



The Ecological  
Entrepreneur

# Our Journey to Sustainable Impact

SUSTAINABILITY REPORT 2024



## Founders' vision statement

At The Ecological Entrepreneur, we exist to help build a world where business economics, people and the natural environment thrive together — not at the expense of one another. We believe that **economic success must go hand in hand with ecological balance and social justice**. This conviction shapes everything we do: how we support our clients, how we grow our organisation, and how we define success.

Yet in 2024, that vision was more relevant — and more challenged — than ever. Climate change, environmental degradation, geopolitical instability and deepening inequality continued to test the foundations of our global systems. Businesses face rising demands from regulators, investors, employees and society at large to take meaningful action. For us, this was not a burden, but a call to lead.

It's in that context that **2024** became a **milestone year** for our organisation. We've expanded by 45%, both financially and in team size, growing from 13 to 20 passionate professionals. This growth reflects a broader market shift: sustainability has become a strategic necessity, not a nice-to-have. To support this evolution, we moved to a new office in the city of Antwerp — a space surrounded by two green urban parks, symbolising the harmony between nature and progress, and designed to accommodate further expansion of our team and our ambitions.

Internally, we continued to walk our talk. We've introduced stronger sustainability targets and actions, led by our dedicated in-house sustainability team. These are not box-ticking exercises — they are

concrete steps towards lasting, systemic change. We do not see compliance as the goal, but as the starting point. As outlined in [our framework on the four levels of sustainability](#), true leadership only begins when sustainability becomes embedded in strategy, culture, and daily operations.

In our work with clients, **we go beyond the minimum requirements**. We support organisations not only in meeting expectations, but in exceeding them — **transforming sustainability from obligation into opportunity**. We help bridge the gap between ecological responsibility and economic logic and turn intention into implementation.

We believe that sustainability must be approached holistically — from an environmental, social, as well as economic perspective. We envision a future where businesses contribute to resilient communities, where equity is prioritised, and where decision-making is transparent and accountable. That is the future we work for, alongside our clients, our partners, and our growing team.

This report is not a conclusion — it is an annual reflection point and a compass. A space to look back with honesty, and forward with clarity. It is also an invitation: **to join us in shaping a future where profit and purpose go hand in hand**.

*Enjoy the read,  
Sebastiaan De Block & Marit Overbeeke*



## What to expect from this report

This report is our second yearly sustainability report, following our very first 2023 report published last year. This means we've had a year to take action on our strategy and vision we laid out then - now is the time to reflect, evaluate, and communicate openly about our successes as well as the areas where we need to catch up, or adjust our strategy.

In terms of structure, this report is built similarly to the first: for those not yet familiar with The Ecological Entrepreneur, our vision or our sustainability ambitions, we recommend starting at the beginning: the first part of this report encloses a short summary of our history, our services, and explains our vision on entrepreneurship as well as our approach to our own sustainability.

Prefer to dive right in? Skip to the next part, which is structured around the three pillars of the ESG framework, and explains our approach to the environmental, social, and governance aspects of sustainability. Each of these chapters lay out our goals, metrics, accomplishments as well as future action steps within each category.

### So, what has changed versus last year? Some highlights:

- As mentioned in the vision statement, **our team expanded significantly**. Logically, this has had an impact on our total emissions, despite efforts to reduce that impact by adhering to our sustainable purchase policy for office necessities.
- Significant strides have been made in the **shift from fossil fuel company cars to electric vehicles**, but considering the team growth, continued attention will need to be paid to the **effect of commuting** on our overall footprint.
- Our internal sustainability team has introduced initiatives to create our **ecological footprint in the office**, by focusing on creating awareness and implementing initiatives like reusable packaging to further add to an already successful waste management strategy.
- We've worked hard on the **well-being, work-life balance and development of our employees**, with a flexible income plan and career development framework as a result, amongst other things.
- We have made great progress towards **Diversity, Equity and Inclusion (DEI)** by introducing an objective tool for evaluating job candidates, but have also come to the realisation that we still need to improve our data collection efforts.
- Governance-wise, we've introduced policies regarding **anti-corruption and bribery, protection of whistleblowers and data security**. Increasing awareness remains a priority.



Strategically, a shift was made from an SDG-led focus to an ESG-centred strategy. While we still remain committed to the Sustainable Development Goals, we feel they are already quite interwoven in our strategy and actions. The ESG-framework serves us best as a practical and applicable guide and basis for the execution of our sustainability vision.

We are proud of this report and the hard work that went into the progress that was made. Of course, we could not do this without the support of our partners and clients, whom we have included in the final chapters as well.

Finally, we want to thank you, the reader, for taking the time to read our report and letting us tell our story.

*Team The Ecological Entrepreneur*





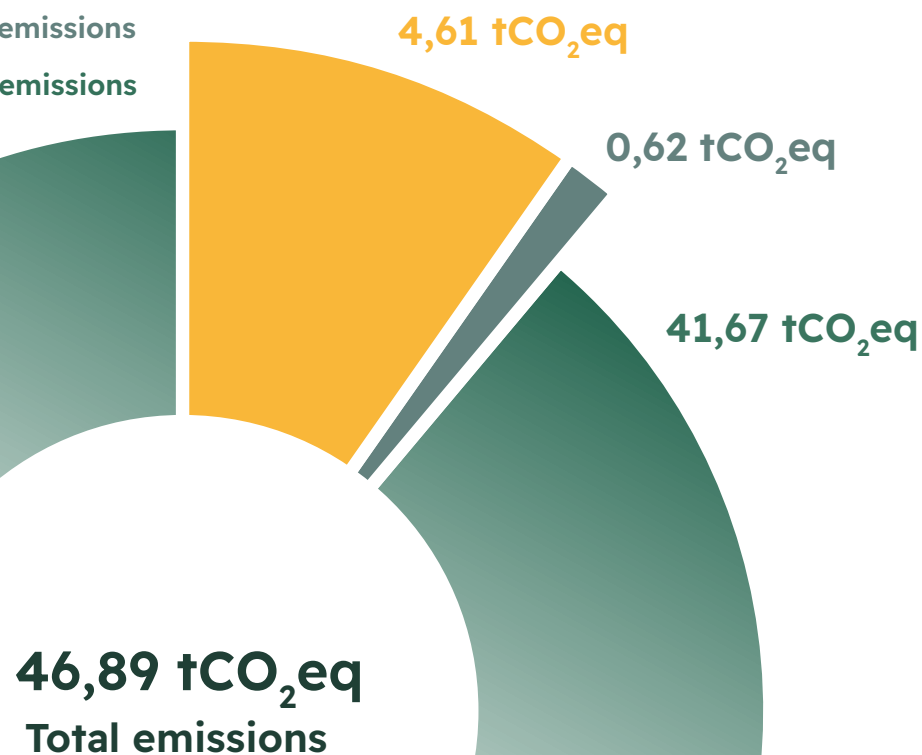
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## Key figures at a glance

- Scope 1 emissions
- Scope 2 emissions
- Scope 3 emissions

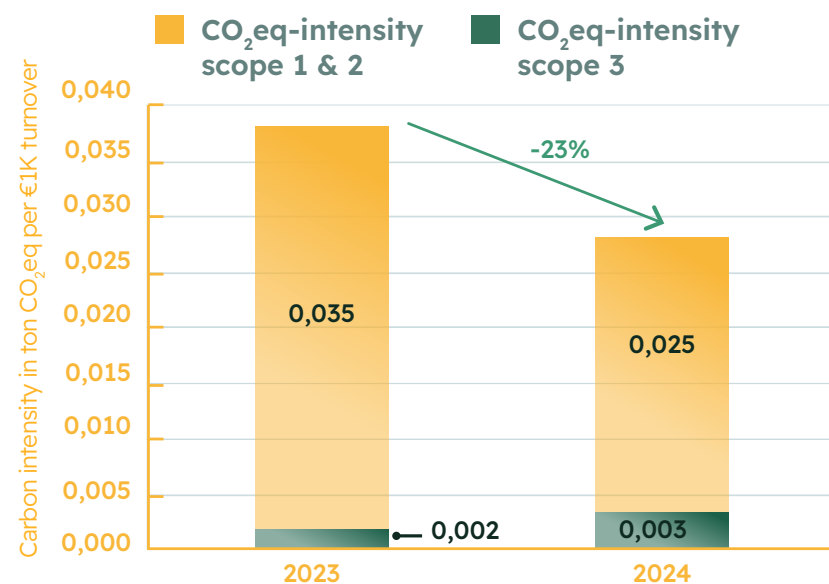


Turnover:  
**€1.660.953,62**

Size of balance sheet:  
**€826.619,26**

Carbon Intensity:  
**0,028 ton CO<sub>2</sub>eq per 1K euro turnover**

Evolution in carbon intensity  
(in tCO<sub>2</sub>eq per €1K turnover)





TOTAL EMPLOYEES  
(HEADCOUNT)



■ Women ■ Men

FULL-TIME



PART-TIME



TRAINING HOURS

**37,57 training hours**  
on average per employee





# Our sustainability priorities



## OUR ENVIRONMENTAL IMPACT

### Strategic focus

- Carbon neutral in 2025
- Carbon neutral for scope 3 emissions & net zero for scope 1 and 2 emissions by 2030
- Net zero emissions by 2050

Important: Becoming carbon neutral and net zero will be achieved through the direct reduction of our emissions and partially through purchase of verified carbon credits.

### Actions of 2024

- Invoicing verified carbon credits
- Further electrification of company vehicle fleet
- Creating awareness amongst our employees regarding waste, energy consumption, our emissions and reduction strategy
- Carbon offsetting

### Policies

- Sustainable procurement
- Limiting waste
- Carbon offsetting



## OUR SOCIAL IMPACT

### Strategic focus

- DEI training and diverse hiring
- Communication of internal policies
- Objective remuneration and promotion structure
- Average of 4-5 training days per employee per year

### Actions of 2024

- Internal training and education on DEI
- Development of a clear salary grid as part of the remuneration policy and internal promotions
- Internal and external complaints mechanism
- Sharing of project-based knowledge

### Policies

- Well-being policy
- Social sustainability policy
- Health and safety policy



## STRENGTHENING OUR GOVERNANCE

### Strategic focus

- Zero tolerance for corruption with regular training
- Strong protection for whistleblowers
- 0% data breach rate
- 48-hour response time to incidents

### Actions of 2024

- Communication of whistleblower policy and procedure on website
- Ongoing analysis of data security systems
- Maintaining zero tolerance for bribery and corruption

### Policies

- Anti-corruption policy
- Whistleblower procedure policy

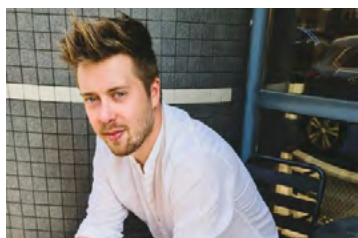


# Our story

We believe in demonstrating our values through actions rather than words, allowing our daily efforts to speak for themselves. This report serves as an opportunity to reflect on our achievements over the years and anticipate what lies ahead. **While our aim is to lead in sustainability, we view it as a continuous journey of growth rather than a quest for perfection.** The feeling of being “almost there” fuels our drive, encouraging innovation and adaptability in an ever-evolving field which we are fully committed to advancing alongside.



## Our journey so far



2020

The Ecological Entrepreneur is born! Our founder Sebastiaan started the company, and despite the coronavirus, he managed to lay the first bricks for **helping ecological companies with their commercial growth**. We also hired our first two employees!



2021

Our co-founder Marit came on board as operational director, aiming to further develop and help grow the company. We conducted a **first market study** with graduates from AMS and settled in our new Antwerp office in Plein Publiek and later in an old historical warehouse close to the MAS museum. Our organisation grew into a young, motivated team of 6.



2022

A year of full development. This year we laid the foundation and go-to-market of our two other services in **sustainability and commercial dashboarding**. Together with KdG, we conducted a solid market research and welcomed 3 international graduates from AMS. By the end of the year, our team grew out to a steady team of 8 people.



2023

A year for scaling and growth. We performed a **baseline measurement of our CO<sub>2</sub> emissions**, which formed the basis for our reduction strategy. Although the year is in full motion, we welcomed 8 new team members!



2024

2024 has been an exciting year for us. Our team has grown to 20 members (and is still expanding), we've moved to a new office in Antwerp, nestled between two beautiful city parks, and we **proudly launched our very own Sustainability Academy**. Plus, we've shared plenty of fun moments as a team along the way!



# Our mission, vision & values

## Our purpose and outlook

The Ecological Entrepreneur was born out of one simple belief: **we can make sustainability self-evident by bringing economy and ecology together**. This is necessary to maintain our current level of prosperity and well-being and to protect our natural world.

## What drives us

We aim to create a positive impact on our environment, on both an ecological, social, and economical level, and help others to do the same. Organisations should create a sustainable profit, by balancing their ecological and social costs, and become profitable on all levels.

To provide solutions for both questions, our company focusses on two activities:

1. Guiding organisations towards sustainability
2. Scaling the impact of ecological solutions





## Values we live by

### 1. We leverage the accuracy of data

We work fact-based and consult reliable resources. We advocate for transparency and are resolutely against greenwashing practices and cover-ups!

### 2. We practice what we preach

We follow our own advice and aim to be the best in class when it comes to the sustainability of our organisation. We believe in an honest, straightforward, no-nonsense approach to sustainability with measurable results. We push ourselves and our customers to set ambitious sustainability goals and strive for continuous improvement.

### 3. We think in terms of solutions

We are here to offer possibilities and solutions, spark hope and hand organisations the opportunity to take sustainable action.

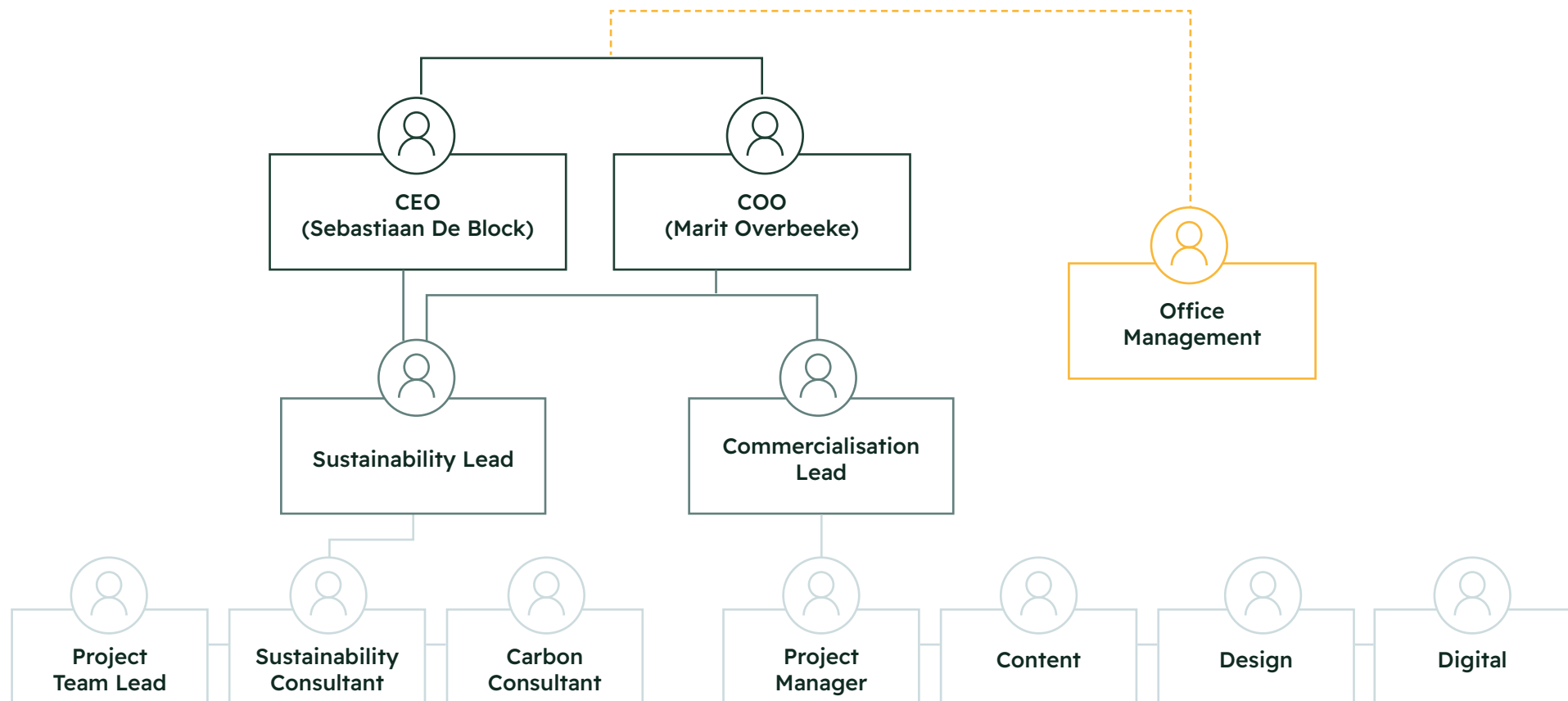
### 4. We put people first

We are a company united by a shared mission. Sustainability is our collective passion and driving force. Whether it concerns our customer relationships or our own employees, we prioritise a human, people-centred approach.





## Organisational structure





# What services do we offer?

Today's market requires businesses to excel financially while prioritising sustainability.



## Sustainability Academy

Our research into the drivers and hurdles for sustainability indicated that many organisations perceive a lack of knowledge as a hurdle. Many also simply don't know where to start. The Sustainability Academy is our answer to that. The online academy offers digestible, video-formatted courses on a range of sustainability topics: from the basics of sustainability to legislation or the technicalities of carbon calculation. Our aim with this platform is to make sustainability knowledge accessible by translating complicated topics into clear, understandable language and offering actionable tools and advice that allow companies to take their sustainability journey into their own hands.



## Deep dive analyses

Our impact analyses encompass **a detailed evaluation of an organisation's environmental and/or social impact.**

- **On an environmental level**, we conduct **science-based CO<sub>2</sub> footprint assessments** to measure **greenhouse gas emissions** and perform **Life Cycle Assessments (LCA)** to evaluate the environmental impact of products or services throughout their lifecycle.
- **On a social level**, we organise internal surveys to measure organisations' social footprint. Our services are tailored to align with relevant guidelines and standards, including the CSRD, ESRS/VSRS, CSDDD, and other international regulations, ensuring organisations meet regulatory requirements and adopt best practices. By combining these analyses, **we provide a holistic view of the sustainable impact**, laying the foundation for informed decision-making and strategic planning.

### Embracing sustainable practices:

1. mitigates risks
2. enhances brand reputation
3. fosters long-term resilience



### Future-ready sustainability strategy

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A robust sustainability strategy is essential for long-term success. **We guide your organisation in moving from stand-alone actions to a fully-fledged strategy, covering the environmental, social and governance (ESG) aspects of sustainability.** We ensure that your initiatives are integrated into your overall business strategy, delivering both environmental and economic benefits, by:

1. defining clear sustainability goals -
2. exploring future scenarios -
3. establishing key performance indicators (KPIs)



### Engagement workshops

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**Building a successful ESG strategy requires buy-in and understanding at every level of an organisation.** Our **ESG Alignment Workshops** are tailored to create internal awareness and support, ensuring that everyone—from C-level executives and board members to employees—grasps the importance and benefits of ESG integration. Through interactive sessions, we guide our clients in identifying key ESG factors relevant to their industry and stakeholders.



### Scaling the sustainable narrative

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Communicating a sustainability strategy correctly and effectively is crucial for success. We offer comprehensive services for internal knowledge building and external stakeholder engagement, ensuring your story aligns with your organisational values. Through transparency and compelling narratives, we develop targeted strategies to convey sustainability efforts convincingly to your customers, investors, and community.



### Strategic roadmaps & plans

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Transitioning towards sustainability requires a strategic and structured approach. We collaborate closely with your internal teams to **co-decide on themes and priorities that align with your organisational goals**, and:

- define tailored scenarios that include comprehensive reduction plans to minimise environmental impact
- draw up compensation plans to offset unavoidable emissions
- formulate detailed roadmaps to meet overall sustainability targets



### Compliant reporting

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Sustainability reporting is quickly becoming required for most organisations. Besides, transparency should always be a key principle! Stay ahead of regulatory requirements with our reporting services. We specialise in CSRD, GRI, and ESRS/VSRS reporting, ensuring you meet all necessary standards. Additionally, we help them align with the EU taxonomy, providing transparent and credible sustainability reports that enhance stakeholder trust and regulatory compliance.



### Implementation of sustainable practices

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Implementing sustainability strategies can be challenging, but our range of solutions makes it easier. We offer SaaS (Sustainability as a Service) for efficient data management, conduct workshops to educate and engage your team, and provide labelling programmes to certify your sustainable practices. Our implementation services ensure that your sustainability initiatives are executed effectively and deliver tangible results.

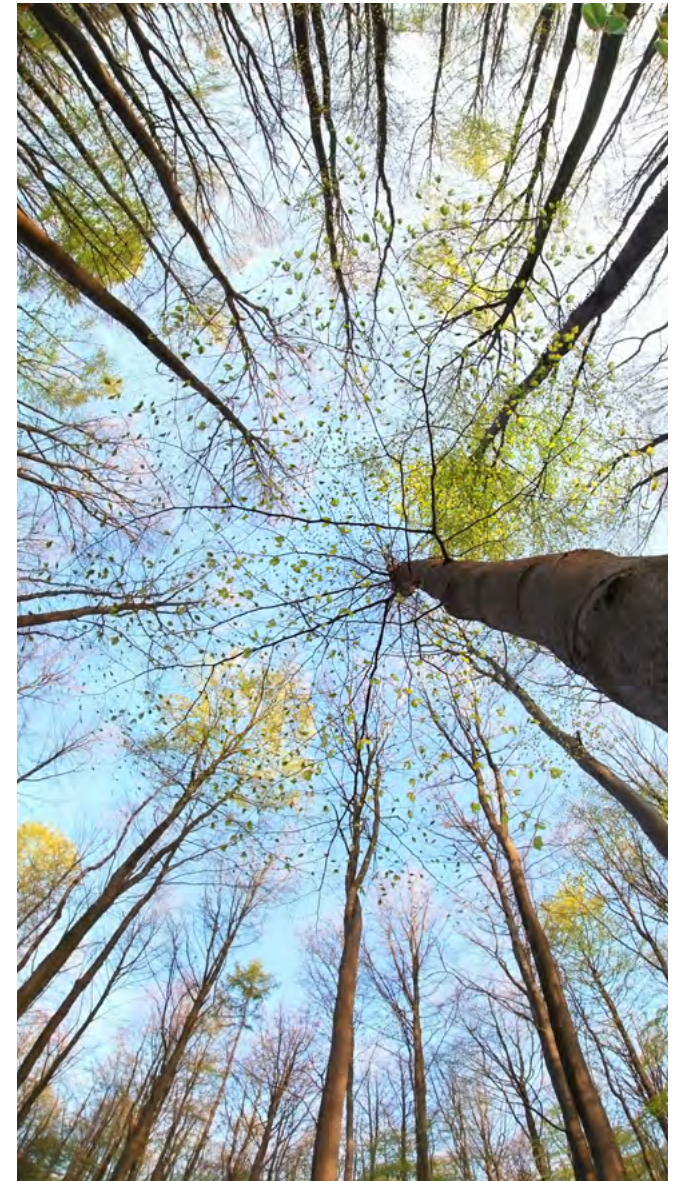


## Scaling the impact of ecological solutions

Too many sustainable solutions and products make too little impact due to their limited market scale. Our commercialisation services are geared at increasing the economic reach and positive ecological impact of your sustainable solutions.

With a combination of strategic content and technology-driven marketing methods, we help you achieve your economic goals and scale your sustainable impact. We use a three-fold approach to do so:

1. **Strategic:** together, we develop a strategic roadmap for your commercial growth. We define your ambitions, goals, and work on value creation.
2. **Tactical:** we co-decide on the practical translation of your strategy, with the support of technology and automation.
3. **Operational:** we get to work! Our commercial team, composed of project managers, content specialists, (digital) marketers and designers provides the necessary support to achieve your commercial goals.





# 1

## Strategic go-to-market foundation

To successfully navigate your growth phase, we design an integrated **Go-to-Market strategy** that:

- sharpens positioning
- segments the market
- defines clear, distinctive value propositions

This strategic approach lays the foundation for focused and phased market development, with deliberate choices in target group prioritisation, channel strategy, and proposition design.

We shape this strategy through a series of interactive workshops and strategic sessions, working closely with you to uncover market insights, align on ambition, and create a go-to-market roadmap that is both actionable and future-proof. By balancing push and pull tactics tailored to audience needs, we create the conditions for:

- sustainable lead generation
- strong brand positioning
- effective customer engagement

# 2

## Tactical enablement for market execution

Turning strategy into results requires robust tactical execution. We support you in designing the right processes, workflows, and systems to connect marketing, sales, and customer success into one **seamless go-to-market engine**. This includes setting up:

- lead qualification flows
- nurturing tracks
- CRM integration
- KPI dashboards
- feedback loops across teams

Through practical working sessions, we co-develop the **operational architecture** needed to execute the strategy effectively. This ensures that every touchpoint is aligned, measurable, and scalable. The result: a commercial engine that not only runs efficiently but also leads to continuous insights and improvements.



### 3

#### Operational execution & communication support

We help you increase visibility, build authority, and expand your network through targeted, hands-on execution. From campaign launches to ongoing storytelling, we make sure your message reaches the right people through the right tools and channels. This includes:

- Short-term content campaigns (e.g. e-books, webinars, landing pages, conversion-driven ads)
- Continuous content creation (social storytelling, blogs, newsletters, client cases and interviews)
- Branding, design and web development to support clear and consistent communication
- Strategic 1-on-1 outreach via email and LinkedIn

All campaigns and outreach are co-created with you, tailored to your tone and identity, and executed with care — GDPR-compliant, culturally aware, and impact-driven.



# Our key stakeholders

We are a B2B oriented service-driven company. Our customer base consists primarily of European customers, but our ambition is to broaden our market segment worldwide.

There are several people, parties, organisations and agencies that are very valuable to our organisation and help enable the services we offer. It is therefore very important that we identify them and continuously involve them in the changes that our growing organisation is going through.

Our clients span a broad range of industries and business sizes, from small start-ups to large multinational corporations. We work with companies across sectors and specialisations such as:

- information technology
- logistics
- (circular) construction
- cleantech
- energy
- communication
- biofuels
- food
- textiles
- cold chain management

**Our diverse client base highlights our ability to tailor our sustainability solutions to the distinct challenges of each sector, ensuring meaningful value for businesses of all sizes.**

As a service-oriented company, our core operations are not dependant on physical products and materials. Instead, we depend significantly on digital services and software platforms that support and enhance our service delivery. These suppliers play an essential role in maintaining the efficiency and effectiveness of our workplace and digital infrastructure, enabling us to remain focused on creating value for our clients.



## INTERNAL STAKEHOLDERS

- Management
- Employees
- Freelancers
- Board of directors



## EXTERNAL STAKEHOLDERS

- Customers
- Partners (see chapter “Partnerships”)
- Suppliers (mainly software and IT infrastructure)
- Academic institutions
- Government authorities
- Non-Governmental Organisations
- Silent stakeholder nature



# Our ESG commitment and strategy

## How we embed sustainability into the core of our organisation

In today's fast-changing business environment, embracing Environmental, Social, and Governance (ESG) principles is crucial. We aim to embed sustainability into our core business functions and continuously work to align our practices with global benchmarks. This commitment is evident in:

- our sustainable action plan,
- rigorous internal evaluations
- a transparent approach to measuring and enhancing our ESG performance



## Our internal sustainability team

At the heart of our own internal sustainability efforts is a dedicated team composed of sustainability consultants and the founders of the organisation.



**Sebastiaan De Block**  
CEO & Founder



**Marit Overbeeke**  
COO & Co-Founder



**Femke van Riet**  
Sustainability Consultant



**Kaatje Blockx**  
Sustainability Consultant



**Els van Hooft**  
Sustainability Consultant

### This team is responsible for:

1. Setting and implementing the company's sustainability goals
2. Actively executing and continuously monitoring these initiatives
3. Ensuring alignment with our long-term vision

We also recognise that **achieving sustainability requires a collective effort from our whole team**. We cultivate a culture of inclusivity and encourage employees at all levels to contribute their insights and ideas. We want to ensure that sustainability actions are widely supported and effectively embedded into our daily operations.



## Our company-wide sustainability approach

At the beginning of 2024, we embarked on a mission to better understand how our employees perceive our company's sustainability practices. Through an **internal survey**, we captured insights on critical issues related to environmental sustainability, social responsibility, and our overall direction in these areas.

### The survey results were enlightening. Some key takeaways:

- The concern about climate change is high, with **89%** of employees expressing significant concern and actively taking steps to reduce their environmental footprint.
- **92.86%** of employees expressed that it is extremely important that we engage in sustainable business practices
- The survey also highlighted areas for improvement, such as reducing our carbon footprint.

### On the social sustainability front, the majority of the employees scored the following themes as 'very important':

- **Health & Safety** – A topic we actively work on by focusing on a good work-life balance, giving everyone the possibility of working remotely and having a flexible choice of fringe benefits.
- **Inclusion** – All employees are encouraged to give input during Innovation Days, where we set the direction of the company every year.
- **Diversity** – The team recognises that a more diverse workforce ensures diverse perspectives and a wide range of skills within the team. Therefore, the company works actions to recruit the most diverse workforce possible using Unia's diversity framework.

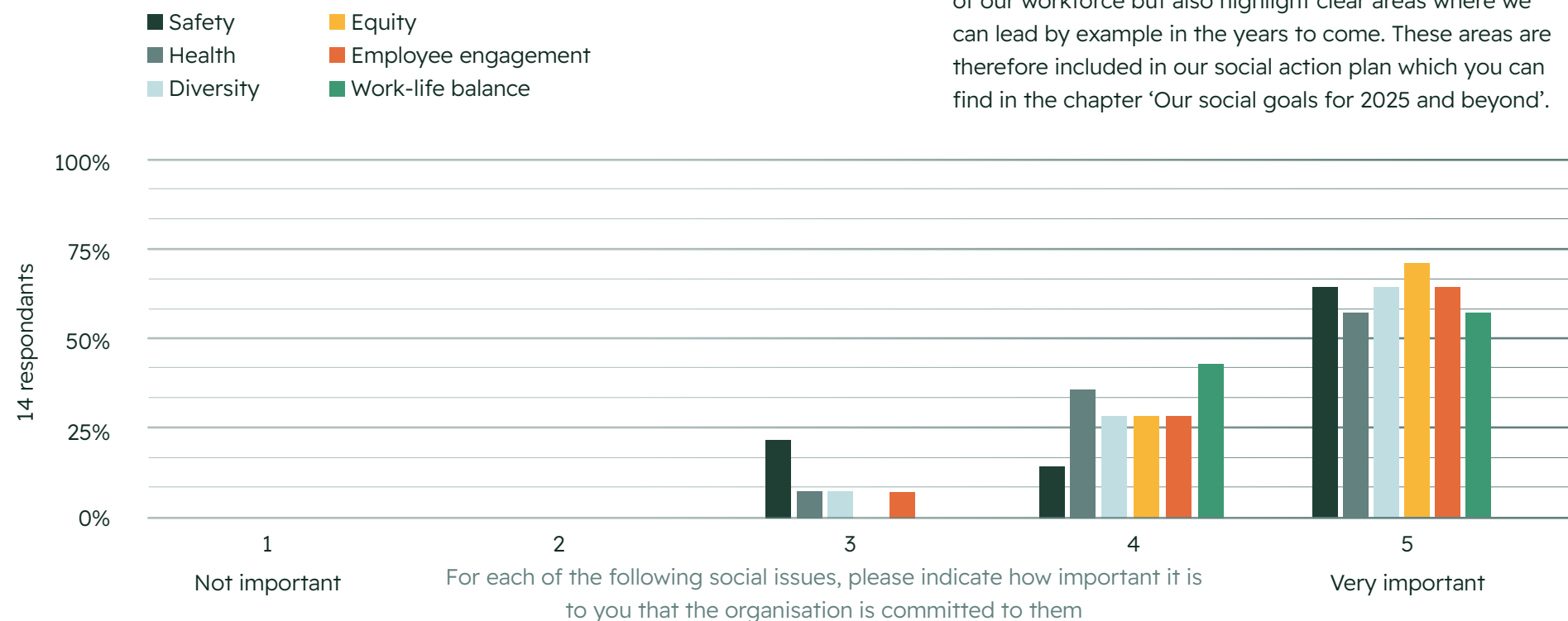


While 64% of our employees acknowledged significant investment in training and education, there is a clear demand for further improvements in:

- **Complaints procedures** – The company already supports the use of informal channels for employee complaints and concerns, and in 2024 we focused on the creation of formal channels for an efficient and structured process.
- **Adaptable workspaces** – Because we want to ensure an inclusive working environment for all employees, we focus on providing a workspace that is suitable for everyone, for example by setting up a designated quiet room.
- **Health and safety measures** – Health & safety is scored as an important topic for all employees. We address this topic by focusing on workload and work-life balance, including daily paid breaks.

The survey also emphasised the importance of transparency and inclusion in decision-making processes. Our employees showed strong support for policies that enhance workplace inclusivity, such as diversity training and greater mental health support. They also expressed a desire for more structured approaches to addressing social issues within the company that are taken into consideration when developing our social action plan.

The results of this survey not only reflect the commitment of our workforce but also highlight clear areas where we can lead by example in the years to come. These areas are therefore included in our social action plan which you can find in the chapter 'Our social goals for 2025 and beyond'.





# Sustainable development goals – a change in our strategy

In our previous sustainability report, we outlined our commitment to **five key Sustainable Development Goals (SDGs)**:

- SDG 3: Good Health and Well-Being
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 17: Partnerships for the Goals

These goals were identified through in-depth discussions with our leadership team and feedback gathered from our employees. They provided a valuable foundation for shaping our sustainability actions and priorities.



**Now the SDG's are fully integrated, rather than treating the SDGs as a separate focus area, we have effectively embedded them into our core.**

**Over the past year, we have re-evaluated our activities and impacts through the lens of these SDGs.** Our review has shown that the principles embedded in the SDGs are now fully integrated into our broader Environmental, Social, and Governance (ESG) strategy. Rather than treating the SDGs as a separate focus area, we have effectively embedded them into our core decision-making, operations, and advisory practices.

As a result, **we have made the strategic decision not to report separately on the SDGs moving forward.** While we recognise the SDGs as an essential global framework for sustainable development—particularly relevant at national and multinational levels—we believe that, as a small- and medium-sized enterprise (SME), our sustainability efforts are best guided by a more tailored ESG framework. ESG allows us to set clearer, more measurable goals that are directly aligned with our business model, stakeholder expectations, and operational realities.

**This shift does not diminish our commitment to the values underlying the SDGs.** On the contrary, the integration of ESG principles ensures that these values are translated into concrete actions with direct relevance to our organisation. It enables us to focus on impactful initiatives with greater accountability and transparency.

**We remain deeply committed to contributing to sustainable development**—both through our internal operations and through the work we do with clients. Our ESG strategy provides us with the clarity, structure, and agility needed to do so effectively.



# Sustainability label

## EcoVadis: silver medal

EcoVadis is a global sustainability rating platform that assesses companies' **environmental, social, and ethical performance** across various industries. It provides a **comprehensive scorecard** based on criteria like:

- **labor and human rights practices**
- **ethics**
- **environmental impact**
- **sustainable procurement**

Companies use EcoVadis to improve sustainability, meet regulatory standards, and demonstrate corporate social responsibility.

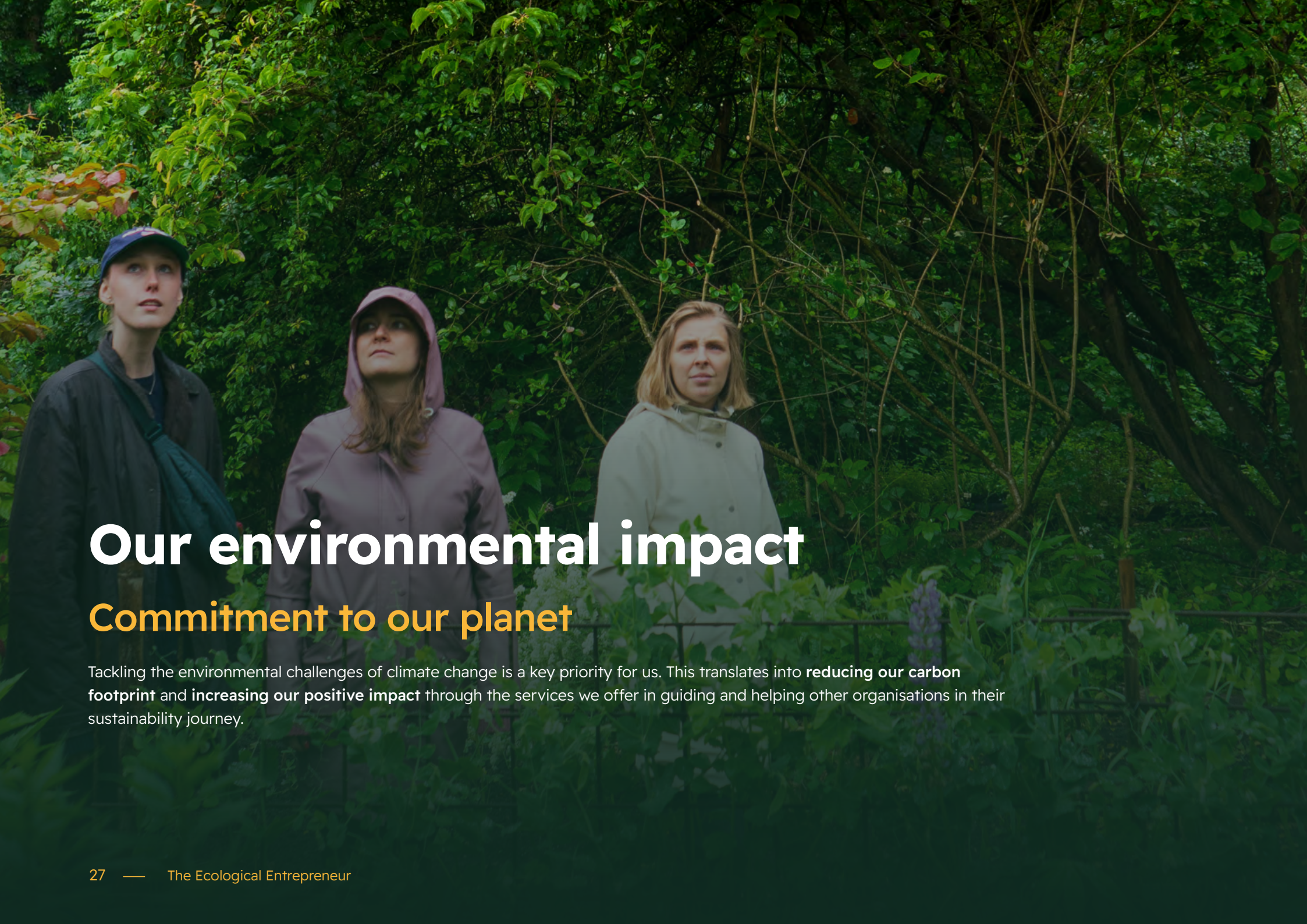


In May 2024, we earned a silver medal from EcoVadis, demonstrating our strong commitment to environmental and social responsibility. With a score of 72, we missed the gold medal by just one point. Our goal for 2025: achieving a gold rating.

EcoVadis provided us with a detailed analysis of our sustainability management system, highlighting both strengths and areas for improvement. While the assessment affirmed our strengths in environmental and social management and ethics, it also underscored the need for clearer quantitative targets and improved policy review mechanisms.

### We used this feedback to define several key improvement steps:

- **Developing a waste policy:** this policy defines clear goals and actions, with a strong emphasis on raising employee awareness about waste reduction and sorting.
- **Monitoring and evaluating policy documents:** we set up a process for monitoring and evaluating policy documents which we will implement by the end of 2024.
- **Advancing sustainability actions:** we have started developing an inclusive recruitment process. Additional actions necessary for sustainability improvement are outlined in this report.
- **Continuous KPI monitoring:** we plan to establish a process for regular measurement of KPIs to further optimise its goals and policies.

A photograph of three women standing in a lush, green forest. They are all wearing raincoats and looking upwards with expressions of wonder and contemplation. The woman on the left is wearing a dark jacket and a blue cap. The woman in the middle is wearing a purple hooded raincoat. The woman on the right is wearing a light-colored raincoat. The background is filled with dense foliage and trees, creating a serene and natural atmosphere.

# Our environmental impact

## Commitment to our planet

Tackling the environmental challenges of climate change is a key priority for us. This translates into **reducing our carbon footprint** and **increasing our positive impact** through the services we offer in guiding and helping other organisations in their sustainability journey.



## How we measure our environmental impact

At The Ecological Entrepreneur, we recognise the importance of measuring and disclosing our environmental impact, using key environmental metrics covering:

- **our energy consumption**
- **greenhouse gas (GHG) emissions**
- **waste generation**
- **biodiversity impact**

This will help us track our progress, identify areas for improvement, and ensure that we operate responsibly.

Our environmental metrics align with the disclosure requirements of the **Voluntary Sustainability Reporting Standards for Small and Medium-Sized Enterprises (VSME)**, ensuring consistency, comparability, and accountability in our reporting. By doing so, we aim to provide stakeholders with clear and reliable data.

|                                                                                 | YO 2023      | Y1 2024      |
|---------------------------------------------------------------------------------|--------------|--------------|
| <b>Energy and Greenhouse Gas Emissions</b>                                      |              |              |
| <b>Total energy consumption in MWh</b>                                          | <b>15,71</b> | <b>36,32</b> |
| Total renewable energy consumption in MWh                                       | 7,51         | 9,94         |
| Total non-renewable energy consumption in MWh                                   | 8,20         | 26,38        |
| <b>Total electricity consumption in MWh</b>                                     | <b>9,09</b>  | <b>15,97</b> |
| Total renewable electricity consumption in MWh                                  | 7,51         | 9,94         |
| Total non-renewable electricity consumption in MWh                              | 1,58         | 6,03         |
| <b>Total fuel consumption in MWh</b>                                            | <b>6,62</b>  | <b>36,32</b> |
| Total renewable fuel consumption in MWh                                         | 0,00         | 0,00         |
| Total non-renewable fuels consumption in MWh                                    | 6,62         | 20,35        |
| <b>Total GHG emissions (in t CO<sub>2</sub>eq)</b>                              | <b>40,16</b> | <b>46,89</b> |
| Total scope 1 emissions (in t CO <sub>2</sub> eq)                               | 1,77         | 4,61         |
| Total scope 2 emissions (in t CO <sub>2</sub> eq)                               | 0,18         | 0,62         |
| Total scope 3 emissions (in t CO <sub>2</sub> eq)                               | 38,21        | 41,67        |
| GHG intensity based on turnover (in kg CO <sub>2</sub> eq per 1K euro turnover) | 0,037        | 0,028        |
| <b>Biodiversity</b>                                                             |              |              |
| Total area of sites that our organisation leases (in ha)                        | 0,025        | 0,024        |
| <b>Water</b>                                                                    |              |              |
| Total amount of water consumption                                               | No data      | No data      |
| <b>Waste Management</b>                                                         |              |              |
| Total annual non-hazardous waste (in ton)                                       | 0,83         | 1,28         |
| Total residual waste                                                            | 0,65         | 0,68         |
| Total PMD (plastic bottles, tins and drinking carton) waste                     | 0,18         | 0,19         |
| Total paper and cardboard waste                                                 | No data      | 0,05         |
| Total VFG (vegetable, fruit and garden) waste                                   | No data      | 0,35         |
| <b>Total annual non-hazardous waste recycled (in %)*</b>                        | <b>22%</b>   | <b>46%</b>   |
| Total annual hazardous waste (in )ton                                           | 0            | 0            |

\*All our waste is fully recycled, except for residual waste that is energetically recovered

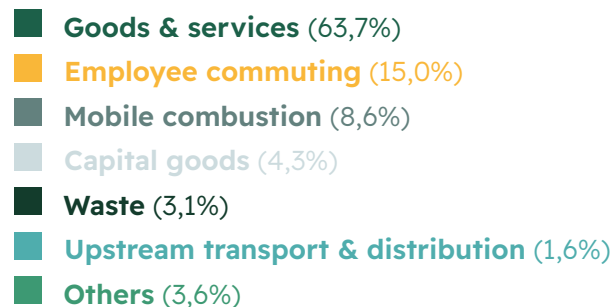


## Our 2024 carbon footprint

Our greenhouse gas emissions analysis for 2024 was conducted using the Greenhouse Gas (GHG) Protocol as the guiding framework. This comprehensive approach covers our scopes 1, 2, and 3 emissions of our organisation. The adoption of this widely recognised standard ensured consistency and accuracy in our emissions accounting.

The direct emissions under our control, classified as scope 1 and 2, total 5,23 tons of CO<sub>2</sub>eq. This relatively low number highlights the success of our efforts to reduce emissions from electrifying our company vehicles (scope 1) and making sure the electricity consumption for our buildings and electric vehicle charging (scope 2) is sourced from renewable energy where possible.

Our scope 3 emissions represent the largest share (89%). The most significant contributor is **purchased goods and services**, representing 63,73% of our total emissions, making it a critical area for future reduction efforts. Other areas of focus are emissions from **employee commuting** and emissions from fuel-powered **company vehicles**.



### SCOPE 1 EMISSIONS:

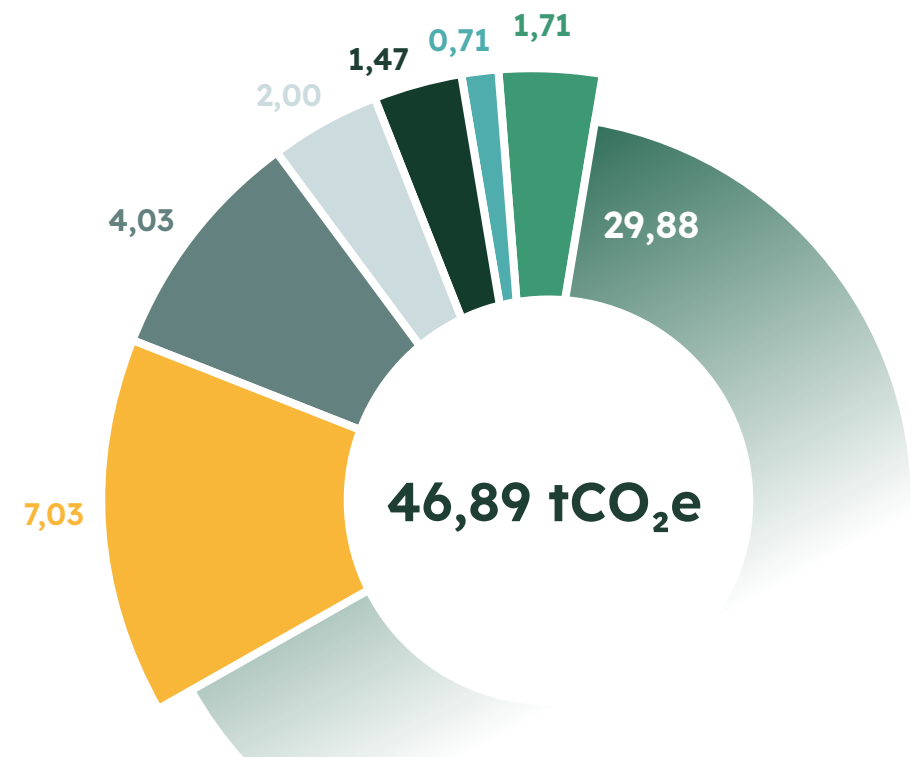
direct emissions from our company vehicles. direct greenhouse gas emissions from sources owned or controlled by a company, such as fuel combustion in company vehicles or facilities.

### SCOPE 2 EMISSIONS:

indirect emissions from purchased electricity, steam, heating, and cooling consumed by the company.

### SCOPE 3 EMISSIONS:

all other indirect emissions in a company's value chain, including those from suppliers, business travel, product use, and waste disposal.





## Our carbon intensity

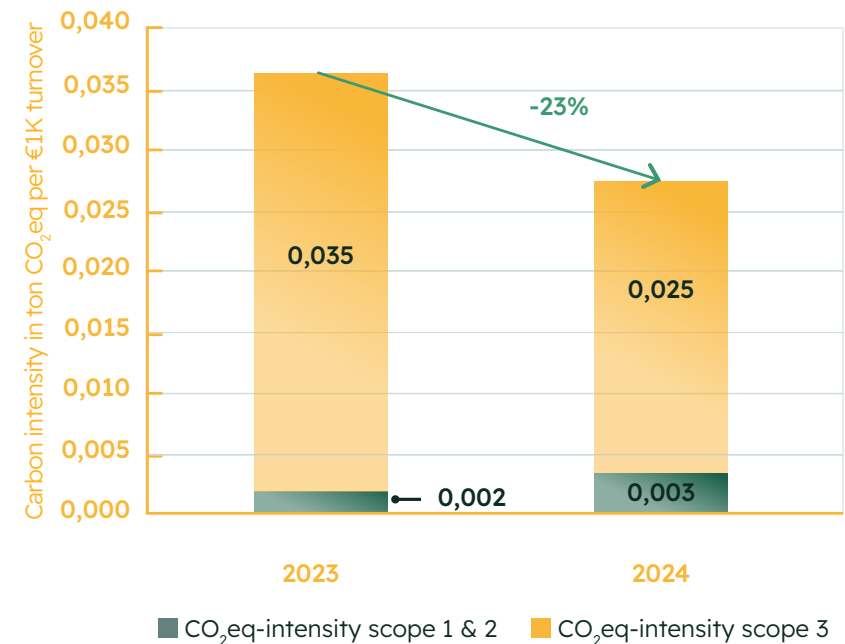
As a service-based company, we measure our CO<sub>2</sub> emissions in relation to our turnover. This helps us understand how much ton CO<sub>2</sub>eq we emit for every €1.000 we generate in turnover.

**In 2024, we emitted 0,028 ton CO<sub>2</sub>eq per 1K euro turnover we generated. Our CO<sub>2</sub> intensity dropped significantly from 2023 to 2024. This means we now emit 23% less CO<sub>2</sub>eq per 1.000 euro of turnover than we did before while our turnover has increased with 51%.**

What makes this especially meaningful is that 2024 was a year of strong growth for us in both revenue and number of employees. Despite this expansion, we still managed to reduce our emissions intensity, which shows that our sustainability efforts are working.

Our further reduction strategy will mainly focus on fully electrifying our vehicle fleet and also providing it with renewable energy for charging. Furthermore, we will apply a stricter procurement policy to reduce our scope 3 emissions of purchased goods and services.

Evolution in carbon intensity  
(in tCO<sub>2</sub>eq per €1K turnover)

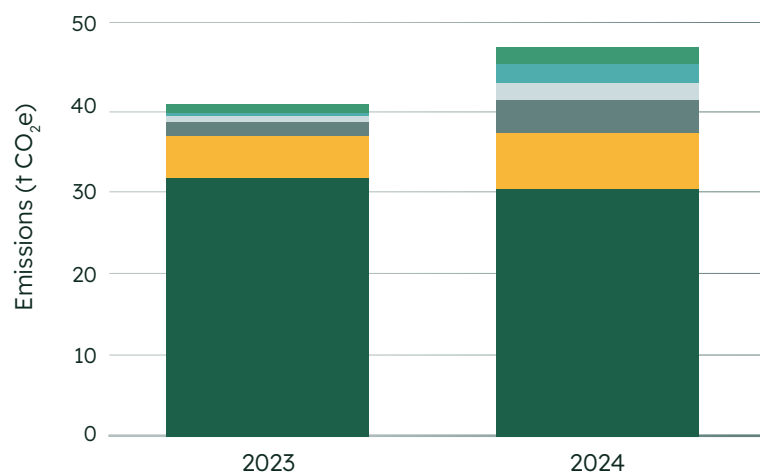




## The evolution in our carbon emissions

Our organisation's emissions have increased in absolute numbers with 16,76% (6,73 tCO<sub>2</sub>eq) compared to last year. Since we are a growing company in size, financially as well as in the number of employees, the absolute increase is responsible from more employee commuting and company cars. We also moved to a new office building in September 2024 to create more space and comfort for our employees with more meeting rooms and a garden in which the employees can take breaks, have lunch and can also hold meetings. The only downside of this new office building is that the heating is no longer powered by renewable energy, but through natural gas. At the end of the agreement in 2028, we will explore alternatives for heating with lower emissions by looking for options together with our landlord or exploring other office spaces.

### Emissions over time (t CO<sub>2</sub>e)





| Scope - Categories             | Description                                                            | 2023                |               | 2024                |               |
|--------------------------------|------------------------------------------------------------------------|---------------------|---------------|---------------------|---------------|
|                                |                                                                        | t CO <sub>2</sub> e | % share       | t CO <sub>2</sub> e | % share       |
| <b>Scope 1</b>                 |                                                                        | <b>1,78</b>         | <b>4,42%</b>  | <b>4,61</b>         | <b>9,82%</b>  |
| Stationary combustion          | Natural gas consumption for heating                                    | 0,00                | 0,00%         | 0,57                | 1,22%         |
| Mobile combustion              | Company cars (fuel-based)                                              | 1,78                | 4,42%         | 4,03                | 8,60%         |
| <b>Scope 2</b>                 | <b>Scope 2</b>                                                         | <b>0,16</b>         | <b>0,44%</b>  | <b>0,62</b>         | <b>1,32%</b>  |
| Purchased electricity - office | Electricity usage office building                                      | 0,00                | 0,00%         | 0,12                | 0,25%         |
| Purchased electricity - cars   | Electricity usage of electric vehicles                                 | 0,16                | 0,44%         | 0,50                | 1,07%         |
| <b>Scope 3 – Upstream</b>      | <b>Scope 3 – Upstream</b>                                              | <b>38,21</b>        | <b>95,14%</b> | <b>38,21</b>        | <b>95,14%</b> |
| Purchased goods and services   | Purchased goods and services for daily operations and service offering | 31,27               | 77,87%        | 29,88               | 63,73%        |
| Capital goods                  | Tangible fixed company assets                                          | 1,04                | 2,58%         | 2,00                | 4,27%         |
| Energy supplies                | Inbedded emissions in the purchase of fuels and energy (scope 1 and 2) | 0,06                | 0,16%         | 1,47                | 3,13%         |
| Upstream transport             | Client transport                                                       | 0,20                | 0,49%         | 0,00                | 0,00%         |
| Waste                          | Residual household waste, PMD, VFG and paper and cardboard             | 0,68                | 1,69%         | 0,77                | 1,64%         |
| Business travel                | International rail and air travel                                      | 0,00                | 0,00%         | 0,44                | 0,93%         |
| Commuting                      | Employee commuting by car and public transport                         | 4,96                | 12,34%        | 7,03                | 14,99%        |
| Leased Assets as Lessee        | Renting of flexible workplace                                          | 0,00                | 0,00%         | 0,08                | 0,17%         |
| <b>Scope 3 – Downstream</b>    | <b>Not Applicable</b>                                                  | <b>0,00</b>         | <b>0,00%</b>  | <b>0,00</b>         | <b>0,00%</b>  |
| <b>Total</b>                   | <b>Total</b>                                                           | <b>40,16</b>        | <b>100%</b>   | <b>46,89</b>        | <b>100%</b>   |

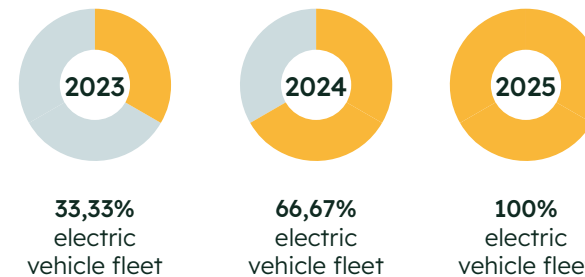


# How we improved our environmental impact in 2024



## Electrification of our vehicle fleet

In 2024, we continued to electrify our company vehicle fleet. This results in a total of 66,67% of our vehicles that are fully electric.



## Stimulating sustainable commuting alternatives

We encourage our employees to use public transportation for commuting and offer a bike lease program to support greener travel choices. For client visits, we promote carpooling and car sharing to reduce CO<sub>2</sub>eq emissions and minimize the number of individual car journeys.



## Creating internal awareness (for gas and energy consumption)

We motivate our employees to take responsibility when it comes to our office's carbon footprint. We do this by giving them some guidelines that can be found in all workspaces in a visible place:

- Turn off your computers after use
- Unplug laptops, monitors and chargers at the end of the day
- Turn off the lights when you don't need them
- Keep temperature between 18°C-21°C

## Sustainable procurement

In September 2024, we moved to a new (and bigger) office building. We made sure that all new interior that had to be purchased was either crafted from circular materials, second-hand or refurbished. Not only our interior, but all our ICT equipment such as laptops, monitors and TV screens are refurbished.




## Office Duty

The "Office Duty" is a rotation schedule within The Ecological Entrepreneur in which a team of 2 to 3 people is put together to take care of all matters related to the office, kitchen and waste for a week.

For the weeks with a legal holiday, the office team consists of 2 people, the other weeks of the year of 3.

You can find the guidelines and planning in the dining room. If your name is on the schedule for a certain week, but you find yourself on leave during your shift, please take own initiative to switch your shift with another employee.

## Kitchen

1. Take the dirty cutlery, plates and glasses to the kitchen and put it in the dishwasher
2. Turn on and empty the dishwashers
3. Put the clean cutlery, plates and glasses back in the office dining area
4. Keep the coffee and tea corner and dining area clean
5. Fill the tea and coffee stock, if things need to be reordered, please report this to Marit Overbeeke

## Office

1. Wash the dirty towels that are collected in the blue basket in the office space, but make sure there are always some towels available
2. Water the plants

## Waste

At The Ecological Entrepreneur, the waste is also all separated correctly. Below are the guidelines for sorting. We like to recycle as much as possible, so do your best to separate the waste as follows:

1. Replace the garbage bags when the garbage bags are full and place them in the storage room
1. Put out the garbage bags every Thursday evening
1. Bring empty bottles to the glass container
1. Notice Marit Overbeeke when we are out of garbage bags

- General waste - Residual waste: black waste bag
- Paper & cardboard: no waste bag needed
- PMD: blue waste bag
- Organic waste: green waste bag
- Glass bottles without deposit: to the glass container

## Waste policy

Thanks to our waste policy, we recycle 100% of our waste according to following waste streams:

- Plastics, Metals and Drinking Packaging (PMD)
- Vegetable, Fruit and Garden waste (VFG)
- Glass
- Household waste

## Communication, evaluation and monitoring system

In the past few years, we have created and implemented a lot of environmental policies and actions. To make sure that all employees were aware of these policies and actions we have introduced an internal monthly-newsletter for all employees. In this newsletter all policies and actions that we have taken so far and will take in the future are communicated with every employee, also asking for their feedback.

Not only formal communication of our organisation's strategy is being discussed in our newsletter, but also sustainable tips and tricks or fun anecdotes about something that happened, of course all related to sustainability. For example, we gave tips on how to recycle the waste generated at the office, communicated our carbon footprint, and asked the employees' feedback about which good causes The Ecological Entrepreneur should support.



## Reusable packaging

We noticed that every week our office bins filled up very quickly with all kinds of single-use packaging such as coffee cups when our employees go to their favourite coffee bar or sandwich packaging when they get sandwiches during lunch. For this reason, we offered all our employees a reusable coffee cup and sandwich wrap. Everyone indicated whether they wanted to receive a coffee cup and/or packaging. If neither or both options were chosen, this meant that the employees already had this and it is expected that the employees also use this on the work floor to limit waste and especially single-use packaging as much as possible.

## Invoicing carbon emissions

Carbon offsetting (better known as carbon compensation) is a practice where individuals, companies, or organisations compensate for their GHG emissions by investing in projects or activities that reduce, remove or avoid an equivalent number of emissions from the atmosphere.

Offsetting our **difficult to reduce emissions** (for example the embedded emissions of our company assets) is an intrinsic part of our reduction strategy and also among of the services we offer our clients. As we want to share the responsibility for the GHG emissions we emit but and also to spread awareness, we decided to offset 50% of our emissions by ourselves and 50% through our clients.

How do we do this? We charge an additional fee to our clients, in agreement, when they make use of the services that we provide. We determine how much each client will be charged for the carbon offsetting based on the carbon intensity expressed in ton CO<sub>2</sub>eq per 1K euro turnover.



## Calculating our carbon offsetting fee

Our total emissions in reporting period 2024 is 46,89 t CO<sub>2</sub>eq. Our total turnover in the same reporting period is €1.660.953,62. This results in a carbon intensity of 0,028 ton CO<sub>2</sub>eq per 1K euro turnover.

Total emissions: 46,89 tCO<sub>2</sub>eq  
Total turnover: €1.660.953,62  
Carbon intensity: 0,028 ton CO<sub>2</sub>eq per 1K euro turnover

$$\text{Carbon Intensity (ton CO}_2\text{e per 1K euro turnover)} = \frac{\text{Total Emissions (in ton CO}_2\text{eq)}}{\text{Total turnover (per €1K)}}$$

Carbon credits are the financial instrument representing the reduction or removal of CO<sub>2</sub> (or equivalent greenhouses gases) from the atmosphere. One carbon credit is equal to one metric tons of CO<sub>2</sub>eq. The price for one verified carbon credit is based on the pricing schemes of the Voluntary Carbon Market (VCM). Our partner Resurrect advises us the price for one carbon credit for each reporting period based on the VCM. This means that the price of carbon credits is consistent for every client during the same reporting period. The price for one carbon credit in 2024 was €65,00.

As we will take 50% of the emissions as our own responsibility, we only charge our clients with €0,92 per 1K euro turnover.

Carbon intensity: 0,028 ton CO<sub>2</sub>eq per 1K euro turnover  
Clients' responsibility to offset: 50%  
Price per ton CO<sub>2</sub>eq: €65/ton CO<sub>2</sub>eq  
Carbon offsetting fee per euro: €0,92 per 1K euro turnover

$$\text{Carbon offsetting fee (per €1K euro turnover)} = \text{CO}_2\text{eq intensity} \times \text{Price per carbon credit} \times \% \text{ Clients offset responsibility}$$

We directly buy the verified carbon credits through our partner [Resurrect](#) and remain the owner of the carbon credits. This means that we can claim that the services that we offer are carbon neutral because we fully offset the related emissions when the client also agreed the additional carbon offsetting fee.

Disclaimer: While carbon offsetting is a valuable tool, it is essential to recognise that it does not replace our direct efforts to reduce emissions. Our primary focus is on emission reduction strategies, and carbon offsetting is used as a complementary measure to address residual emissions that are challenging to eliminate.



## Carbon compensation

In total, we have financed the compensation of 30 tons of CO<sub>2</sub> emissions (of the total of 46,89 tCO<sub>2</sub>eq) on our own (so without the carbon offsetting through the carbon offsetting fee) by investing in a local carbon offsetting project via Claire. This project, led by a local farmer, focuses on improving soil quality by implementing agro-ecological principles, which enhance both environmental sustainability and agricultural resilience. By supporting this initiative, we are not only offsetting part of our carbon footprint but also contributing to the long-term health of our local ecosystem. This investment reflects our commitment to meaningful and impactful climate action.

Starting in 2025 we will compensate all our remaining scope 1, 2 and 3 emissions after the efforts we made trying to limit the greenhouse gas emissions as much as possible.



## Our environmental goals for 2025 and beyond

Our carbon reduction strategy is built on ambition, responsibility, and action. We are committed to reducing our carbon footprint and become climate neutral by reducing our carbon footprint in absolute emissions and through the purchase of verified carbon credits of the difficult to reduce emissions by 2025 and net zero for scope 1 and 2 emissions by 2030, not just to meet industry benchmarks but to set new standards for sustainable business operations.

Our approach is guided by science, innovation, and a dedication to continuous improvement. By investing in cleaner equipment, optimising our energy use, and working closely with our partners, we are taking concrete steps toward a low-carbon future. But our ambition goes beyond our own operations—we strive to inspire our clients, suppliers, and the broader business community to join us in creating lasting, meaningful change.

**2023**

Base year:  
40,16 t CO<sub>2</sub>eq

**2025**

Carbon Neutral\*

**2030**

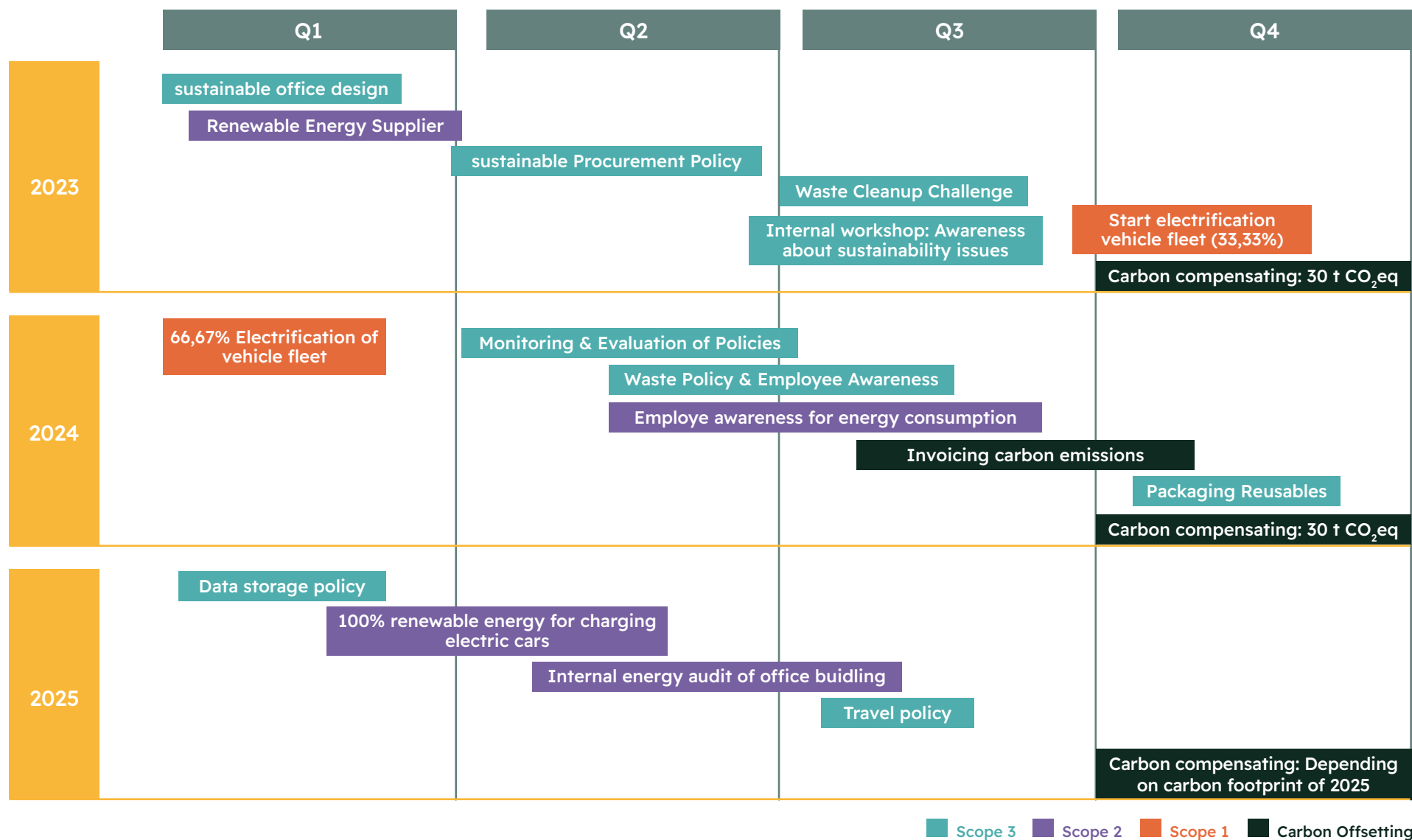
- Net zero\* for scope 1 and 2 emissions
- Carbon neutral for scope 3 emissions

**2050**

Net zero emissions

\*Carbon neutral: When a company offsets as much greenhouse gases as it emits, balancing out its carbon footprint by investing in verified carbon credits.

\*Net zero: Reducing greenhouse gas emissions as much as possible across the entire value chain, and only using verified carbon credits for the minimal, unavoidable emissions. The focus is on substantial reduction, not just balancing emissions.





## Conclusion

At The Ecological Entrepreneur, 2024 marked a year of commitment and tangible progress toward our environmental goals. Through a blend of ambition, transparency, and practical action, we continued to embed sustainability into every layer of our organisation - from our internal operations to the services we offer our clients.

We made important strides in tracking and managing our environmental footprint. By aligning with the VSME sustainability reporting standards and adopting the GHG Protocol, we have ensured that our emissions data are accurate, consistent, and actionable. Despite an overall increase in emissions - largely due to organisational growth - we remain focused on targeted reduction strategies. Electrifying our vehicle fleet, shifting to renewable energy, and refining our procurement policies are all central to our roadmap toward decarbonisation.

Beyond emissions, our actions reflect a broader environmental ethic: from fully recycling all waste streams to sourcing refurbished furniture and electronics, and from encouraging conscious office behaviours to introducing reusable packaging solutions. These steps, while operationally modest, are emblematic of a culture of responsibility and awareness that we continue to foster among our team.

We also continued to innovate in how we share climate responsibility with our stakeholders. Our invoicing-based carbon offsetting mechanism not only internalises the cost of emissions but also raises awareness and accountability among our clients. In 2024, this was complemented by our investment in a local soil regeneration project, reinforcing our commitment to offsetting residual emissions with impact-driven solutions.

Looking ahead, we remain committed to our reduction targets, open communication, and the pursuit of meaningful change. Sustainability is not a static goal, but a continuous journey and we are proud to walk it with purpose, integrity, and ambition.

A group of five people are in a lush garden. In the foreground, a young woman with long blonde hair smiles at the camera. Behind her, a woman wearing a red bucket hat and sunglasses looks down. To the right, a woman holds a large sheet of paper, and another woman stands behind her. A man is partially visible in the background. They are surrounded by various green plants and a wooden building with large glass windows is in the background.

# Improving our social impact

## Commitment to our people

Social sustainability is a fundamental part of our day-to-day operations. We recognise that true sustainability extends beyond environmental responsibility. Sustainability also requires an **inclusive working environment, employee well-being, a safe and healthy workplace, and continuous personal and professional development**. We aim to create a secure, inclusive, and growth-oriented environment for our employees, suppliers, and customers. This approach keeps all stakeholders engaged and aligned with our broader sustainability goals.



## How we measure our social impact

Measuring and transparently disclosing key social metrics is essential to ensuring a fair, safe, and inclusive workplace. Therefore, we report on important indicators such as:

- **number of employees**
- **gender balance**
- **health and safety incidents**
- **remuneration**
- **training**
- **work-life balance**

By monitoring these metrics, we can track our progress, identify areas for improvement, and uphold our commitment to responsible business practices.

Our social metrics are **aligned with the VSME**, ensuring that our reporting is consistent, comparable, and accountable. By sharing this information, we aim to provide stakeholders with a clear and honest view of our social impact and our ongoing efforts to create a positive and equitable work environment.

\* Note: The data shown gives a good general overview but may not be fully precise, as tracking practices varied slightly between employees. We aim to improve the accuracy of hour tracking in the coming year.

|                                                                                        | YO 2023 | Y1 2024 |
|----------------------------------------------------------------------------------------|---------|---------|
| <b>Gender</b>                                                                          |         |         |
| Male: Employees                                                                        | 3       | 3       |
| Male: Self-employed persons                                                            | 1       | 2       |
| Female: Employees                                                                      | 12      | 15      |
| Female: Self-employed persons                                                          | 0       | 2       |
| <b>Contract Types</b>                                                                  |         |         |
| Permanent contract (employees)                                                         | 14      | 16      |
| Temporary contract (employees)                                                         | 2       | 6       |
| Full-time (FTE)                                                                        | 10      | 15      |
| Part-time (FTE)                                                                        | 6       | 7       |
| <b>Health and Safety</b>                                                               |         |         |
| Number and rate of recordable work-related accidents.                                  | 0       | 0       |
| Number of fatalities as a result of work-related injuries and work-related ill health. | 0       | 0       |
| <b>Remuneration, Collective Bargaining, and Training</b>                               |         |         |
| Percentage of employees covered by collective bargaining agreements                    | 100%    | 100%    |
| Average number of annual training hours of female employees                            | No data | 41,82*  |
| Average number of annual training hours of male employees                              | No data | 33,32*  |
| <b>Work-Life Balance</b>                                                               |         |         |
| Percentage of women entitled to take family-related leave.                             | 100%    | 100%    |
| Percentage of men entitled to take family-related leave.                               | 100%    | 100%    |
| Percentage of women that took family-related leave.                                    | 8,30%   | 0%      |
| Percentage of men that took family-related leave.                                      | 0%      | 0%      |
| <b>Number of Apprentices</b>                                                           |         |         |
| Number of apprentices in the reporting period.                                         | 1       | 1       |
| <b>Human Rights Incidents</b>                                                          |         |         |
| Confirmed incidents related to Child labor                                             | 0       | 0       |
| Confirmed incidents related to Forced labor                                            | 0       | 0       |
| Confirmed incidents related to Human trafficking                                       | 0       | 0       |
| Confirmed incidents related to Discrimination                                          | 0       | 0       |



## How we improved our social impact in 2024

1. Innovation Days
2. Employee Well-Being
3. Career Management & Equal Pay
4. Workshops and Teambuilding



## Innovation Days

Just like every year, we kicked-off 2024 with a unique event that engages our entire workforce: our Innovation Days.

### What is it?

The Innovation Days focus on cross-team collaboration and bring the whole organisation together for two days of collaborative brainstorming and creative problem-solving.

### 2024 focus points

This year the employees came together to brainstorm around actions and targets in the following categories:

- **Human resources**
- **Company culture**
- **Way of working**
- **Presence to the world**
- **Sustainability**

### Approach

The two days began with a plenary session, where we reflected on the achievements of the past year and set the tone for the collaborative work ahead. After this joint kick-off, the team split into focus groups. Each group was tasked with reviewing what had worked well in the previous year and identifying which practices we want to retain. From there, they brainstormed concrete improvements and actions for the coming year, each with clearly defined targets. During the Innovation Days, colleagues shared insights from their daily work, brought forward ideas for positive change, and co-created new goals.



### Result

At the end of the Innovation Days, we compiled an extensive list of actionable commitments across all focus areas. In the weeks following the event, these actions were refined and matched with clear responsibilities to make sure that each idea would move from paper to practice. These actions included:

- **starting an EcoVadis trajectory,**
- **creating of a sustainable purchase policy**
- **implementing a personal onboarding process for new team members**

By kicking each year off with Innovation Days, we lay the foundation for a company-wide sustainability strategy with a collective ownership across the entire team.



## Employee well-being

Employee well-being has always been the focus of our company culture, shaping many of our workplace policies. An internal survey conducted in early 2024 revealed that employees saw opportunities for The Ecological Entrepreneur to further strengthen support in key areas of well-being. By introducing the **Flex Income Plan**, we allowed employees to personalise their **benefits based on individual needs**. This plan offers flexibility in spending allocations such as bike leasing programs, upgraded home office equipment, or additional vacation days.

Within the framework of flexible employment and a good work-life balance, employees are also able to apply the concept of “flexible hours”, within both a full-time and part-time work regime. Outside of our core working hours, employees have the flexibility to adjust their schedules to better suit personal preferences and responsibilities, as long as it aligns with team needs and the requirements of their role. By giving employees greater control over their benefits, we help them to create a work-life balance that suits their lifestyle and well-being goals.



## Career management & equal Pay

As in previous years, all employees start the year by creating their **Personal Development Plan**, setting clear goals for their growth and career progression. Mid-year, a review session with the COO provides an opportunity to assess progress and refine objectives for the rest of the year.

**In 2024 a new structure for career review meetings was introduced:**

- **Self-review** – Employees reflect on their achievements, strengths, and areas for improvement.
- **Department lead review** – The department lead evaluates performance and career progression.

Besides the career review meetings, a **structured career development framework** was introduced with 10 experience levels within each branch of the company. This career development framework allows employees to have **clear internal growth opportunities**. Salary benchmarking was conducted to assess and improve pay equity across all levels, which is implemented as from January 2025.



## Workshops and trainings

We believe learning never stops, whether it's deepening our knowledge on sustainability or strengthening our communication skills.

In 2024, the company invested a total of 877,68 hours in training & development. Employees completed an average of 4.9 working days\* to support their development. In the coming year, we will focus on increasing awareness of the possibility to start a learning path for employees, to make sure all employees are informed and encouraged to take advantage of it. In the coming year, we will focus on increasing awareness of the possibility to start a learning path for employees, to make sure all employees are informed and encouraged to take advantage of it.

Our internal sustainability team hosted an **interactive workshop on the EU Green Claims Directive**. During this workshop the whole team learned about the process and regulations of ethical sustainability communication. It was a great way to get everyone on the same page about avoiding greenwashing and staying up to date on all ESG topics.

As part of our commitment to continuous learning and better teamwork, we took part in a two-day workshop on **non-violent Communication** (Verbindend Communiceren), organised by the organisation **Walk Your Talk**. The training helped us develop a more open and empathetic way of communicating in the workplace and beyond. Through hands-on exercises, we practised expressing ourselves clearly while also listening with more awareness and understanding. It was an eye-opening experience for the whole team that gave us practical tools to navigate conversations with more confidence and connection. The workshop

reinforced the kind of workplace culture we want to build, where people feel heard, respected, and are able to collaborate effectively.

A huge milestone in 2024 was launching the **Sustainability Academy**, an online learning platform packed with lessons on everything sustainability-related. It's open to everyone in the company, whether they want to deepen their expertise or just refresh their knowledge. Plus, it's now **part of our onboarding process**, so new team members can quickly get up to speed on what we know and value.

In addition to shared learning opportunities, all team members have the opportunity to create a **personalised learning path**, whether through **training courses or self-study**.



\* Note: The data shown gives a good general overview but may not be fully precise, as tracking practices varied slightly between employees. We aim to improve the accuracy of hour tracking in the coming year.



## Teambuilding & fun

In 2024, we also made room for fun team-building activities. Our dedicated teambuilding crew made sure we had plenty of chances to connect and unwind. Some of the highlights:

- **An excursion to a biodynamic food forest**, where we learned about regenerative agriculture (and got to taste some fresh produce, straight from the tree).
- **A pottery workshop**, which brought both relaxation and creativity.
- **A yoga session**, because sometimes we just need to slow down, breathe, and stretch after long workdays.
- **End-of-year celebration**, where we hosted a Sustainable Secret Santa and enjoyed a vegan fine dining lunch together.





## Diversity & inclusion

### Increasing internal awareness

We understand that building a diverse, inclusive, and equitable workplace is not just about attracting a diverse range of talent; it's about creating an environment where everyone feels welcome, valued, and supported. Because without inclusion, even the most diverse teams will struggle to retain their talent. That's why our internal sustainability team organised a **workshop on social sustainability**, with a focus on DEI. We explored how diversity and inclusion impact our work, discussed ways to create a more supportive environment, and identified concrete steps to make our workplace more equitable. An **interactive brainstorming session** helped us turn ideas into action, ensuring that DEI remains more than just a policy. The results of this interactive session are the inspiration for our 2025 DEI-ambitions and goals.

### DEI in recruitment

In 2024, we started a process to make hiring at The Ecological Entrepreneur more inclusive and fair. Guided by **Unia's Monitoring Diversity** guidelines, which focus on age, sex, and origin, we aimed to understand and improve the diversity of our team and job applicants.

We implemented a structured interview tool that uses objective and predefined criteria to evaluate candidates. This tool is designed to:

- reduce unconscious bias
- ensure a more neutral and consistent selection process.

### Room for improvement

To assess the progress of our efforts in increasing the diversity of our team and the effectiveness of the interview tool, we used anonymised demographic data that candidates shared on a voluntary basis. After the analysis we found that the data collected was not complete or robust enough to draw reliable conclusions. This insight highlighted the importance of improving our data collection methods. In the coming year, we will work on refining how we gather and analyse anonymised applicant data so we can better track the impact of our actions and inform future improvements to our hiring practices.





# Our social goals for 2025 and beyond

## Diversity & inclusion

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- In 2025, we will continue strengthening our commitment to Diversity & Inclusion by further developing our **objective hiring tool** to ensure fair and unbiased recruitment processes.
- We will also work towards our goal of making sure **at least 50%** of our interviews is with candidates who are underrepresented in the current workforce, within the categories of age, sex and origin as defined by Unia. In 2025, we will therefore focus on improving the collection of demographic data of all applicants to show the impact of our actions.
- Additionally, we will expand our **social sustainability course** within the onboarding process to provide new employees with a deeper understanding of our values and expectations regarding DEI and other social sustainability topics.
- Lastly, we incorporate our definition of an **inclusive work environment** into our internal policies, making it clear what we stand for and that there is a place for everyone within the company.

## Transparency

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Transparency remains a priority as we enhance ongoing communication regarding internal policies. We want to make sure all employees have a clear understanding of company guidelines and expectations. Moreover, we will emphasise the goals of the Innovation Day throughout the year, integrating innovative ideas and improvements into our daily operations rather than limiting them to a single annual event.

## (Mental) Health and well-being

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To foster better (Mental) Health and Well-Being, we will appoint a **confidential advisor** to offer support and guidance to employees. Mental health will also be formally integrated into our health & safety policy, reinforcing its importance in the workplace. Furthermore, we will **measure employee well-being and mental health** through our yearly assessment and use the results to implement improvements that create a healthier work environment.



### Training & skills development

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Within the category of training and skills development, our focus is on raising **awareness** among all employees about the available learning opportunities and encouraging them to dedicate time to their professional growth. We will set a training target of between **4 days** for all staff and introduce **internal workshops** that bridge the gap between sustainability and communication, empowering employees to integrate sustainability into their work more effectively.

### Equal pay

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To promote Equal Pay, we will utilise a **transparent salary grid as of 2025**, which provides clarity on pay structures and helps eliminate wage disparities. By standardising compensation across roles, we create a culture of fairness and trust within our organisation.

### Concerns and protection of employees

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We will enhance our **Protection of Employees framework** by using and improving our **anonymous feedback mechanism** throughout the year, allowing employees to voice concerns without fear of repercussions. All complaints will be taken seriously and addressed in a timely and structured manner to maintain a safe and respectful work environment. In 2025, we focus on creating more awareness around the existence of this mechanism and its proper framing.



## Conclusion

2024 was a year of investment in the well-being, inclusion, and development of our people. By integrating social sustainability into the fabric of our organisation, we made progress in creating a fair, safe, and supportive working environment.

We strengthened employee engagement and team cohesion through various teambuilding activities and initiatives like the Innovation Days, which brought the entire organisation together to set collective goals around topics such as company culture, way of working, and sustainability. These sessions laid the groundwork for several new actions that we executed throughout the year.

We also advanced our learning culture through a wide range of training and development opportunities. The launch of our Sustainability Academy and hands-on workshops on topics like non-violent communication and the Green Claims Directive all reflect our commitment to professional and personal growth.

At the same time, we prioritised well-being by:

- **introducing a flexible benefits plan**
- **giving employees more control over their work-life balance**
- **listening to their feedback through regular check-ins and surveys**

Our work on diversity and inclusion took a more structured form in 2024. We:

- **introduced an objective hiring tool to reduce bias**
- **hosted a workshop on DEI**
- **began mapping diversity in our recruitment process using anonymised data**

While the data was not yet complete enough to assess the impact of our actions, this process clarified the need to strengthen data collection in the year ahead.

Looking ahead, we remain committed to our social sustainability goals. In 2025, we will further integrate DEI metrics into our hiring process, appoint a confidential advisor for mental health, and continue investing in the skills and growth of every team member. Our belief is simple: an inclusive and empowered team is the foundation for all the impact we hope to make.



**Strengthening our governance**  
**Commitment to our business conduct**

Every decision we make and every action we take is guided by our commitment to **ethical business practices** ensuring **integrity, transparency,** and **accountability**. Our **policies on anti-corruption, whistle-blower protection,** and **data security** guide us in maintaining ethical and legally sound practices. By upholding these standards, we safeguard trust, promote sustainability, and set a benchmark for responsible business conduct.



## How we measure governance

By tracking and reporting on key governance metrics as displayed in the table below, we ensure that our governance practices align with ethical standards and support long-term sustainability.

Our governance metrics adhere to the VSME, ensuring consistency, comparability, and reliability in our disclosures. We are committed to being open about our governance practices, reinforcing our dedication to ethical leadership and responsible decision-making.

|                                                                                                                 | YO 2023 | Y1 2024 |
|-----------------------------------------------------------------------------------------------------------------|---------|---------|
| <b>Convictions and fines for corruption and bribery</b>                                                         |         |         |
| Number of convictions and fines in the reporting period for violation of anti-corruption and anti-bribery laws. | 0       | 0       |
| <b>Gender diversity ratio in governance body</b>                                                                |         |         |
| Gender diversity ratio in management team                                                                       | 50%     | 50%     |
| <b>Revenues from high climate impact sectors</b>                                                                |         |         |
| Controversial weapons such as anti-personnel mines, cluster munitions, chemical weapons and biological weapons  | 0       | 0       |
| Cultivation and production of tobacco.                                                                          | 0       | 0       |
| Fossil fuel (coal, oil and gas)                                                                                 | 0       | 0       |



# Our approach to ethical governance in 2024



1. Anti-corruption and bribery

2. Protection of whistle-blowers

3. Privacy and data security

## Anti-corruption and bribery

We continue to uphold a zero-tolerance policy towards any form of corruption or bribery, recognising that these practices not only undermine fair competition but also erode trust, both within our Organisation and with our external stakeholders.

Our **Anti-Corruption and Bribery policy** ensures that all employees, partners, and suppliers conduct business with integrity and transparency. We require that all business dealings remain free from improper influence, including the offering, giving, or receiving of bribes, kickbacks, or other unethical incentives. This policy applies across all levels of our organisation, reinforcing our commitment to ethical business practices.

Throughout 2024, we successfully maintained compliance with this policy, with zero cases of bribery or corruption reported. By continuing to adhere to these strict guidelines, we contribute to a fair and transparent marketplace, setting a standard for ethical conduct within our industry.



## Protection of whistle-blowers

Integrity and transparency remain central to our operations. To support these values, we have strengthened our approach to whistle-blower protection by implementing both an **internal and external anonymous complaint form**, ensuring a secure and confidential channel for reporting unethical or illegal activities within our organisation. Our internal process can be found in the terms of employment that every employee receives, and the external process can be found via the website.

These reporting mechanisms allow employees, partners, and stakeholders to voice concerns anonymously, without fear of retaliation. The responsibility for handling and investigating complaints now lies with our internal sustainability team, which ensures that each report is reviewed impartially and fairly. Throughout 2024, zero cases were reported through our whistle-blower channels, demonstrating both the robustness of our governance policies and the trust within our organisation.

In addition to our anonymous reporting system, we maintain a **zero-tolerance policy against retaliation**. Employees who submit concerns in good faith are protected from any negative consequences, reinforcing a workplace culture where ethical concerns can be raised without hesitation.



## Privacy and data security

In 2024, safeguarding privacy and ensuring data security remained top priorities as we continued handling sensitive company information for our clients. Throughout the year, we maintained strict adherence to the **General Data Protection Regulation (GDPR)** and enforced **Non-Disclosure Agreements (NDAs)** to foster trust and confidentiality. Our **Responsible Information Management Policy**, which was implemented in 2024, ensures that all client data is securely stored in private environments with access limited to authorised team members.

Our efforts in 2024 led to a **0% data breach rate**, ensuring the highest level of protection for sensitive information. The **48-hour response time** for security incidents was maintained consistently, allowing for quick and effective resolution of any issues.

By enhancing our data security measures, we demonstrate our dedication to safeguarding sensitive information and maintaining a strong relationship with stakeholders while adhering to the highest standards of security and integrity.



# Our governance goals for 2025 and beyond

## Anti-corruption and bribery

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To reinforce our zero-tolerance commitment, we will communicate our procedure for reporting any suspected violations of our anti-bribery policy, with protections in place to safeguard whistle-blowers from retaliation. This way, employees who suspect or observe any behaviours or activities that may constitute fraud or corruption, feel encouraged to report their concerns through the organisation's confidential reporting channels.

We will regularly review and update this anti-corruption policy and procedure. This ongoing process will ensure that our practices reflect the latest changes in laws, regulations, and best practices, and that we are effectively addressing any emerging risks.

## Protection of whistle-blowers

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This year, we will work on strengthening our anonymous internal and external anonymous complaints system, ensuring that employees and external stakeholders have a secure way to report issues confidentially. In 2025 we will actively communicate how these reporting channels function and encourage their use. Additionally, we will focus on refining the process to ensure efficiency and clarity. When a report is submitted, our designated team will promptly initiate a thorough investigation.

Following the investigation, appropriate corrective actions will be taken based on the findings to address unethical behaviour and prevent recurrence. Our goal for 2025 remains to handle 100% of the complaints received, and to take appropriate and correct action for every complaint. While we cannot personally update the whistle-blower due to the anonymous nature of the process, we are committed to transparency in our approach and will ensure that whistle-blowers are informed about the next steps and their rights while using the system.

## Privacy and data security

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To strengthen our commitment to data protection, we aim for 100% of employees to complete data privacy and security training by the end 2025. Moving forward, this training will become an annual requirement, ensuring continuous awareness and compliance with best practices. By embedding data security into our organisational culture, we reinforce our dedication to safeguarding sensitive information and maintaining the highest standards of privacy protection.



## Conclusion

In 2024, we upheld our commitment to strong governance by focusing on ethical conduct, transparency, and data protection across all levels of the organisation. We recorded **zero cases of corruption or bribery and zero whistle-blower complaints**, suggesting that our policies are understood and respected. At the same time, we recognise the importance of ongoing awareness and accessibility. That is why we enhanced our internal and external whistle-blower reporting channels, to secure an anonymous way for employees and stakeholders to raise concerns without fear of retaliation.

In the area of data privacy and information security, **we made significant progress by successfully implementing our Responsible Information Management Policy**. This policy outlines clear procedures for handling, storing, and accessing sensitive data. Throughout 2024, we also maintained full compliance with the General Data Protection Regulation (GDPR). With **zero data breaches** reported during the year, we demonstrated that our internal controls are effective in safeguarding sensitive information. These efforts have helped to reinforce the confidence and trust that our clients, partners, and employees place in our ability to handle data responsibly and securely.

Our actions within the topic of Governance are about **preventing risks and creating a system and culture that allows people to speak up, act responsibly, and work with confidence**. Looking forward, we will continue to improve our governance framework by expanding data privacy training, updating key policies, and improving the clarity and responsiveness of our reporting systems. In doing so, we aim to ensure that ethics, trust, and accountability remain embedded in every part of our work.

A group of people are gathered in a modern, well-lit room with large windows and indoor plants. In the foreground, a woman in a red cardigan holds a white mug, looking towards the left. To her right, a woman in a dark jacket is also holding a mug. In the background, other people are visible, including a man in a white shirt and a woman in a blue shirt. The room has a contemporary feel with a large window on the left and a white wall on the right. A small table with a white cloth and a vase of flowers is visible on the right side of the frame.

# Giving back

At the end of each year, we like to donate to give back to ecological and social initiatives that match what we as a company stand for. This year, we wanted to make sure the causes we support reflect what matters most to our team members. This is why we organised a **survey** asking all employees which initiatives they felt we should support.



To guide the selection, we worked with a list from **Effectief Geven**. Their platform displays initiatives that achieve the greatest possible impact with every euro donated.

**The independent research institutions used by Effectief Geven measure the impact of the initiatives using the following criteria:**

- **Proven effectiveness:** using methods supported by quality and repeated scientific research.
- **Cost-effectiveness:** achieving the most impact per euro spent.
- **Future commitment:** clear plans for effectively utilizing new donations.
- **Transparency:** open communication about their approach, impact, and lessons learned.

By following these criteria, we can be confident that our contribution will support causes that truly make a difference.

Based on the results of our internal survey and the list of Effectief Geven, we decided to donate a total of €3,000 to five organisations our team feels strongly about.





## For environmental impact, we chose:

### Klimaatfonds

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this fund allocates donations quarterly to the most impactful climate initiatives, guided by experts to support policy change and technological innovation.

### Future Cleantech Architects

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FCA is a non-profit Organisation accelerating breakthrough innovations in clean energy and carbon capture to reduce global greenhouse gas emissions.

*Through this contribution,  
we hope to play a small but  
meaningful part in creating  
a fairer, healthier future for  
people and the planet.*

## For social impact, we chose:

### Fonds Armoede en Gezondheid

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a Belgian fund that allocates donations quarterly to the most impactful initiatives that tackle the link between poverty and poor health by providing support to vulnerable populations.

### StrongMinds

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StrongMinds provides mental health care in countries where this is not readily available. Their focus is on supporting women in poverty who experience depression.

### Helen Keller International

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this organisation fights malnutrition and preventable blindness in vulnerable communities. By providing vitamin A supplements and supporting sustainable health programs, they improve lives and promote long-term well-being.

A woman with blonde hair, wearing a light-colored blazer, is speaking into a microphone at a podium. Behind her is a large projection screen displaying the text 'KLIMAAT' and 'ARLEMENT' in large, bold, black letters. To the right of the woman, there is a green curtain and a small, round, yellow object on a stand. Further right, a portion of a green sign with a circular logo and the text 'nation' and 'lote' is visible.

KLIMAAT  
ARLEMENT

# Partnerships

## Building impactful alliances

In alignment with SDG 17: Partnerships for the Goals, we work with like-minded organisations that integrate economic growth with environmental responsibility, amplifying our impact and driving meaningful change. These partnerships are essential to embedding sustainability into business practices, bringing together diverse expertise and resources to foster innovation and long-term progress.



## UNIZO

Our partnership with UNIZO, a prominent organisation supporting independent entrepreneurs in Belgium, is a testament to our commitment to fostering sustainable business practices. As part of this collaboration, we deliver **workshops** focused on sustainability and circularity, aimed at educating and empowering entrepreneurs to integrate these principles into their business models. By working with UNIZO, we support SMEs in reducing their environmental impact.



## Voka

Voka represents the interests of more than 18,000 companies in Flanders and Brussels. They share our commitment to sharing knowledge and offer a large number of training programmes to their members, while also advocating for sustainable entrepreneurship and helping their members face the challenges that come with this transition. We collaborate with them on various sustainability workshops for their members, from carbon calculation to due diligence and sustainable purchase strategies.



## Klimaat Parlement

Our partnership with Klimaat Parlement focuses on empowering climate-related entrepreneurial initiatives. Klimaat Parlement provides a platform where entrepreneurs can pitch their eco-projects to a community of business leaders, scientists, and like-minded professionals. These events are designed to offer practical support in areas such as networking, financing, marketing, and business development. Through this collaboration, we help climate projects gain the visibility and resources they need to succeed, aligning with our mission of integrating economy and ecology in a way that makes sustainability self-evident. Our contribution to this initiative consists mainly of marketing activities such as content creation for the website and social media, advertising, and e-mail outreach. We are also part of the jury deciding which initiatives will get chosen to grace the stage.



## Resurrect

We partner with Resurrect for our carbon compensation efforts. Resurrect focuses on high-quality, credible carbon and environmental offsetting to make a lasting positive impact, through nature-based and tech-based solutions. All projects align with the European Certification Network.



## Carbon+Alt+Delete

To ensure the accuracy and reliability of our carbon footprint assessments, we rely on Carbon+Alt+Delete, a cutting-edge **software solution** dedicated to **calculating greenhouse gas emissions**. This partnership is crucial in helping us provide our clients with precise data regarding their carbon emissions. Carbon+Alt+Delete continuously updates us on new methodologies and challenges in carbon accounting, ensuring that our consultants are always informed and equipped to offer the best possible guidance to our clients.



## Core FM

Core FM is our trusted partner in conducting **energy audits** for our clients. This partnership enables us to provide our customers with comprehensive reports that identify opportunities for energy savings and efficiency improvements. Core FM's expertise in energy management helps us deliver actionable insights to our clients, allowing them to make informed decisions about their energy use. Together, we drive significant reductions in energy consumption, supporting our clients in their sustainability journey.



## VLAIO

Our services have been recognized by VLAIO, the Flemish agency for innovation and entrepreneurship, following rigorous internal audits. As a result, clients working with The Ecological Entrepreneur may be eligible to recover part of their investment through available subsidies such as the KMO-portefeuille. This recognition supports our mission to make sustainable investments more accessible and affordable.



## Sector federations: BE-Cold, BKV & ACC

Sector federations have a significant role to play helping their members transition to sustainable entrepreneurship. By analysing sustainability at an industry level, pooling resources and taking collective action, the individual burden on companies is reduced. This approach also leads to a much more streamlined and effective approach, industry-specific reporting guidelines, and reduced costs. So far, we have collaborated with three sector federations:



### Be-Cold

the Belgian cold chain federation. We conducted an industry-wide CO<sub>2</sub> analysis, set up collective carbon reduction and compensation projects, and crafted an industry-level reporting standard.



### BKV

the Belgian national trade organisation for moving companies. We collaborated on an industry-level carbon analysis and sustainability report, as well as a template sustainability report for their members.



### ACC

the Belgian association of communication companies. ACC contributed to the launch of our Sustainability Academy. Together, we set up a course bundle tailored specifically to the needs of communication professionals. They also provided an anti-greenwashing course and a carbon calculator for media professionals.



## Closing remarks

At The Ecological Entrepreneur, sustainability is not an addition to our work, **it is our foundation**. It defines our mission, our operations, and how we measure success. In 2024, that foundation grew stronger, as we expanded our team, scaled our activities, and sharpened our focus on Environmental, Social, and Governance (ESG) principles as the most practical guide to realise our vision.

This shift from an SDG-led focus to an ESG-centred strategy marks an evolution. The Sustainable Development Goals remain deeply woven into our work, while the ESG framework helps us translate our vision into daily practice. **This year, it guided concrete steps: accelerating the electrification of our fleet, embedding sustainable procurement and waste reduction in our offices, investing in employee well-being and career development, advancing Diversity, Equity and Inclusion, and strengthening governance with new policies on anti-corruption, whistleblower protection, and data security.**

The commitments we have set, **climate neutrality by 2025 and carbon negativity by 2030 (through the purchase of verified carbon credits)**, are ambitious milestones that drive daily action. **Growth brings challenges, such as increased emissions, but also the opportunity to demonstrate that expansion and responsibility can go hand in hand.** What matters most is that we remain transparent, accountable, and

determined to improve year after year.

We also know that transformation cannot be achieved alone. We therefore invite our clients, partners, and stakeholders to join us, to challenge us, inspire us, and co-create solutions that last. With ESG as our compass and collaboration as our strength, we remain committed to building a future that is sustainable, fair, and prosperous for all.



**Sebastiaan De Block**  
*Founder & CEO*



**Marit Overbeeke**  
*Co-founder & COO*



## How do our clients experience our work?

No one better placed to evaluate us than our clients. To keep a finger at the pulse of our customer satisfaction, we regularly invite clients to provide us with feedback on a previous or running collaboration.

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*"The guidance provided by The Ecological Entrepreneur not only helped us to map out our ecological footprint, but also to take further steps towards more sustainable entrepreneurship — all in a very pleasant and motivating manner."*

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Olivier Mozer | CEO of Mozer



*"The success story of Polytra Fracht Sustainability Program is a remarkable milestone in our journey as a company. Even if the Fracht Group has always been focussing a lot on Sustainability – it is clear that partnering with The Ecological Entrepreneur has been paramount to our successful implementation of a complete Sustainability Program for the whole Fracht Group. Their guidance and leadership on implementing a full VSME sustainability reporting for the Fracht Group, including amongst other SBTi commitment, double materiality analyses and sustainability strategies was done with professionalism and a big sense of pragmatism. All these joint efforts resulted to an absolute highlight in 2025 with the awarding of a Platinum Medal from Ecovadis for Polytra Belgium. The Ecological Entrepreneur demonstrated a deep understanding of our needs and vision, a strong commitment to excellence and a trustworthy collaborative spirit."*

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Amaury Luyckx | Managing Director of Polytra

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**BergHOFF®**

*"The guidance provided by The Ecological Entrepreneur was enlightening, well-considered, and tailored to our organisation. Their systematic approach and strategic insight helped us to concretely integrate sustainability into our policies and actions. A true added value!"*

Hilde Rutten | Managing Director of BergHOFF Belgium



*"After we brought in TEE, ESG reporting was no longer just a box-ticking exercise, but an opportunity to truly showcase our impact. Their approach gave us structure, insight, and above all, the enthusiasm to continue our sustainability journey."*

Joris Olbrechts | Director of Jodifrost

**drisag**

*"From our very first introduction to the start of our project, we were fully drawn into TEE's story. The journey brought us not only new, but also surprising insights. You may start out as a layperson, but thanks to TEE's guidance and support, you grow into someone with greater knowledge, insight, and understanding. That would never have been possible without their expertise."*

Niek Renders | Drisag

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## The Ecological Entrepreneur: practical information

### NACE CODES

**73110:** Activities of advertising agencies

**73200:** Market and opinion research agencies

**62020:** Computer consultancy activities

**70220:** Other business management consultancy firms; business management consultancy firms

**74909:** Other specialised scientific and technical activities

**Name of our organization:** The Ecological Entrepreneur

**Statutory name:** World's Natural Balance BV

**Legal form:** Private Limited Company

**VAT number:** BE 0740.930.441

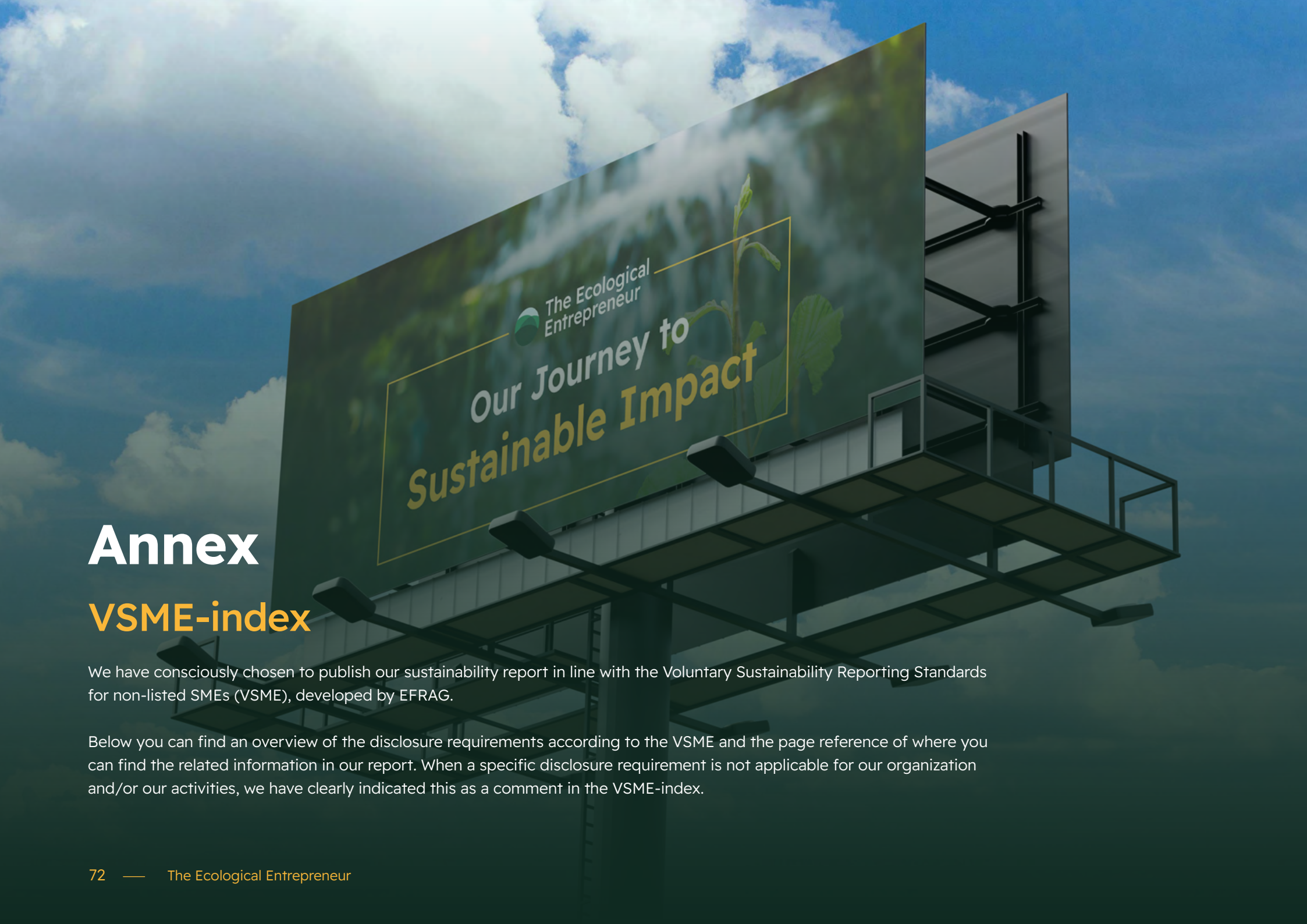
Preparation of the sustainability report:

Individual level of The Ecological Entrepreneur

### Email

Sebastiaan De Block – Founder & CEO: [sebastiaan.deblock@t-ee.eu](mailto:sebastiaan.deblock@t-ee.eu)

Marit Overbeeke – Co-Founder & COO: [marit.overbeeke@t-ee.eu](mailto:marit.overbeeke@t-ee.eu)



# Annex

## VSME-index

We have consciously chosen to publish our sustainability report in line with the Voluntary Sustainability Reporting Standards for non-listed SMEs (VSME), developed by EFRAG.

Below you can find an overview of the disclosure requirements according to the VSME and the page reference of where you can find the related information in our report. When a specific disclosure requirement is not applicable for our organization and/or our activities, we have clearly indicated this as a comment in the VSME-index.



## Basic Module

### Basic Module – General information

| Disclosure                                | Disclosure requirement                                                                                                                                               | Page ref. | Comment                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>B1.<br/>Basics for<br/>preparation</b> | 24a. Disclose which option has been selected for reporting:<br>- OPTION A: Basic Module<br>- OPTION B: Basic Module and Comprehensive Module                         | /         | Option B: Basic Module and Comprehensive Module                                                                                                                                                                                                                                                                   |
|                                           | 24b. If applicable, disclose the data points that are not reported as it is deemed classified or sensitive information                                               | /         | Not applicable                                                                                                                                                                                                                                                                                                    |
|                                           | 24c. Is the sustainability report prepared on an individual basis or on a consolidated basis?                                                                        | 71        | Individual basis                                                                                                                                                                                                                                                                                                  |
|                                           | 24d. If case of a consolidated sustainability report, list of subsidiaries including registered address                                                              | /         | Not applicable                                                                                                                                                                                                                                                                                                    |
|                                           | 24e.i. Undertaking's legal form                                                                                                                                      | 71        | Private Limited Company                                                                                                                                                                                                                                                                                           |
|                                           | 24e.ii. NACE sector classification code(s)                                                                                                                           | 71        | NACEBEL codes:<br>73110: Activities of advertising agencies<br>73200: Market and opinion research agencies<br>62020: Computer consultancy activities<br>70220: Other business management consultancy firms; business management consultancy firms<br>74909: Other specialised scientific and technical activities |
|                                           | 24e.iii. Size of balance sheet (in Euro);                                                                                                                            | 6         | €826.619,26                                                                                                                                                                                                                                                                                                       |
|                                           | 24e.iv. Turnover (in Euro)                                                                                                                                           | 6         | € 1.660.953,62                                                                                                                                                                                                                                                                                                    |
|                                           | 24e.v. Number of employees in headcount or full-time equivalents                                                                                                     | 43        | Headcount: 22 employees                                                                                                                                                                                                                                                                                           |
|                                           | 24e.vi. Country of primary operations and location of significant asset(s) (addresses from all locations)                                                            | /         | Belgium, Koningin Elisabethlei 16, 2018 Antwerp                                                                                                                                                                                                                                                                   |
|                                           | 24e.vii. Geolocation of sites owned, leased or managed                                                                                                               | /         | Coordinates:<br>51°11'59,36"NB - 4°24'40,29"OL                                                                                                                                                                                                                                                                    |
|                                           | 25. When applicable, brief description of sustainability-related certification or label (including the issuers of the certification or label, date and rating score) | 26        | EcoVadis: Silver Medal                                                                                                                                                                                                                                                                                            |



| Disclosure                                                                                                 | Disclosure requirement                                                                                                                 | Page ref. | Comment |
|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-----------|---------|
| <b>B2. Practices, policies and future initiatives for transitioning towards a more sustainable economy</b> | 26a. Explanation if the undertaking has put in place specific practices for transitioning towards a more sustainable economy.          | 33-38     |         |
|                                                                                                            | 26b. Explanation if the undertaking has put in place specific policies for transitioning towards a more sustainable economy.           | 33-38     |         |
|                                                                                                            | 26c. Explanation if the undertaking has put in place specific future initiatives for transitioning towards a more sustainable economy. | 40        |         |
|                                                                                                            | 26d. Explanation if the undertaking has put in place specific targets for transitioning towards a more sustainable economy.            | 39        |         |

### Basic Module – Environment metrics

| Disclosure                                     | Disclosure requirement                                                    | Page ref. | Comment                                                                                                                                        |
|------------------------------------------------|---------------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>B3. Energy and greenhouse gas emissions</b> | 29. Total electricity consumption in MWh: Renewable + Non-renewable       | 28        | Total electricity consumption: 15,97 MWh<br>• Renewable electricity consumption: 9,94 MWh<br>• Non-renewable electricity consumption: 6,03 MWh |
|                                                | 29. Total fuels consumption in MWh: Renewable + Non-renewable             | 28        | Total fuel consumption: 20,35 MWh<br>• Renewable fuel consumption: 0,00 MWh<br>• Non-renewable fuel consumption: 20,35 MWh                     |
|                                                | 29. Total energy consumption in MWh: Renewable + Non-renewable            | 28        | Total energy consumption: 36,32 MWh<br>• Renewable energy consumption: 9,94 MWh<br>• Non-renewable energy consumption: 26,38 MWh               |
|                                                | 30. Gross GHG emissions (in tons of CO <sub>2</sub> eq)                   | 28        | 46,89 tCO <sub>2</sub> eq                                                                                                                      |
|                                                | 30a. Scope 1 GHG emissions (in tons of CO <sub>2</sub> eq)                | 28        | 4,61 tCO <sub>2</sub> eq                                                                                                                       |
|                                                | 30b. Scope 2 location-based GHG emissions (in tons of CO <sub>2</sub> eq) | 28        | 0,62 tCO <sub>2</sub> eq                                                                                                                       |
|                                                | 31. GHG intensity (based on ton CO <sub>2</sub> eq per €1K turnover)      | 28        | 0,028                                                                                                                                          |



| Disclosure                                                     | Disclosure requirement                                                                                                                                                                           | Page ref. | Comment                                                                                                                                   |
|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <b>B4. Pollution of air, water and soil</b>                    | 32. Disclose the pollutants it emits to air, water and soil in its own operations, with the respective amount for each pollutant.                                                                | /         | Not applicable                                                                                                                            |
| <b>B5. Biodiversity</b>                                        | 33. The number and area (in hectares) of sites that the organization owns, that it has leases, or that it manages, that are located in or near biodiversity sensitive areas                      | 28        | 0,024 ha                                                                                                                                  |
|                                                                | 34a. Total use of land (in hectares)                                                                                                                                                             | /         | Not applicable                                                                                                                            |
|                                                                | 34b. Total sealed area                                                                                                                                                                           | /         | Not applicable                                                                                                                            |
|                                                                | 34c. Total nature-oriented area on site                                                                                                                                                          | /         | Not applicable                                                                                                                            |
|                                                                | 34d. Total nature-oriented area off site                                                                                                                                                         | /         | Not applicable                                                                                                                            |
|                                                                | 32. Disclose the pollutants it emits to air, water and soil in its own operations, with the respective amount for each pollutant.                                                                | /         | Not applicable                                                                                                                            |
|                                                                | 33. The number and area (in hectares) of sites that the organization owns, that it has leases, or that it manages, that are located in or near biodiversity sensitive areas                      |           | 0,024 ha                                                                                                                                  |
|                                                                | 34a. Total use of land (in hectares)                                                                                                                                                             | /         | Not applicable                                                                                                                            |
| <b>B6. Water</b>                                               | 35. Total amount of water withdrawal                                                                                                                                                             | /         | No data available about our water consumption                                                                                             |
|                                                                | 35. Total amount of water withdrawn at sites located in areas of high-water stress                                                                                                               | /         | No data available about our water consumption                                                                                             |
|                                                                | 36. In case when productions processes are in place, disclose the water consumption calculated as the difference between its water withdrawal and water discharge from its production processes. | /         | Not applicable                                                                                                                            |
| <b>B7. Resource use, circular economy and waste management</b> | 37. The undertaking shall disclose whether it applies circular economy principles and, if so, how it applies these principles.                                                                   | /         | Not applicable                                                                                                                            |
|                                                                | 38a. Total annual generation of waste broken down by type (non-hazardous and hazardous)                                                                                                          | 28        | <ul style="list-style-type: none"> <li>Total annual non-hazardous waste: 1,28 ton</li> <li>Total annual hazardous waste: 0 ton</li> </ul> |
|                                                                | 38b. Total annual waste diverted to recycling or reuse                                                                                                                                           | 28        | Total annual waste recycled: 46%<br>All our waste is fully recycled, except for residual waste that is energetically recovered            |
|                                                                | 38c. If the undertaking operates in a sector using significant material flows the annual mass-flow of relevant materials used.                                                                   | /         | Not applicable                                                                                                                            |



## Basic Module – Social metrics

| Disclosure                                                               | Disclosure requirement                                                                                                                                                                                                           | Page ref. | Comment                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>B8. Workforce - General characteristics</b>                           | 39a. Headcount or FTE per type of employment contract (temporary or permanent)                                                                                                                                                   | 43        | Headcount - Permanent contract: 16<br>Headcount - Temporary contract: 6                                                                                                                                                                                        |
|                                                                          | 39b. Headcount or FTE per gender (female - male)                                                                                                                                                                                 | 43        | Headcount - Female: 17<br>Headcount - Male: 5                                                                                                                                                                                                                  |
|                                                                          | 39c. Headcount or FTE per country of the employment contract                                                                                                                                                                     | /         | Country of employment contract for all employees: Belgium                                                                                                                                                                                                      |
|                                                                          | 40. If company > 50 employees: employee turnover rate                                                                                                                                                                            | /         | Not applicable                                                                                                                                                                                                                                                 |
| <b>B9. Workforce - Health and safety</b>                                 | 41a. Number and rate of recordable work-related accidents                                                                                                                                                                        | /         | Not applicable                                                                                                                                                                                                                                                 |
|                                                                          | 41b. Number of fatalities as a result of work-related injuries and work-related ill-health                                                                                                                                       | /         | Not applicable                                                                                                                                                                                                                                                 |
| <b>B10. Workforce - Remuneration, collective bargaining and training</b> | 42a. Disclose whether the employees receive pay that is equal or above applicable minimum wage for the country it reports in, determined directly by the national minimum wage law or through a collective bargaining agreement; | /         | Pay for employees is above minimum wage                                                                                                                                                                                                                        |
|                                                                          | 42b. If headcount is above 150 employees disclose the percentage gap in pay between female and male employees.                                                                                                                   | /         | Not applicable. Number of employees is below 150.                                                                                                                                                                                                              |
|                                                                          | 42c. The percentage of employees covered by collective bargaining agreements                                                                                                                                                     | 43        | 100%                                                                                                                                                                                                                                                           |
|                                                                          | 42d. Average number of annual training hours per employee, broken down by gender                                                                                                                                                 | 43        | Average number of annual training hours<br>- Female: 41,82*<br>Average number of annual training hours<br>- Male: 33,32*<br>*These numbers give a good general overview but may not be fully precise, as tracking practices varied slightly between employees. |



## Basic Module – Governance metrics

| Disclosure                                                                                                                | Disclosure requirement                                                                                                                                                                                                                                                                                                                | Page ref. | Comment        |
|---------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|
| <b>B11. Convictions and fines for corruption and bribery</b>                                                              | 43. In case of convictions and fines in the reporting period, the undertaking shall disclose the number of convictions, and the total amount of fines incurred for the violation of anti-corruption and anti-bribery laws.                                                                                                            | /         | Not applicable |
| <b>C1. Strategy: Business Model and Sustainability - Related initiatives</b>                                              | 47a. Description of significant groups of products and/or services offered;                                                                                                                                                                                                                                                           | 14-19     |                |
|                                                                                                                           | 47b. Description of significant market(s) the undertaking operates in                                                                                                                                                                                                                                                                 | 20        |                |
|                                                                                                                           | 47c. Description of main business relationships                                                                                                                                                                                                                                                                                       | 20        |                |
|                                                                                                                           | 47d. If the strategy has key elements that relate to or affect sustainability issues, a brief description of those key elements.                                                                                                                                                                                                      | 14-19     |                |
| <b>C2. Description of practices, policies and future initiatives for transitioning towards a more sustainable economy</b> | 48. If the undertaking has put in place specific practices, policies or future initiatives for transitioning towards a more sustainable economy, which it has already reported under disclosure B2 in the Basic Module, it shall briefly describe them. The undertaking may use the template found in paragraph 213 for this purpose. | 8         |                |
|                                                                                                                           | 49. The undertaking may indicate, if any, the most senior level of the undertaking accountable for implementing them.                                                                                                                                                                                                                 | /         |                |



## Comprehensive Module – Environment metrics

| Disclosure                                              | Disclosure requirement                                                                                                                                                                                                                        | Page ref. | Comment                                                                                                                                                                                                                                                           |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>C3. GHG reduction targets and climate transition</b> | 54a. Target year and target year value                                                                                                                                                                                                        | 39        | <ul style="list-style-type: none"> <li>2025: Carbon neutral through carbon offsetting</li> <li>2030: Net zero for scope 1 and 2, carbon neutral for scope 3 emissions through carbon offsetting</li> <li>2050: Net zero for scope 1, 2 and 3 emissions</li> </ul> |
|                                                         | 54b. The base year and base year value                                                                                                                                                                                                        | 39        | Year 2023: 40,16 tCO <sub>2</sub> eq                                                                                                                                                                                                                              |
|                                                         | 54c. The units used for targets                                                                                                                                                                                                               | 39        | Ton of CO <sub>2</sub> equivalent                                                                                                                                                                                                                                 |
|                                                         | 54d. The share of the Scope 1, Scope 2 and, if disclosed, Scope 3 that the target concerns                                                                                                                                                    | 32        | Year 2023: 40,16 tCO <sub>2</sub> eq<br><ul style="list-style-type: none"> <li>Scope 1: 1,77 tCO<sub>2</sub>eq</li> <li>Scope 2: 0,18 tCO<sub>2</sub>eq</li> <li>Scope 3: 38,21 tCO<sub>2</sub>eq</li> </ul>                                                      |
|                                                         | 54e. List of main actions it seeks to implement to achieve its targets.                                                                                                                                                                       | 40        |                                                                                                                                                                                                                                                                   |
|                                                         | 55. If active in high impact sector (NACE) and you already have a transition plan for climate change mitigation. How are you contributing to reduce GHG emissions?                                                                            | /         | Not applicable. Not active in high impact sectors.                                                                                                                                                                                                                |
|                                                         | 56. If active in high impact sector (NACE), but no transition plan is yet in place, when will the plan be adopted?                                                                                                                            | /         | Not applicable. Not active in high impact sectors.                                                                                                                                                                                                                |
| <b>C4. Climate risks</b>                                | 57. If climate related transition events or climate related hazards are identified describe the hazards/events                                                                                                                                | /         | No climate-related hazards or events identified.                                                                                                                                                                                                                  |
|                                                         | 57a. If climate related transition events or climate related hazards are identified disclose how it has assessed the exposure and sensitivity of its assets, activities and value chain to these hazards and transition events                | /         | No climate-related hazards or events identified.                                                                                                                                                                                                                  |
|                                                         | 57b. If climate related transition events or climate related hazards are identified disclose the time horizons of any climate-related hazards and transition events identified                                                                | /         | No climate-related hazards or events identified.                                                                                                                                                                                                                  |
|                                                         | 57c. If climate related transition events or climate related hazards are identified disclose whether it has undertaken climate change adaptation actions for any climate-related hazards and transition events.                               | /         | No climate-related hazards or events identified.                                                                                                                                                                                                                  |
|                                                         | 58. Potential adverse effect of physical risk, that may affect its financial performance or business operations in the short, medium or long term, with an indication as to whether the undertaking assesses that the risk is high/medium/low | /         | No climate-related hazards or events identified.                                                                                                                                                                                                                  |



## Comprehensive Module – Social metrics

| Disclosure                                                                            | Disclosure requirement                                                                                                                                                               | Page ref. | Comment                                          |
|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--------------------------------------------------|
| <b>C5. Additional (general) workforce characteristics</b>                             | 59. If > 50 employees: female-to-male ratio at management level                                                                                                                      | /         | Not applicable. Number of employees is below 50. |
|                                                                                       | 60. If > 50 employees: number of self-employed without personnel that are working exclusively for the undertaking and temporary workers primarily engaged in "employment activities" | /         | Not applicable. Number of employees is below 50. |
| <b>C6. Additional own workforce information - Human rights policies and processes</b> | 61.a. Does the undertaking have a code of conduct or human rights policy for its own workforce? (YES/NO)                                                                             | /         | Yes                                              |
|                                                                                       | 61b.i. If yes, does this cover: Child labour (Yes/No)                                                                                                                                | /         | No                                               |
|                                                                                       | 61b.ii. If yes, does this cover: Forced labour (Yes/No)                                                                                                                              | /         | No                                               |
|                                                                                       | 61b.iii. If yes, does this cover: Human trafficking (Yes/No)                                                                                                                         | /         | No                                               |
|                                                                                       | 61b.iv. If yes, does this cover: Discrimination (Yes/No)                                                                                                                             | /         | Yes                                              |
|                                                                                       | 61b.v. If yes, does this cover: Accident prevention (Yes/No)                                                                                                                         | /         | Yes                                              |
|                                                                                       | 61b.vi. If yes, does this cover: Other (Yes/no - if yes, specify)                                                                                                                    | /         | No                                               |
|                                                                                       | 61c. Is there a complaint handling mechanism for its own workforce? (Yes/No)                                                                                                         | 59        | Yes                                              |
| <b>C7. Severe negative human rights incidents</b>                                     | 62a.i. Are there any confirmed incidents related to Child labour (Yes/No)                                                                                                            | /         | No                                               |
|                                                                                       | 62a.ii. Are there any confirmed incidents related to Forced labour (Yes/No)                                                                                                          | /         | No                                               |
|                                                                                       | 62a.iii. Are there any confirmed incidents related to Human trafficking (Yes/No)                                                                                                     | /         | No                                               |
|                                                                                       | 62a.vi. Are there any confirmed incidents related to Discrimination (Yes/No)                                                                                                         | /         | No                                               |
|                                                                                       | 62a.v. Other? (Yes/No - if yes, specify)                                                                                                                                             | /         | No                                               |
|                                                                                       | 62b. If yes, describe actions being taken to address these incidents                                                                                                                 | /         | Not applicable. No incidents have taken place.   |
|                                                                                       | 62c. Is the undertaking aware of any confirmed incidents in workers in the value chain, affected communities, consumers and end-users? If so, explain.                               | /         | No                                               |



## Comprehensive Module – Governance metrics

| Disclosure                                                                          | Disclosure requirement                                                                                                                | Page ref. | Comment                                                                                      |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------------------------|
| <b>C8. Revenues from certain sectors and exclusion from EU reference benchmarks</b> | 63a. If active in this sector: revenues from controversial weapons                                                                    | /         | Not applicable. Not active in this sector.                                                   |
|                                                                                     | 63b. If active in this sector: revenues from cultivation and production of tobacco                                                    | /         | Not applicable. Not active in this sector.                                                   |
|                                                                                     | 63c. If active in this sector: revenues from fossil fuel, including a disaggregation of revenues derived from coal, oil and gas       | /         | Not applicable. Not active in this sector.                                                   |
|                                                                                     | 63d. If active in this sector: revenues from chemicals production                                                                     | /         | Not applicable. Not active in this sector.                                                   |
|                                                                                     | 64. The undertaking shall disclose whether it is excluded from any EU reference benchmarks that are aligned with the Paris Agreement. | /         | The Ecological Entrepreneur is included in the EU benchmarks for the Paris Climate Agreement |
| <b>C9. Gender diversity ratio in the governance body</b>                            | 65. If the undertaking has a governance body in place, the undertaking shall disclose the related gender diversity ratio.             | 55        | No governance body in place, but the diversity in management team is 50%                     |



The Ecological  
Entrepreneur

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