



# Communication on Progress (COP) 2021

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**igc** international

Branded Products with Global Reach

Communication on Progress: IGC International

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## Our commitment to CSR

### Introduction

IGC is an international distributor providing branded merchandise & retail items to multinationals. We are located in Rotterdam, the Netherlands. We work together with a global network operating since 1956 existing of 50+ partners who collectively cover over 110 countries.

We purchase and market branded products that are guided by responsible sourcing-principles. Through a network of local and international partners, we manage the complexity of global purchasing and the risks inherent in buying promotional products.

### Sustainability & The Promotional Products Industry

Promotional products fall under the 4 P's of the marketing mix. According to the Promotional Product Institute (PSI) promotional products are an important medium for purposefully gaining the customers' attention and are an efficient marketing instrument. Provided that the items are of high quality. They emphasize; *"Inferior quality makes a negative impression on the recipient and shows the company in a poor light."*

Sustainability is also becoming a top priority. The Promotional Products Association International (PPAI) explains that *"end buyers want safe and reliable products, free from harmful chemicals and toxic materials. They want products produced in non-polluting environments and ones that meet social and environmental standards, and are not likely to embarrass a company through a product recall."*

This demonstrates the importance of sustainability for the promotional products industry and the reason for us to make it a top priority.

Sustainability isn't fully a standard yet in our industry, but it is our ambition to make it one and push for change.

Even to this day, the industry is still very price-driven and its members experience great pressure to be competitive. This could lead to providing a giveaway for the cheapest price possible, with little attention to the purpose of the item, its value, effectiveness, desirability and usefulness. Buying an item for the absolute lowest price, could mean it is of inferior quality. It can present defects that cause risks to the health & safety of the consumer. There is also a chance that this item is produced unethically or in a factory that doesn't respect environmental laws.

A change of mindset is required: buyers need to become more aware of the impact their purchasing decisions have. What are the consequences for (a) the environment, (b) for consumer health & safety and (c) for the people working in the factories (social impact)? In the upcoming years we will focus on creating awareness on these topics.

How can we make a positive impact? By buying responsibly!  
Together we can promote a sustainable mindset.

To receive more information on our sustainability strategy please consult our CSR & Quality Manager, Soraya van den Broek via [compliance@igc-international.com](mailto:compliance@igc-international.com)

## **Our commitment:**

- We believe that by working together, we can create a sustainable future
- Our sustainability strategy focuses on 5 pillars: Labour & Human Rights, Environment, Sustainable Procurement, Business Ethics & Information Security and Product Quality & Safety
- We only work with suppliers who respect our Code of Conduct
- We have knowledge of 'glocal' product and environmental legislation
- Our key manufacturers are audited for social compliance by third parties
- Quality control procedures are in place to ensure product quality is maintained or improved and manufacturing errors are reduced or eliminated
- Product inspections are conducted at various stages of the manufacturing process
- Lab testing is carried out to safeguard product quality and to comply with (safety) requirements
- We can provide testing reports and factory certifications on request
- We actively promote sustainable consumption through e.g. providing sustainable alternatives and sharing knowledge

## UN Global Compact: Statement of continued support

Rotterdam - February, 2022

I am pleased to confirm that IGC International reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labor, Environment and Anti-Corruption. We joined the UN Global Compact May 2017, as we wanted to adopt an internationally recognized framework for structuring and reporting on our Corporate Social Responsibility (CSR) efforts.

Our Communication on Progress (COP) describes our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. This COP will be shared with our stakeholders using our primary channels of communication.

Sincerely yours,



Hans Poulis  
CEO, IGC International



## Organizational Governance

### Mission statement

We are an international distributor providing branded merchandise & retail items to multinationals. Our solutions, as part of the marketing mix, add value and strengthen the relationship between your brand and your target audience. We can guarantee the highest quality by preserving a culture of continuous improvement and building a transparent supply chain.

### Vision statement

We aim to be a top 5 distributor within the European market by growing our customer portfolio exponentially, while embracing sustainable production practices to minimize our social and environmental impacts.

### Core Values

- **Service:** We go the extra mile for our customers. The secret behind our success? Long-term, genuine partnerships.
- **Knowledge:** We put our knowledge into practice. We've been part of the promotional products industry for over 60 years and are recognized for our expertise in purchasing, compliance and global distribution.
- **Trust:** We have no secrets. We demonstrate full transparency through our financial and ESG (\*environment, social and corporate governance) reporting.
- **Quality:** We can guarantee the highest quality by preserving a culture of continuous improvement.
- **Responsibility:** Together we can promote a sustainable mindset!

### Motive

- **Innovation:** creating sustainable solutions.
- **Brand differentiation:** our strategy sets us apart from competitors who do not adhere to the same standards and practices as we do.
- **Customer/stakeholder engagement:** we can raise awareness by sharing knowledge. We also support our client's/stakeholders CSR goals and partner up with them for special projects.
- **Long-term thinking:** CSR is an effort to look at the company's long-term interests and ensuring the company is sustainable.

### Sustainability pillars

Environment, Labor & Human Rights, Sustainable Procurement, Business Ethics & Information Security.

### CSR Ambassadors

A continuous flow of feedback between departments and levels is required to ensure optimal implementation of our sustainability strategy, policies and procedures. In 2020 we assigned expert ambassadors for each sustainability pillar, who monitor feedback and follow-up on the progression of the company within the theme and compare this with the predefined goals. Our sustainability ambassadors meet on quarterly basis to discuss progress. By doing so, possible gaps can be identified quickly, and corrective actions can be implemented.

**CSR Certifications & Memberships**

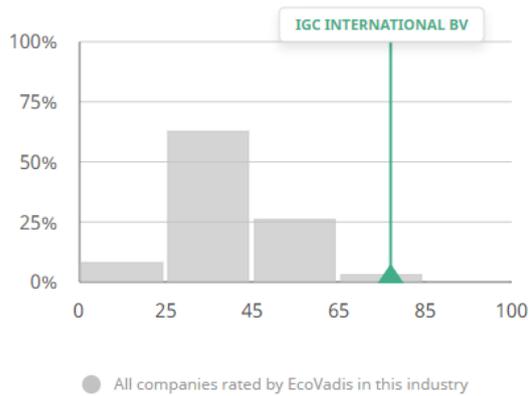
**EcoVadis Platinum Rating**

In order to make our activities transparent for our partners and customers, we put ourselves forward for assessment covering 21 criteria across four themes; Environment, Fair labor practices, Ethics/fair business practices and the Supply chain. We are proud of the fact that in 2021 our responsible business practices have been rated platinum by EcoVadis. This positions us in the top 1% of suppliers assessed by the internationally recognized CSR rating agency.

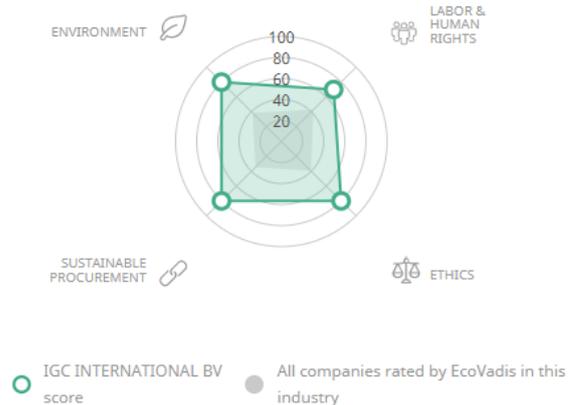


The graph shows the position of IGC compared to the average of all companies assessed by EcoVadis in the same industry.

Overall score distribution



Theme score comparison



**Together for Sustainability**

Together for Sustainability (TfS) has developed and implemented a global program to assess, audit and improve sustainability practices within the supply chains of the chemical industry. TfS is a sustainability initiative of 25 multinational companies. In 2019 a third party auditor from SGS conducted a two-day TfS (sustainability) audit at our site, which we successfully completed with a score of 91%.

In 2019 we've also been put forward as a sustainability role model by our client Henkel and the Together for Sustainability Initiative, giving us the opportunity to share a [best practice case](#). We have received recognition for our advanced approach to sustainable consumption & production and were judged on our excellent score in the TfS assessment.

## Sedex (B) membership

We are a member of Sedex, home to one of the world's largest collaborative platform for buyers, suppliers and auditors to store, share and report on information quickly and easily. The platform is used by more than 43.000 members in over 150 countries to manage performance around labor rights, health & safety, the environment and business ethics. Being a member of Sedex is a sign of our willingness to share information and to use this information to help manage and improve ethical standards within the supply chain.



## Promotional Products Professionals (PPP)

We've been an accredited member of the Promotional Products Professionals (the Dutch branch association) for over 5 years.



## MVO Nederland

In January 2018 we became partners of MVO Nederland. MVO NL is the Centre of Excellence for Dutch companies that are striving towards corporate social responsibility. More than 2000 companies are affiliated with this networking organization.



## Sustainable Development Goals

The SDGs are 17 global goals set by the United Nations General Assembly in 2015 for the year 2030. They are a unique opportunity for all sectors to rally around a common global agenda to end poverty, protect the planet, and ensure that all people enjoy a shared and durable prosperity.

### Which SDG's can IGC influence?

(based on our CSR policies and goals/objectives)



## Sustainability Impact Analysis

### Introduction

This chapter focuses on the identification and assessment of actual/potential adverse impacts which are involved in our own activities and activities of business relationships. The identification is based on standards/principles of the UN Global Compact principles and the Sustainable Development Goals (SDGs)

Definition: *A sustainability impact assessment is used to analyse the probable effects of a particular project or proposal on the social, environmental, and economic pillars of sustainability.*

### Sphere of influence

The UN Global Compact asks companies to embrace, support and enact, *within their **sphere of influence***, a set of core values in the areas of human rights, labour standards, the environment, and anti-corruption. The image below indicates the areas in which we can make a difference as a company. We will use this model for our impact assessment (showing negative influence, thus areas in which we can improve/ have to work on).



### Stakeholders

Our stakeholder include: suppliers (manufacturers, wholesalers, traders), transport/forwarders, service providers, IGC partners, The Promotional Product industry, Employees, Customers, End-consumers (the end-consumer is either our customer/their staff or consumers buying a product from our customers and receiving a gift, made by us, with their purchase.), local community, investors/shareholders, branch associations, branch media.

**Sustainability Impact Analysis**

<i>Sphere of influence</i>	<i>Material topics</i>	<i>Impacts (potential or actual scenarios)</i>	<i>SDG's (relevant)</i>
<b>Workplace</b>	<p><b>SASB:</b> Labor practices Employee health &amp; safety, Data security, GHG emissions</p> <p><b>GRI:</b> Training &amp; education, Anti-corruption</p>	<ul style="list-style-type: none"> <li>Working conditions (e.g. risk inventory &amp; evaluation to mitigate workplace risks)</li> <li>Employee safety: e.g. accidents can occur at the workplace due to a lack of certain safety measures</li> <li>Employee wellbeing e.g. stress can have an impact on physical, mental, emotional state of employees</li> <li>Career management/HR: adverse impacts may occur in hiring, promotion, training &amp; development, transfer, layoff and performance appraisals</li> <li>Discrimination &amp; harassment</li> <li>Waste management</li> <li>Responsible information management</li> <li>Bribery &amp; corruption e.g. conflict of interest</li> </ul>	   
<b>Operations Service &amp; products</b>	<p><b>SASB:</b> Product quality &amp; safety Product design &amp; lifecycle management, Data security</p> <p><b>GRI:</b> Procurement practices, Marketing &amp; labelling</p>	<ul style="list-style-type: none"> <li>Sourcing of products</li> <li>Product lifecycle (end-of-life)</li> <li>Circular product design</li> <li>Customer health &amp; safety</li> <li>Choice of packaging can have an impact on the environment e.g. plastic</li> <li>Choice of product materials can impact the environment</li> <li>Choice of local/EU vs Far East sourcing has an economic/social impact</li> </ul>	

<b>Supply Chain Production &amp; transport*</b>	<p><b>SASB:</b> Product quality &amp; safety GHG Emissions, Energy Management, Labor practices. Supply Chain Management</p> <p><b>GRI:</b> Human rights assessment, Supplier social assessment, Supplier environmental assessment, Waste</p>	<ul style="list-style-type: none"> <li>• CO2 emissions production &amp; transport (shipping by sea, rail, air, truck) have an impact on the environment</li> <li>• Traceability: working via traders, suppliers, wholesalers etc. makes the supply chain more complex when it comes to traceability – knowing where materials, products come from and under which circumstances they are made. Extra measures are needed to ensure full transparency</li> <li>• Factory working conditions, human rights and environmental practices are unclear if a factory has no certifications (e.g. third party audits)</li> <li>• A factory can have a negative impact on its local community/environment e.g. water, biodiversity, local &amp; accidental pollution, materials, chemicals &amp; waste</li> <li>• Poor quality control can result in non-compliant/defect products</li> </ul> <p><i>*directly linked to the impacts through our business relationship: production, shipping/delivery are outsourced</i></p>
<b>Marketplace Customer, end-consumer</b>	<p><b>SASB:</b> Data security, Product Quality &amp; Safety</p> <p><b>GRI:</b> Customer health and safety, Marketing and labelling</p>	<ul style="list-style-type: none"> <li>• Product end-of-life</li> <li>• Single-use items, cheap giveaways, samples = environmental impact</li> <li>• Packaging, gift packaging, displays = waste</li> <li>• Customer health &amp; safety: a faulty product can injure its user e.g. a power bank battery that explodes</li> <li>• Low-quality/defective products have an impact on the reputation/image of the customers/company</li> </ul>
<b>Community Local</b>	<p><b>SASB:</b> GHG Emissions</p> <p><b>GRI:</b> Waste, Training and education, Labor practices</p>	<ul style="list-style-type: none"> <li>• Local community employment, education, internships (positive impact)</li> <li>• GHG emissions, water, biodiversity, local &amp; accidental pollution, materials, chemicals &amp; waste (negative impact)</li> </ul>
<b>Government EU, NGO's</b>		<ul style="list-style-type: none"> <li>• Compliance to national, international/EU rules &amp; regulations, laws</li> <li>• Potential partnerships for the SDG goals (opportunity)</li> </ul>

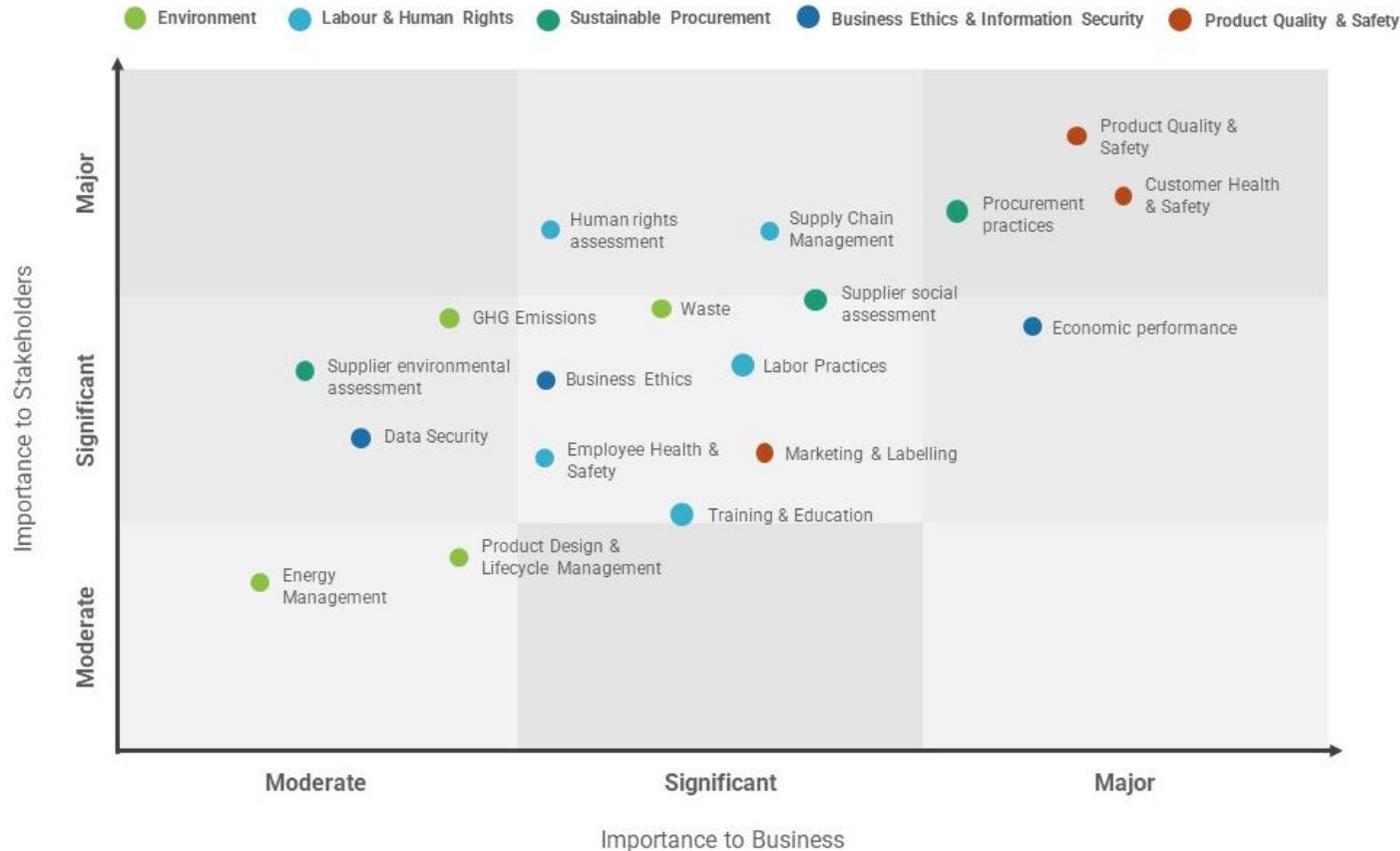


**Stakeholder Dialogue & Materiality**

*Materiality helps us identify and prioritize the sustainability issues that matter most to our business and stakeholders.*

**Process:** we performed a context analysis to identify global and industry sustainability trends. We have selected 18 topics/issues defined by SASB (Sustainability Accounting Standards Board) and the GRI (Global Reporting Initiative).

The following step is collecting stakeholder feedback. In 2021 we've conducted a sustainability survey among our IGC partners. We've also conducted interviews with employees, partners, branch media, consultants, suppliers, traders and branch association members to get their input on the different sustainability issues. Using the feedback we were able to prioritize the 18 topics, which are shown in the materiality matrix below. It shows the importance of the topics for our stakeholders on the vertical axis and the importance of the topics for us as a business on the horizontal axis.



## Sustainability Strategy

Our sustainability strategy follows a clear structure:

- Sustainability integrated into our company Mission, Vision and Values
- Sustainability ambassadors for each pillar: Labour & Human Rights, Business Ethics & Information Security, Environment, Sustainable Procurement
- Stakeholder dialogue to identify material topics and priorities
- Policy and procedure booklets for each sustainability pillar
- Clear goals/objectives for each sustainability pillar (SMART)
- KPI dashboard including the KPI's which are monitored quarterly and measured on an annual basis
- Reporting annually via our UN Global Compact - Communication On Progress

The following paragraphs highlight our sustainability policies and goals/objectives. Full policy/procedure booklets, goals/objectives and KPI dashboard are available upon request. Please consult our CSR & Quality Manager via [compliance@igc-international.com](mailto:compliance@igc-international.com)

### **Business Ethics & Information Security**

*Our Business Ethics & Information Security policy supports the UN Global Compact principle #10 on Anti-Corruption.*

We are committed to conducting business in an ethical manner. Our policy was first introduced in 2017 and gives an overview of problems that can arise in a business environment, how to act in these situations and preventive measures we can take. As a global business we also have to fight corruption in our supply chain. If a supplier violates our Code of Conduct we have to step up and take measures. There are different cases in which unethical behavior can occur. Examples are e.g. manufacturers who falsify audit documentation or corruptly bypass health and safety requirements, colleagues who take bribes and conflicts of interest.

All forms of corruption and bribery are wrong and illegal. It has an adverse reputational impact on our organization and those that we work with.

### **Our Business Ethics & Information Security policy discusses the following topics:**

\*full policy/procedure booklets are available upon request

- Transparency
- Compliance with laws and rules
- Anti-corruption
- Fair competition
- Intellectual property rights
- Conflict of interest
- Gifts and hospitality
- Record keeping
- Fair Treatment of Suppliers

- Marketing
- Information Security
- Grievance mechanism
- Whistle Blowing

### **Policy Goals**

- Behave in an ethical responsible way.
- Fight corruption in our supply chain.
- Be publicly recognized as an honest and transparent company.

### **Objectives**

- Maintain a zero tolerance approach when it comes to corruption and bribery, by 2023 all employees will receive yearly training on Business Ethics & Information Security matters.
- By 2022 further expand and communicate our grievance mechanism system/whistle blowing procedure, giving room for stakeholders to speak up if a grievance occurs and give them the possibility to remain anonymous.
- Create more awareness on data breaches and information security.

### **Environment**

Our Environmental policy was first introduced in 2017 along with our Employee Awareness Program. The latter discusses ways to reduce energy and waste on office locations, promoting a sustainable mindset among employees. In 2019 we introduced a sustainable collection featuring products made from sustainable materials like e.g. organic cotton, recycled materials, FSC paper/carton, jute, cork, wood, bamboo etc.

### **Our Environmental policy discusses the following topics:**

\*full policy/procedure booklets are available upon request

- Ways to protect the environment
- Ways to improve our environmental performance
- Chemical and Hazardous Materials
- Air Emissions
- Minimize Waste, Maximize Recycling
- Packaging
- Transportation
- Paper and Office Supply Waste
- Mugs, Dishware, Utensils and Food Waste
- Recycling
- Office Purchases (Circularity)
- Energy
- Computers and Related Equipment

## **Policy Goals**

- Minimize the impact of our operations on the environment.
- Promote greater environmental responsibility and encourage the development and diffusion of environmentally friendly technologies.

## **Objectives**

### *Hazardous materials*

- Eliminate the sales of plastic products including toxic chemicals e.g. PVC, Phthalates, BPA & BPS by 2025
- By 2025, 75% of all textiles we source should be OEKO-TEX certified

### *Sustainable products & materials*

- Increase sales of sustainable products to 25% of total sales in 2023 (a product is deemed as sustainable if it exists of at least 30% eco materials)
- Increase sales of organic cotton for textile products with 15% by 2023 (data broken down into non-certified + certified GOTS and/or OCS)
- Increase sales of Fairtrade cotton for textile products with 10% by 2023
- Increase sales of products made from recycled materials with 15% by 2023 (data broken down into non-certified + certified GRS and/or RCS)
- By 2025, 50% of products sold will have at least one sustainable attribute which addresses social, ethical and/or environmental aspects
- By 2025 eliminate the use of paper products/packaging material without a FSC/PEFC (at least 70% from a responsible forest or recycled material) certification.

### *CO2 Emissions*

- Based on the results of our Company Carbon Footprint measurement, by 2024 establish a clear climate strategy focused on avoiding/reducing our emissions and compensating emissions that can't be avoided/reduced.
- By 2025 be able to give full insight into the lifecycle emissions of our products, taking into account aspects like production locations, raw material source, way of transport, weight of product, distance etc. (this goal can only be reached in cooperation with our suppliers, responsible for production)

## **Objectives (Office)**

- Raise environmental awareness and improve knowledge of all employees through regular training
- By 2024 establish a company bike scheme to promote cycling to work for those living within 10KM of the office
- Eliminate the use of hardcopy supplier catalogues by 2025

\*SDG goals related to this pillar which we can support:

- 12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.
- 12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

## **Sustainable Procurement**

*Our Sustainable Procurement policy covers UN Global Compact principles 1 to 6 on human rights & labor and Sustainable Development Goal (SDG) 12 on responsible consumption and production.*

We have a large and diverse extended supply chain and we recognise the critical role our suppliers play in helping us source responsibly and sustainably. Our Sustainable Procurement policy was first introduced in 2017. It allows us to manage risk across global and complex supply chains. We work closely with our suppliers to address human rights, labor, health & safety and environmental issues.

Our Sustainable Procurement policy focuses on the following risk areas:

- Focus on the areas that present the greatest risk of adverse impact on people, environment and government according to the country, sector, activity, or type of relationship with the supplier.
- Focus on top spend suppliers - identify largest categories of procurement spend and categories that are critical to business operations in terms of little or no availability of alternative options (evaluation once a year).
- Focus on suppliers of services and products that have or may have a high risk of negative impact on people and environment.

\*full policy/procedure booklets are available upon request

### **Policy Goals**

- Securing transparency (traceability) by giving access to reliable and comprehensive data of business activities as well as social & environmental impacts.
- Create, protect and grow long-term environmental, social and economic value for all stakeholders involved in bringing products and services to market.
- Promoting responsible consumption by using our resources efficiently.

### **Objectives**

- Increase the number of sustainable (product) suppliers in our portfolio with 15% by 2023. (criteria for sustainable suppliers: e.g. b-corporation, suppliers providing eco labels, suppliers with a predominantly eco product catalog – over 50%)
- By 2025 all high-risk suppliers we work with should be audited by a third party/have valid social factory audit reports/certifications.
- Increase the number of high-risk country factories with an environmental audit (e.g. SMETA 4-pillar) with 10% by 2025.
- We aim to strengthen and develop our local\* and EU partnerships to enable us to provide an improved range of sustainable products.
- We aim to increase our proportion of spending on local\* and EU suppliers by 25% by 2025. *\*The GRI defines local to mean: the same geographic market as the reporting organization (that is, no transnational payments are made to a local supplier)*

\*SDG goals related to this pillar which we can support:

- 12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities.

## **Labor & Human Rights**

*Our labor and human rights policy supports the UN Global Compact principles on human rights & labor, SDG 8 on decent work and economic growth, SDG 4 on quality education and SDG 5 on gender equality.*

Our employees are of great value and the key to our success. We must strive to provide a workplace where they can fulfil their potential. We must maintain a strong commitment to high standards that deliver a fair, respectable and safe workplace for all. Our Labour & Human Rights policy was first introduced in 2017. It extends on topics discussed in our Employee Handbook. We've introduced several procedures/measures in the past years to support our policy including health & safety programs (RSI, stress prevention) and training & career development plans.

### **Our Labor & Human Rights policy discusses the following topics:**

\*full policy/procedure booklets are available upon request

- Human Rights
- Labor rights
- Child labor, Forced or Compulsory Labor
- Health & Safety
- Wages & Benefits
- Leave
- Training, Career development
- Teamwork
- Equal opportunity
- Anti-discrimination
- Workplace harassment

### **Policy Goals**

- Respect, protect and promote human rights.
- Sustain employee engagement/satisfaction by building an ideal work environment for our teams.

### **Objectives**

- Conduct an employee satisfaction survey annually and sustain an overall rating of 7 or higher.
- Maintain a zero tolerance approach to discrimination & harassment by educating employees and increasing awareness through office campaigns.
- Educate employees on health & safety by creating awareness through prevention programs.
- By 2022 establish an employee development plan for each member of staff to improve employee engagement and support individual career goals.

\*SDG goals related to this pillar which we can support:

- 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

## Measurements 2021

<b>Business Ethics &amp; Information Security</b>	
Number of reported incidents due to information security (data) breaches	0
Number of reported incidents due to corruption	0
<b>Environment</b>	
Total electricity consumption (renewable)	35.340 kWh
Total gas consumption (natural)	10.602 m3
Total water consumption	210 m3
Paper and/or cardboard waste recycled	3360 litres
CO2 Emissions (Corporate Carbon Footprint total scope 1, 2 and 3 partly)	67.04 t CO <sub>2</sub>
<b>Sustainable Procurement</b>	
% of high-risk suppliers with valid recognized 3rd party CSR audit report (SMETA, BSCI, etc.)	66%
% of total suppliers which are rated as 'Sustainable'	20%
<b>Labor &amp; Human Rights</b>	
% of employees are female	86%
Average rating from Employee Satisfaction Survey	7.7
Absentee rate	2.85

## Sustainability Initiatives 2021



### Climate Strategy

In 2021 we received a request to disclose our footprint through the **Carbon Disclosure Project**. It aligned with our desire to intensify our focus on measuring and understanding our environmental impacts. We will use this data for improvement and to identify areas for action on e.g. climate change, forests and water security.

We also teamed up with **Climate Partner** to measure our Corporate Carbon Footprint. We've worked according to the GHG protocol framework giving insight into our scope 1, 2 and (partly) 3 emissions. The results will serve as input for our Climate Strategy (reducing emissions, compensating via certified projects if necessary.)



## UNICEF Business Buddies



In 2021 we became UNICEF Business Buddies. We've chosen to financially contribute to their **plastic bricks project**.

Côte d'Ivoire suffers from a huge waste problem. The capital produces 288.000 kilos of plastic daily. Only five percent of this is being recycled. Unfortunately, this yields far too little to sustain a good life. At the same time, 1,6 million children and youngsters are out of school in this West African country. UNICEF and partners are working on a project that will combat both issues, by recycling plastic and transforming this into building bricks for classrooms.

We are proud to be able to support this beautiful project.

### Christmas charity donation

In December 2021, to kickstart our collaboration, we have donated our Christmas gift budget to UNICEF. Supporting a project which focuses on sending education supplies to children in remote areas.



### **Research paper**

Different developments are pushing the promotional products industry towards sustainability. In 2021 in cooperation with the Erasmus University of Rotterdam we conducted research and published a paper on this complex topic. This research gives a situation sketch of the industry's transition to sustainability. It collects experiences and opinions of industry members. What are they dealing with? What challenges do they face? What are the opportunities? How do they tap into this trend? What changes have to be made to further this transition? And what is the future of promo?

This research paper supports our ambition to transform the promotional products industry. This publication is an industry call to action, it shares valuable insights and we hope it inspires industry individuals to work together to tackle this 'wicked problem'.

If you wish to receive this digital publication please e-mail your details to [compliance@igc-international.com](mailto:compliance@igc-international.com)



### **Community employment projects**

In 2021 our Paris, France location outsourced several pick & pack tasks to ESAT Regain Paris. These type of organizations give people usually excluded from work - from socially or economically disadvantaged communities access to work/employment. E.g. people with disabilities, senior workers, long-term unemployed, refugee & asylum seekers etc. In 2022 our Rotterdam, The Netherlands location will also outsource similar tasks to the organization Stroomopwaarts. These type of projects give us an opportunity to give back to our local communities.

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