

# SUSTAINABILITY ACTION PLAN

## CREAPLAN



Company: Creaplan

Completed by: Vincent Lievens

Date completed: 30 April 2026

Review date: 30 April 2027

Responsible for monitoring: Sustainability Lead (= procurement manager) + Management Team

### 1. Current Situation Review

Creaplan operates in the exhibition and stand building industry, which has a significant environmental impact through:

- Material consumption (wood, metals, plastics)
- Transport and logistics emissions
- Waste generation from single-use stands
- Energy use in offices and workshops

Opportunities:

- Shift toward reusable/modular stand systems
- Increased client demand for sustainable solutions
- Industry frameworks (e.g. Better Stands) supporting transition

This aligns with the need to:

- Reduce environmental impact
- Strengthen social responsibility
- Ensure long-term economic sustainability

## 2. Strategic Sustainability Objectives (2026–2029)

All goals are SMART (Specific, Measurable, Achievable, Relevant, Time-bound) as required

### Environmental

1. Reduce total waste generated by 30% by 2029
2. Achieve 80% reusable or recyclable materials in stand builds by 2029
3. Reduce CO<sub>2</sub> emissions (transport + production) by 25% by 2029

### Social

4. Ensure 100% employee awareness and training on sustainability by 2027
5. Integrate sustainability criteria into 100% of supplier selection

### Economic

6. Maintain profitability while integrating sustainable practices

## 3. Waste Minimisation Goals

In line with Better Stands requirements:

- Reduce material use at source
- Increase re-use of components
- Improve recycling rates onsite

Targets:

- 50% reduction in single-use materials by 2029
- 90% waste sorting rate onsite by 2028
- 70% of materials reused across projects by 2029

#### 4. Action Plan

##### Goal 1: Reduce Waste Onsite (Reduction, Re-use, Recycling)

Action	KPI / Measurement	Timeline	Responsibility
Implement material inventory system for reuse	% of reused materials per project	Q4 2026	Warehouse Manager
Introduce waste sorting stations in workshop	Waste separation rate (%)	Q5 2026	Operations Manager
Phase out single-use materials	% reduction in disposable materials	2026–2028	Procurement
Partner with recycling companies	% of waste recycled	Q1 2027	Sustainability Lead

##### Goal 2: Increase Sustainable Materials

Action	KPI	Timeline	Responsibility
Source FSC-certified wood and recycled materials	% certified materials	Ongoing	Procurement
Develop preferred sustainable supplier list	# approved suppliers	Q4 2026	Procurement
Track material usage per project	Material sustainability score	Ongoing	Project Managers

##### Goal 3: Reduce Carbon Emissions

Action	KPI	Timeline	Responsibility
Optimize transport planning	CO <sub>2</sub> per project	Q3 2026	Logistics
Reduce transports through better planning	# deliveries per project	Q4 2026	Warehouse, planning
Evaluate electric vehicles	% electric fleet	Q4 2026	Management

(Aligned with CO<sub>2</sub> reduction examples in the Better Stands guide)

##### Goal 4: Employee & Stakeholder Engagement

Action	KPI	Timeline	Responsibility
Sustainability training for all staff	% trained employees	2026	HR
Create sustainability committee	Committee established	Q3 2026	Management
Communicate sustainability progress	# reports/year	Ongoing	Marketing

##### Goal 5: Governance & Continuous Improvement

Action	KPI	Timeline	Responsibility
Quarterly sustainability reviews	# reviews/year	Quarterly	Management
Annual action plan update	Updated plan	Yearly	Sustainability Lead
Track KPIs and report internally	KPI dashboard	Monthly	Finance/Operations

## 5. Monitoring & Performance Indicators

Tracking is essential to ensure effectiveness and continuous improvement

Key KPIs:

- Waste generated per project (kg)
- % materials reused
- % waste recycled
- CO<sub>2</sub> emissions per project
- % sustainable materials used
- Employee training completion rate

Monitoring methods:

- Monthly KPI dashboard
- Quarterly audits
- Supplier and project reporting

## 6. Resources Required

- Budget for sustainable materials (initial higher cost offset long-term)
- Training programs for staff
- Waste management infrastructure
- Software/tools for tracking materials and emissions

## 7. Risk & Mitigation

Risk	Mitigation
Higher upfront costs	Lifecycle cost analysis
Supplier limitations	Develop alternative suppliers
Resistance to change	Training + engagement
Data tracking complexity	Implement simple KPI tools

## 8. Review & Continuous Improvement

- Plan reviewed quarterly internally
- Fully updated annually
- Adjusted based on performance, client needs, and new regulations

The plan is a dynamic document that evolves with the business

## 9. Management Approval

This Sustainability Action Plan has been reviewed and approved by senior management within the last 12 months.

Name: Michael Debaveye

Position: Group CEO

Signature: \_\_\_\_\_

Date: 6/5/2026

**Michael DEBAVEYE**  
CEO  
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