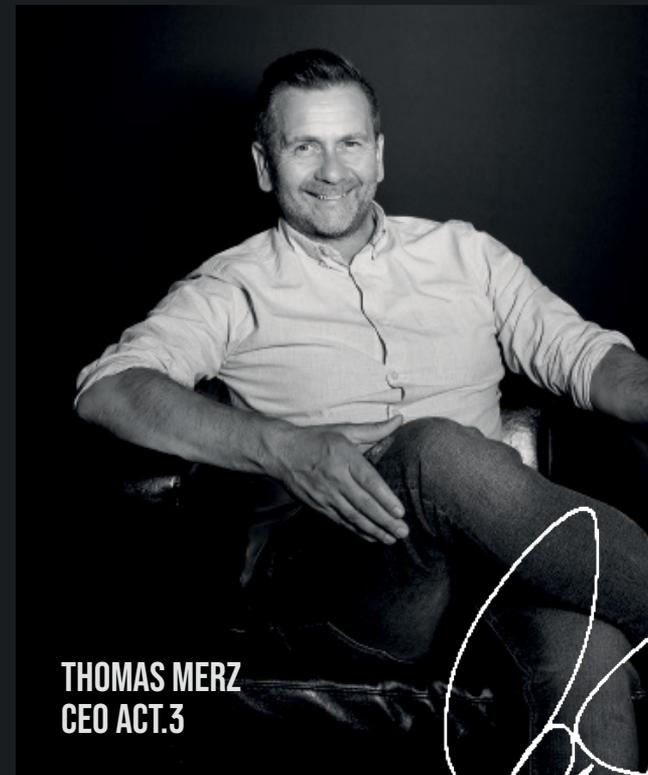
# PERSONAL STATEMENT

"2021 was yet another unexpected year. With the COVID-19 Pandemic, we as a global community were required again to encounter economic, health, personal and strategic challenges.

Despite the circumstances, we boosted our impact through empowering our people, our teams, and new fields of play. We relentlessly found new solutions, new frames for our work and continued to offer a competitive portfolio in ways that simultaneously enhances our planet's societies, economies, and environments.

Evidently, in all this, we strongly stood by our #peoplefirst approach. As 2020 has shown, it is hugely important to stand united to overcome difficult times. Standing together as one community means supporting everyone in every way. It is our belief that as one team, our action changes things and we can make ideas happen as well as shape our future, proactively.

Protecting our earth and our environment plays an integral part in our future. Through our sister company act GREEN we were able to again extend our green culture, knowledge, and know-how across our whole organization. Last year, we empowered the green narrative across diverse platforms and act.3 by making our act GREEN Director Sustainability Leadership Team Member at act.3 and ensuring sustainability is at the



**THOMAS MERZ**  
CEO ACT.3

A white, handwritten signature of Thomas Merz, written over the bottom right corner of the photograph. The signature is stylized and cursive.

forefront of act.3 brand and corporate strategy. Our vision is to spread and share sustainability across our entire organization, across all brands and our act.3 ecosystem. Building a sustainable future for all means leaving no one behind. Therefore, we are also committed signatory of the UN Womens' Empowerment Principles. #joinedforces

We are delighted to submit our sustainability report once again after first committing to the UN Global Compact in 2019. In 2021/22 act.3 continues to actively support the goals of the UN Global Compact and the implementation of the ten principles worldwide. These principles represent the foundation for all our global operations, and we are dedicated to upholding these exacting standards. This report describes how we implement the ten principles in our business operations and how we are planning to further support the goals of the UN Global Compact.

Sustainable development is only possible through the simultaneous and equal implementation of environmental, economic, and social goals. It is acting in this manner as a company that ensures and improves our ecological, economic, and social performance in a sustainable way. We believe transparency, trust and appreciation is the foundation of all communication – within our company and with all our partners and clients. We make sure our core principles are lived and respected in all our offices and clearly communicated to all external parties.

As we realign with new realities, our culture of responsibility continues to demand watchfulness, alertness, and agility from us. Through innovation and creativity, we strive to continually improve and shape the future. For us, for society, and for the environment. This gives us fullness as a global community of change makers. Making our world a happier place.

# HUMAN RIGHTS

*Principle 1: We support and respect the protection of internationally proclaimed human rights.*

*Principle 2: We make sure that we are not complicit in human rights abuses.*

act.3 is an international company with 12 national and international offices and many international business partners. Our partners are global players and committed themselves to respect human rights in all subsidiaries. Committing ourselves to the Global Compact strengthens our international partnerships and represents the foundation for all our actions. Doing so, we highly respect the human dignity and always ensure we do not commit any kind of human rights violation. Employees are treated equally in all international offices. Self-evidently, all our employees, business partners and suppliers are treated with fairness and receive appropriate compensation independently of gender, age, nationality, religion or sexual orientation.

Although we are a global company we do not neglect our social responsibility to local communities. To further strengthen the local community and culture, act. 3 supports regional cultural events in and around our headquarters in Herzogenaurach, as well as our branches in Berlin, Munich, and Cologne; and in our international subsidiaries by providing project and event management support and consulting. Handpicked partners and handpicked projects ensure to source locally, including working with local partners and suppliers. We support various local organizations, clubs, institutions, and schools with social sponsorships, enabling social integration and sport participation. Inspired by our community philosophy the act.3 team

acts together and is committed to give back to the wider community and create awareness for social causes.

## PROJECTS 2021

### DIVERSITY & INCLUSION

With the start of last year, we launched an inspirational social media initiative to share insights on what diversity and inclusion means, its importance in society and to us, as told by our team. As act.3 we are dedicated to embracing what makes one unique and acting towards an equal society for all, and that is why we directly empower our team in creating strong momentum on such themes. This social campaign was followed by an inspiring educational story on gender equality on the occasion signing the UN Womens' Empowerment Principles. #act-forequal



## FEMALE EMPOWERMENT - WATCH US MOVE

Female empowerment is also a cause we are passionate about and is therefore a central theme in the projects we execute.

As part of the adidas formotion collection release, we extended the powerful global message to all women of "watch us move". From concept and strategy to content creation and experience, we brought an exclusive digital event platform to life and co-created IG live sessions. Together, we encouraged women to connect with themselves on a deeper level and be proud of who they are. #watchusmove



## ELAS TRANSFORMAM

We believe in empowering athletes and thus have joined forces with MRV to lead sponsorship investments in Brazil with a dedicated female Olympic athletes' project. The projects' goal is to inspire the present and the future of women's sport in Brazil. We formed a female forward team with an Olympic champion as captain and twelve athletes with incredible stories and a goal that unites them across their diverse sports: to turn dreams into reality #ElasTransformam (#TheyTransform) aims to inspire women to do whatever they want to do, to believe it's possible and turn dreams into reality. Together empowering female athletes – their story & their success.

## THE SPEED PROJECT DIY – TEAM #WEAREACT3

The speed project is an ultra-relay from Los Angeles to Las Vegas. However, the TSP came back with a new decentralized and global DIY version due to current circumstances. Teams and solo runners from over 45 countries had 29 hours and 51 minutes (the standing LALV record) to run as many kilometers as possible. TSP DIY includes a fundraising component for groups and organizations working at the intersection of running and racial, environmental and social justice. We are proud that our #weareact3 team ran for the cause. Not only did our team manage to crush 387 kilometers, but they also came in 33rd place. We are beyond proud of this outstanding teamwork, passion and unique spirit.



## IDE JARDIM GRAMACHO X ACT.3 BRAZIL

We believe in development through sport and in positive ways to impact the future of people and society. act.3 Brazil is now supporting "Ide Jardim Gramacho" an institution that works to transform childrens' lives through sport, healthy eating, and school support.



## **ADIDAS FOOTBALL COLLECTIVE – ENGAGEMENT INITIATIVES**

Our collaboration with adidas Football collective strengthens our commitment to grassroots football communities in key German cities, as we look to create a more inclusive game for everyone. Together we have worked on developing impact initiatives and co-creative an inclusive playing field for expression and communities.

### **SCORING GIRLS**

Together with adidas we gave SCORING GIRLS a new home at adidas SPORTS BASE Berlin. The platform supports and gives girls and young women a safe space to grow regardless of their nationality, socioeconomic background, or religion. By combining education, movement, and a sense of belonging, they support each individuals' journey.

### **FC INTERNATIONALE – NO RACISM**

Together with adidas we co-created a limited-edition jersey empowering the club values and the message “No Racism”. The “No Racism” message that has adorned the Jerseys instead of a sponsor, was reinterpreted. Proceeds from the sale of the sustainably produced jersey benefit the INTER-KULTUR-CUP, a soccer tournament for young people, and adults from a wide range of origins and cultural backgrounds. We are proud to have brought this powerful project to life from communication through to execution, and we stand by the strong message for more inclusiveness and tolerance in sport and society.

These projects prove that having a space to play football together has the power to change lives.



# LABOUR

*Principle 3: We uphold the freedom of association and effectively recognize the right to collective bargaining.*

*Principle 4: the elimination of all forms of forced and compulsory labour.*

*Principle 5: the effective abolition of child labour.*

*Principle 6: the elimination of discrimination in respect of employment and occupation.*

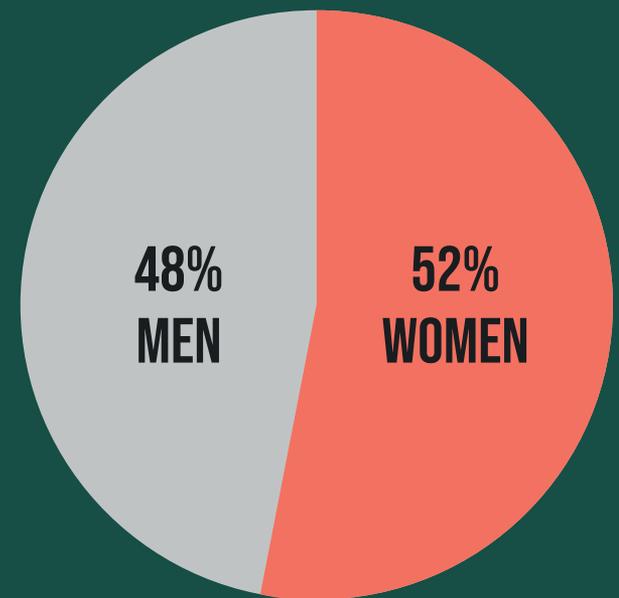
At act.3, we strive to create a healthy, safe, and inspiring work environment for our employees. We see our team as our greatest asset and give our employees room to grow and strive to not only attract new talents but also retain our talents by being an attractive and dedicated employer.

Since 2020, the global situation and the implications of COVID-19 have put strains not only on our daily lives and how we work, but also on our industry. Embracing this challenge, we updated our remote work concept, seating plans, office registration and hygiene regulations and thus ensured a safe working environment for all our act.3 offices. Our new way of #actingtogether is about flexibility and the freedom to choose our preferred place of work every day. This will lead us to the forefront of the New Work Era.

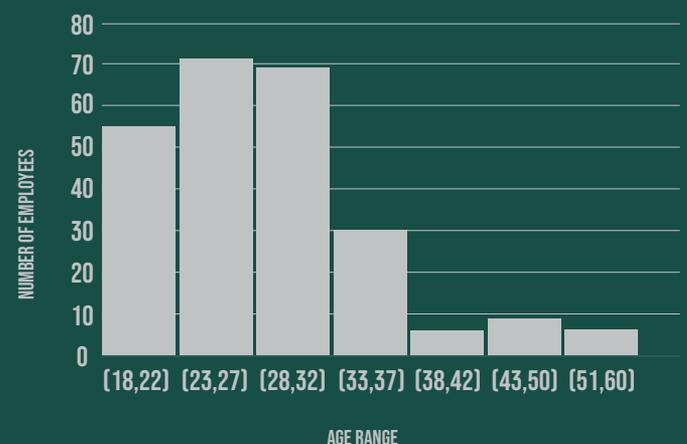
## WORKING CONDITIONS

We promote diversity and discourage discrimination in our company. To do so we ensure that the employee recruitment criteria are based on skills, performance, and experience rather than age, gender, or nationality. Our corporate culture and team setup are heavily influenced by over 20 different nationalities, encouraging multi-cultural project teams. The gender relation within

## GENDER RELATION



## AGE DISTRIBUTION



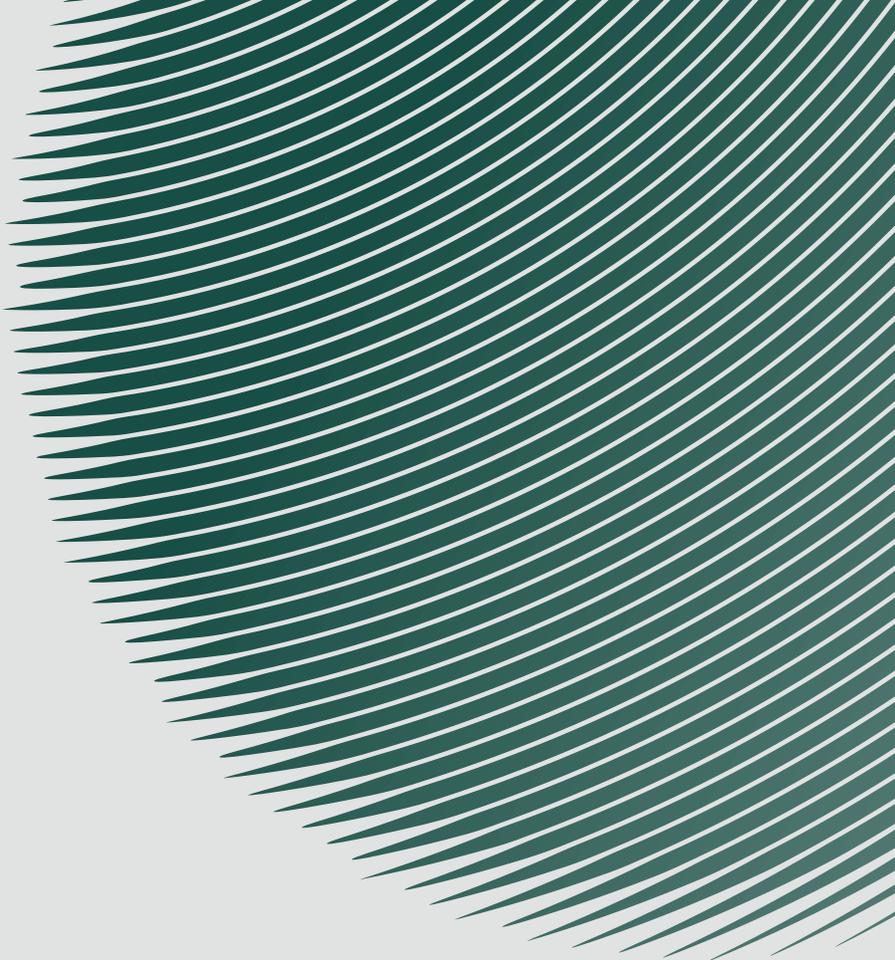
the act.3 team equals a nearly even split. Over the last three years, we managed to continuously increase the share of women in our team resulting in a small majority of female employees in our company. Even though our Industry is not necessarily a female dominated one.

Overall, our team is shaped by young and motivated talents featuring an average age of 30 years. Teams at act.3 are setup with as little hierarchy as possible to offer every employee the opportunity to personally grow and make use of individual expertise. We stand for flat hierarchy set ups and creative, innovative, and collaborative thinking. Teams collectively take responsibility and collaborate to achieve their goals. We support open communication and keep decision-making channels as short and easy as possible.

Honesty, transparency, and fairness shape our corporate culture.

Following the already high given standards in EU, we align and actively promote all official labour regulations, including working hours, annual leave, and minimum wages. These policies are applied to all our global offices. Additional to the required annual leave by the state act.3 grants employees a variety of extra holidays and offers the opportunity of remote working to support the employee's flexibility. We actively support our employees in the compatibility of family and career by offering the opportunity of home office and part-time employment.

To create happy working places with a welcoming atmosphere for our employees, our offices in Herzogenaurach and Berlin are managed by FeelGood Managers. Their responsibilities range from managing the everyday business in the offices and ensuring smooth processes to arranging local employee activations and special lunch offers.



## **HEALTH AND SAFETY**

Our homely offices offer a variety of creative working spaces, communal areas, and chillout lounges. Special employee benefits range from free healthy beverages to coffee and tea, weekly team lunches, wellbeing workshops, regular team events, company cars, mobility options, bike leasing, employee discounts, and the private use of electronic devices. To ensure health and safety in our global offices, 18 of our employees are trained first aiders, regularly attending advanced trainings.

We closely followed the developments of the COVID-19 pandemic at the beginning of 2020 and implemented remote work to protect our employees at an early stage and even prior to the official recommendation by the federal government.

As the challenge for us as a global society continued, we took action swiftly and responsibly, as a community, as a team, and as a partner. At the time the pandemic crisis increased, we updated our very own healthy regulations to a safer standard as requested by the government. For our offices in Herzogenaurach, Berlin, Cologne and Munich, the 2G+ rule was in place, at all the other act.3

responsible locations the 3G rule applied. To make sure our employees were safe at any time in any working area, self-testing kits were offered. #safetyfirst

To comply with these standards and to implement them in act.3 projects, seven Hygiene Managers were appointed. A specially established Crisis Council was responsible for ensuring that the latest developments and guidelines were implemented quickly and flexibly for our employees. All decisions were communicated transparently in regular #ONETEAM sessions. As regulations were very complex, inconsistent and differed from region to region, we offered Event & Project Management Q&A Sessions for our team and implemented a Hygiene Concept Template to support our Project Managers in their daily work.

For the benefit of our employee health, we placed a special focus on mindful activities in times of remote work. A wide range of activities were offered to maintain mindfulness, reflection, and a shared sense of team spirit. We are aware that COVID-19 will continue to shape our work in 2022, and for us the health and safety of our employees remains a high priority that we will protect. #safetyfirst

### **PERSONAL GROWTH AND DEVELOPMENT**

We are a talent factory. We provide apprenticeships and offer entrance level jobs for young, motivated talents who seek to gain work experience in the industry. Our Brand Activator community of over 100 freelancers and working students is a crucial part of our team and enables young adults to create the first touch points within the sports, entertainment, and lifestyle industry.

We continuously support our young future talents throughout their career paths and provide them with valuable experiences and tangible future perspectives at act.3 and our partners.

In 2021, we launched FEED.FORWARD as our new feedback process. We regard our team as our greatest asset and added "self-reflection" as well as "peer2peer

feedback" in a very comprehensive feedback cycle. FEED.FORWARD was very positively received.

At the beginning of 2021, our CEO and General Management also designated Ramona Raps as Managing Director of act.3 GmbH. Emerging from our own team, Ramona Raps is the first female and youngest Managing Director of act.3 which inspires us to continue to serve as #talentfactory and support and encourage our talents.

## **PROJECTS 2021**

### **RECHARGE DAYS**

We did not take it for granted how everyone in our team stood by the side of act.3 during these special times; hence we valued their engagement by providing every employee two additional days off in the months of October 2021.

### **SEMI-ANNUAL MEETING 2021**

We continued our act.3 tradition of being act.ive together and celebrated our team spirit and culture last summer at our semi-annual meeting. Complementing our yearly ACT.CON at the beginning of each year, in summer we traditionally create this moment and meet as #oneteam to share our passion for outdoor sports and games.



## **ACT.IVE**

In 2021, we chose to expand our act.ive initiative and began to offer highly individualized team building events to our partners. Coming out of #homeoffice and lockdown has shown us how important it is to revive team spirits again. As we enter the New Work Era we also feel team building is a long-term investment into people: it builds trust, mitigates conflict, encourages communication, and increases collaboration. This is where the act.ive initiative comes in: we believe being physically and socially active is how we can make the world a happier place. Our act.ive aim is to unite, inspire and move people directly in our communities. We do this by creating and offering different platforms, activity programs, and event formats; to all people, interests and ages.

We additionally continued to organize our ACT.IVE KIDS CAMP in summer as well as in autumn. Turning our expertise towards a social purpose, we took the burden off the families during the current COVID-19 situation. Through this program we want to give the kids the possibility of an exciting, diverse and especially affordable experience during their school vacation.



# ENVIRONMENT

*Principle 7: We support a precautionary approach to environmental challenges.*

*Principle 8: Undertake initiatives to promote greater environmental responsibility.*

*Principle 9: Encourage the development and diffusion of environmentally friendly technologies.*

Companies creating strategies, creative and content as well as experiences for brands need to be aware and face the impact these have on the climate, environment and ecosystems. At act.3, we are dedicated to sustainability. We fully take on this environmental responsibility and continuously work on improving our game both for ourselves and for clients.

## **WE ACT GREEN**

Sustainability is one of the main priorities of act.3. We believe sustainability is not a challenge but a chance. In fact, we believe innovative and creative concepts spark conscious sustainable thinking. That is why in 2017 we founded our sister company act GREEN. We empowered the green narrative across diverse platforms and act.3 as well by making our act GREEN Director Sustainability Leadership Team Member at act.3 in 2021.

act GREEN is a creative network, rooted in entertainment, sport and technology. The act GREEN mission is to ensure a future worth living for us all. In 2021 we also sharpened our brand strategy and positioning to unlock sustainable impact through education, consultation, and implementation. We believe to act sustainably means to act holistically. Acting holistically enables us to realize our potential and improve our quality of work and life in ways that simultaneously protect and enhance our planets'

environment, economy and societies.

We believe in collaboration over competition. Sustainability is an urgent and multifaceted topic with high demands, that only real experts can provide. That is why act GREEN joined forces to collaborate as THE GREEN NETWORK for common strategic topics. THE GREEN NETWORK unites knowledge from diverse industries to offer brands a unique package for their sustainable communication & entertainment needs. Together we can move more. THE GREEN NETWORK comprises of act GREEN, Green window agency, CAA and GREENTECH FESTIVAL.

Although we create, plan, and execute projects around the globe, we are dedicated to minimizing our carbon footprint. We are committed to working with local suppliers and implementing sustainable solutions in all activations. Last year, we took our act GREEN strategy and portfolio to the next level by building our team to six constantly employed team members, all of them educated and experienced in the field of sustainability.

We continued our partnership with the initiative THE CLIMATE CHOICE. We participated in their online summit THE CLIMATE TRANSFORMATION in June 2021; and are proud to have passed their Climate Readiness Check - finishing above average in transparency and ecological action; no surprise considering act GREEN's very own sustainability catalog.

Sustainability, as a concept, is complex, and yet ever-more present in brand concepts, marketing, business strategy, politics, and the world at large. In order to make

the complexity more transparent for our colleagues, we started the internal platform #GREENSPIRATION. We will share act GREENs' expertise, to spark the discussion and benefit from our in-house knowledge. Proudly, our team including our CEO, participated in last year's Climate Strike in Berlin as a result of this.

## GREEN PROJECTS



## VIRTUAL EVERESTING X KILIAN JORNET FOUNDATION – ACT.3 ULTIMATE OUTDOOR CHALLENGE

This summer, act.3 initiated an authentic outdoor sport challenge and virtual event for the preservation of the mountains and their environment. Teaming up with the Kilian Jornet Foundation, act.3 Virtual Everesting pushed performance and positive impact for our environment. The virtual challenge was open to all across diverse locations and landscapes and generated a contribution from every sign-up for environmental protection.



## GREENTECH FESTIVAL BERLIN & LONDON

In 2021, we were selected again as project management partner and member of the steering committee of the biggest sustainability conference in Europe: the GREENTECH FESTIVAL. Taking place in Berlin in June 2021, the GREENTECH FESTIVAL was once more celebrating change, innovation, pioneers, vision, and their action. act GREEN in cooperation with act.3 was responsible for the festival concept, planning, and execution on different levels. act GREENs' unique sustainability expertise and strong network combined with our act.3 activation experience helped to create a strong green impact.

We were also proud to take the GREENTECH FESTIVAL to the next level by supporting its premiere in London in November 2021. Having an idea is like planting a seed. For it to grow, it needs space, the right input, and care. We and act GREEN are proud to play an active role in driving green innovations and bringing such experiences to life.



## ADIDAS RUNNERS MUNICH

Giving out the motto "collect garbage and run", we created an event in cooperation with adidas TERREX, the city of Garmisch-Partenkirchen and the Bayerische Zugspitzbahn. We cleaned up the mountains around Garmisch-Partenkirchen together with over 50 community members of our adidas Runners Munich Community.



## RUN FOR THE OCEANS

Run for the Oceans (RFTO) is about making waves and bringing the imminent threat of marine plastic pollution to the surface. Leading up World Ocean Day on June 8th, for every km you run, jog, walk or wheelchair, adidas and Parley's global clean up network will remove the equivalent weight of 10 plastic bottles. Our team has proudly been involved since day one. Overall, this years' RFTO was also great success, and we were happy to be involved in adidas toolkit creation, events to collaboration workshops. What made this years' event extra special is that we passed the flag to adidas partners and football clubs, to create an impact beyond the running scene. Together, our own act.3 running team was able to accumulate a total distance of 115 km. From Cologne to Berlin, Herzo to Tel Aviv, across the globe we joined forces to make a united impact.



# COMPLIANCE

*Principle 10: We work against corruption in all its form, including extortion and bribery.*

## **ANTI-CORRUPTION**

At act.3 we condemn all types of corruption, including extortion and bribery. We believe in transparency, honesty, integrity and fairness, values we uphold in our daily business operations.

Ever since the foundation of act.3 we have a zero corruption policy and are dedicated to maintaining the high standards. Our image within the business and among partners is highly influenced by our strict rejection of corruption in all of its' forms. As a company headquartered in Germany, we are committed to initiatives against corruption in the spirit of the Charter for the Future of the Federal Ministry for Economic Cooperation and Development. This includes regular updates on current initiatives and the dissemination of this information to our employees worldwide. Each employee is required to respect the principles set out in the mission statement and to promptly report any violations to the management.

In this spirit, we have introduced an act.3 team ticketing tool where free sports and events tickets for our employees are transparently assigned to our team members to ensure tax regulations and compliance.

## **RESPONSIBLE INFORMATION MANAGEMENT**

We take data protection very seriously which is why together with their contract every employee receives a copy of guidelines for the private use of electronic communication devices and data protection as well as a nondisclosure agreement all to be signed by the employee. We additionally implemented MOCO in 2021, a tool which combines all Project Agreement (PAs) and invoice related functions in one tool. With state of the art, flexible interfaces we believe it sustainable and agile also for our future ventures and operations. Despite MOCO we launched Personio as a new HR Management Tool. Both applications will help us to be more efficient in our daily business as well as more transparent in our business.

Apart from data protection, we also consider it our duty to conduct responsible marketing. In our internal as well as external communication we always ensure correct and clear communication, avoiding stereotypical statements about gender roles, religious or ethnic aspects and sexual orientation.

# OUTLOOK 2022

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— 18 —

Whilst we have achieved a lot over the last years, we aim to continuously improve our sustainability approach and maintain our exacting standards in human rights, labour, and compliance policies. Self-evidently, we will continue to clearly communicate a zero tolerance towards the violation of those internally as well as externally.

We are very proud to have already kicked-off our MOVEMENT OF EMPOWERMENT in January of this year. Our people are at the heart of our business and they are the core of our strategy. It is for them and with them that we defined our strategic focus topics for the future. Through our own actions, joint responsibility and trusting cooperation within our community this movement will enable us to become the agile organization we need to be to fulfil our purpose: to make the world a happier place.

With this strong internal initiative, brought to live through small physical workshops and virtual sessions, we will define and co-create our business strategy, our resource management, and internal and external processes to grow and improve as a team and as an agile sustainable organization for the years to come.

Included in this movement is the development of our

people strategy. We want to put our people at the heart of everything we do. We are a family, and we give our people the security to grow and thrive together. Our people strategy will revolve around the key pillars of recruitment & talent, growth & development, empowerment and diversity, equity, & inclusion.

Similarly, we plan to continue to grow our community of Brand Activators (BAs) and start a new concept and platform for personal and professional development for young talents in 2022.

We are excited and driven to establish act GREEN as a leader in green and sustainable expertise: education, consultation, and implementation. We are confident that our growing and qualified team is up to the challenges and tasks that our world needs.

We look forward to continuing and expanding our collaboration with global and local organizations such as the United Nations or local initiatives like THE CLIMATE CHOICE.

**REAL IMPACT  
COMES FROM  
REAL PEOPLE  
AND  
REAL STORIES.**