

CREAPLAN GROUP

SUSTAINABILITY POLICY



OUR MISSION

At Creaplan, we create meaningful brand experiences through high-quality exhibition stands, interiors, and event environments. We combine creativity, craftsmanship, and innovation to bring stories to life in physical spaces.

Our mission is to design and build experiences that inspire and connect people while respecting the environment and contributing to a more sustainable future. We are committed to integrating sustainability into every step of our process, from concept and design to production and logistics.

SELF-DECLARATION

At Creaplan, sustainability is an integral part of how we think, design, and build. We take responsibility for the environmental and social impact of our activities and actively work to reduce it.

We aim to create smart, reusable, and efficient solutions that support the transition towards a more circular events industry. By rethinking materials, optimizing production processes, and reducing waste, we contribute to more sustainable exhibitions and environments.

We are committed to responsible business practices, respect for people and communities, and continuous improvement of our environmental performance. We support industry initiatives such as Better Stands and align our approach with internationally recognised sustainability principles.

OUR VALUES

Creativity & Experience

We design immersive environments that tell strong brand stories while integrating sustainable thinking from the start.

Craftsmanship & Quality

We build durable, high-quality solutions that are designed for reuse and long-term value.

Innovation

We continuously explore smarter ways of working, using new materials, technologies, and processes to reduce impact.

Partnership

We collaborate closely with clients and suppliers to co-create responsible and sustainable solutions.

Responsibility

We take ownership of our impact and act with integrity towards people, the environment, and future generations.

OUR SUSTAINABILITY GOALS AND COMMITMENTS

- 1. Circular Design & Waste Reduction**
We prioritise modular and reusable stand concepts and commit to minimising waste through reduction, reuse, and recycling.
- 2. Sustainable Materials**
We aim to increase the use of certified, recyclable, and low-impact materials in our projects.
- 3. Efficient Production & Logistics**
We continuously optimise our production processes and logistics to reduce energy use, transport emissions, and material waste.
- 4. Climate Responsibility**
We work towards reducing our carbon footprint and supporting low-carbon solutions across our operations.
- 5. Responsible Partnerships**
We collaborate with suppliers and partners who share our commitment to sustainability and ethical practices.
- 6. People & Workplace**
We provide a safe, inclusive, and inspiring working environment where employees can grow and contribute to sustainable innovation.
- 7. Continuous Improvement**
We monitor our performance, set new objectives, and continuously improve our sustainability practices.
- 8. Annual Review**
This policy and our progress will be reviewed annually to ensure alignment with our ambitions and industry developments.

RESPONSIBILITIES

Sustainability is a shared responsibility within Creaplan. Management supports and drives this policy, while all employees are encouraged to actively contribute to sustainable practices in their daily work.

A designated sustainability lead or team oversees the implementation, monitoring, and development of sustainability initiatives.

SIGNATORY

This policy is endorsed by:

Michael Debeveye
Group CEO
Creaplan Group
5 May 2026

AVAILABILITY

This policy is available to employees, clients, suppliers, and stakeholders.

DOCUMENT CONTROL

Created by Elisabeth Maes on 30 April 2026
Changed by Elisabeth Maes on 30 April 2026

Reviewed by Vincent Lievens on 4 May 2026
Released by Vincent Lievens on 4 May 2026

Next review by Vincent Lievens on 30 April 2027



Michael DEBAVEYE
CEO
Creaplan nv