2020 CSR REPORT - ON THE RIGHT PATH

C⊫ REPORT

More than a report

2022 CSR Report

CF Report is a content strategy and content design agency specialising in reports. CF Report does not produce goods and does not have any transport flows. CF Report is made up of people: strategists, art directors, designers, project managers and editors-in-chief. With 25 people the office is relatively small, which in itself helps keep the impact on the environment and on social and economic sustainability issues modest.

All the same, CF Report does have an impact on society, our customers and on sustainability.

Above all, CF Report supports the principles of the United Nations Global Compact (UNGC). With UNGC, CF Report endorses its commitment to promoting human rights and fair working conditions, combating corruption, and caring for the climate and the environment. In order to properly determine our impact, CF Report conducted a stakeholder survey in 2019. We sent a large sample (415) of our customers and collaboration partners a survey by email inviting them to tell us which of the topics listed on pages 4 and 5 were, in their view, relevant to CF Report. We received 240 completed surveys, a 58% response rate; accordingly, this sample can be said to be representative.

UN GLOBAL COMPACT

ANTI-CORRUPTION

10 Businesses should work against corruption in all its forms, including extortion and bribery.

HUMAN RIGHTS

1 Businesses should support and respect the protection of internationally proclaimed human rights.

2 Businesses should make sure that they are not complicit in human rights abuses.

3 Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

LABOUR STANDARDS

4 Businesses should uphold the elimination of all forms of forced and compulsory labour.

5 Businesses should uphold the effective abolition of child labour.

6 Businesses should uphold the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

7 Businesses should support a precautionary approach to environmental challenges.

8 Businesses should undertake initiatives to promote greater environmental responsibility.

9 Businesses should encourage the development and diffusion of environmentally friendly technologies.

CF REPORT

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Contents

1   Stakeholder dialogue

From the list of CSR topics below potentially relevant for CF Report, respondents could choose up to three preferences. Based on GRI (Global Reporting Initiative) Standards, the topics are divided into:

– Environmental
– Economic
– Social

Where possible, along with each topic it is indicated what we are doing to guide our impact in this area. This provides a starting point for compiling possible KPIs to be used to monitor CF Report's CSR contribution.

Environmental

– Sustainable procurement (paper, energy, office inventory)
– Conference calls (number)
– Use of recycled paper (in kg)
– Number of recycled cartridges (via Stichting AAP)
– Energy consumption (per workspace)
– Number of print copies (sheets printed)
– Commuting (number of km public transport/bike/car)
– Business trips (number of km by public transport/car)
– Digital proofs (number)
– Print publications (number of pages)
– Homeworking (in % of total hours worked)
– Water consumption (in litres)
– Energy label of building (category)
– Use of dishwasher (number of wash cycles)
– Business trips by air (number)
– LED lighting in offices
– Motion sensors in offices
– Solar energy generated at office building
– Presence of sun blinds (to reduce energy consumption)

Social

– Diversity (gender ratio m/f)
– Sickness absence (total number of sick days)
– Accidents (number)
– Fair trade coffee (number of cups)
– Charities supported (number)

Economic

– Customer satisfaction (number of compliments, percentage of recurring business)
– Contribution to customers' CSR knowledge (number of talks on this topic)
– CSR presentations (number of presentations by customers)
– Member of MVO Nederland (movement for entrepreneurs in the new economy)
– Sustainable investing
– Security and data protection

In addition to these topics, respondents could also suggest possible CSR topics themselves. This resulted in the following suggestions. We include here suggestions that came up several times.

– Publish digitally rather than in print (environmental)
– Being an inclusive business (social)
– Advice to charities to enable them to measure/present their impact more clearly (social)
– Number of customers in the Dutch Transparency Benchmark top 100 (economic).
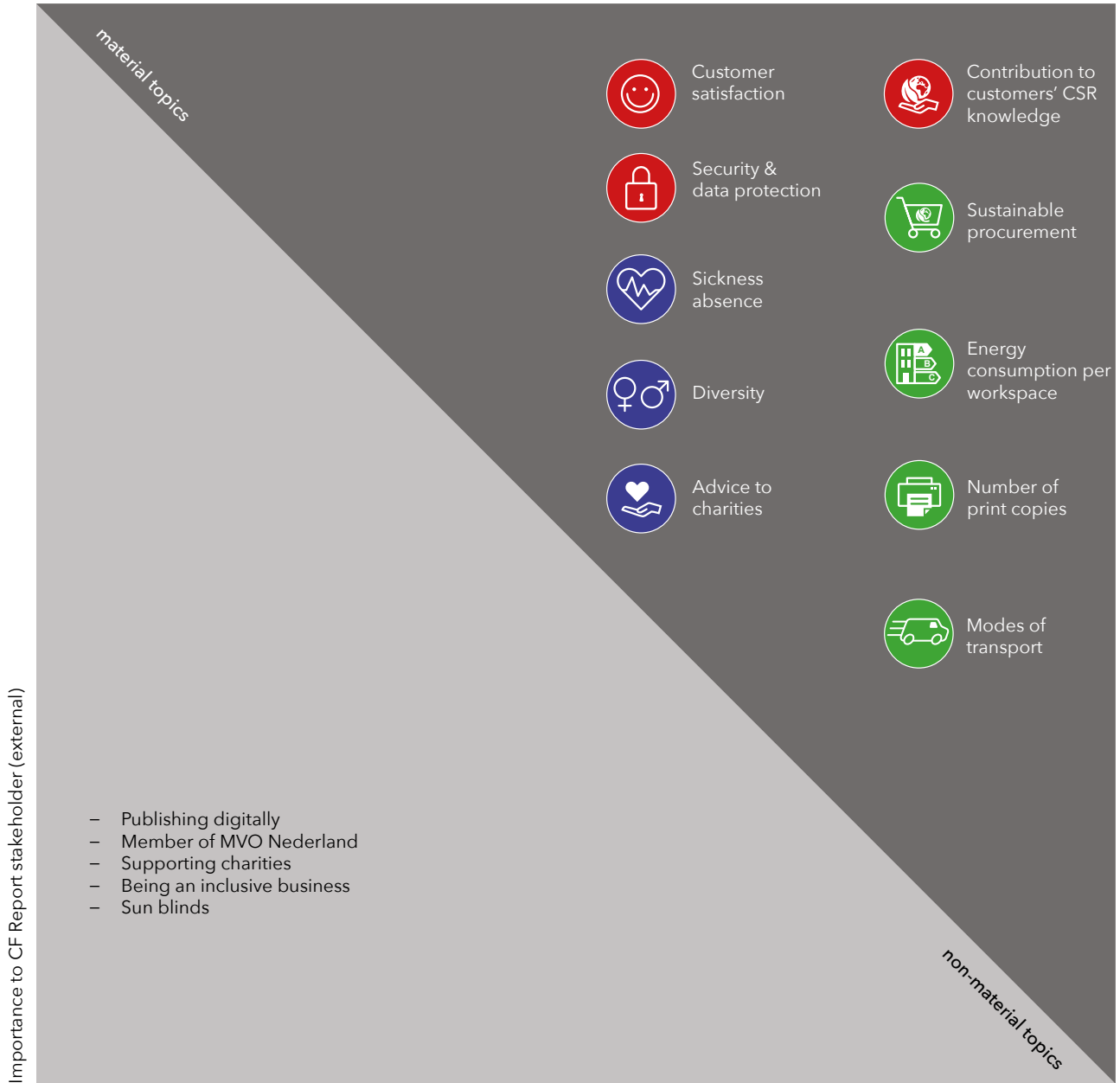
2   Relevant issues

The table below shows a selection of the issues listed in section 1 based on the number of respondents who indicated that they considered these relevant. CF Report has also indicated, based on a broad internal group discussion, whether the issues mentioned by the respondents are actually material from our point of view and/or in terms of our vision.

List of relevant sustainability issues

Issue	External (shown as percentage)	Internal (vision on whether or not material)
Environmental		
Sustainable procurement (paper, energy, office inventory)	37%	Material
Energy consumption (per workspace)	15%	Material
Number of print copies (sheets printed)	15%	Material
Modes of transport – Commuting (no. of km by public transport/bike/car) – Business trips (no. of km by car) – Electric vehicles	15%	Material
Sun blinds	4%	Non-material
Publish digitally rather than in print	8%	Non-material
Social		
Diversity (gender ratio m/f)	37%	Material
Advice to charities to enable them to measure/present their impact more clearly	37%	Material
Being an inclusive business	4%	Non-material
Charities supported (number)	4%	Non-material
Sickness absence (sick days)	4%	Material
Economic		
Customer satisfaction (% recurring business)	37%	Material
Contribution to customers' CSR knowledge	37%	Material
Member of MVO Nederland	8%	Non-material
Security and data protection	43%	Material

3   Materiality matrix

Based on the relevant sustainability issues listed in section 2 and the results of the stakeholder dialogue, CF Report has drawn up the following materiality matrix.

material topics

Customer satisfaction

Contribution to customers' CSR knowledge

Security & data protection

Sustainable procurement

Sickness absence

Diversity

Energy consumption per workspace

Advice to charities

Number of print copies

Modes of transport

non-material topics

Importance to CF Report stakeholder (external)

–   Publishing digitally
–   Member of MVO Nederland
–   Supporting charities
–   Being an inclusive business
–   Sun blinds

Impact on CF Report (internal)

Environmental topics

Economic topics

Social topics

4   Material and non-material topics, SDGs

The following material topics emerge from the materiality matrix:

Environmental topics
- – Sustainable procurement
- – Energy consumption (per workspace)
- – Number of print copies (sheets printed)
- – Modes of transport

Social topics
- – Diversity (gender ratio m/f)
- – Advice to charities to enable them to measure/present their impact more clearly
- – Sickness absence (total number of sick days)

Economic topics
- – Customer satisfaction (% recurring business)
- – Contribution to customers' CSR knowledge
- – Security and data protection

Non-material topics
- – Publishing digitally
- – Member of MVO Nederland
- – Supporting charities
- – Being an inclusive business
- – Sun blinds

These material topics are linked to the following UN Sustainable Development Goals (SDGs):

Gender equality

Decent work and economic growth

Responsible consumption and production

5   Sustainability performance and material topic targets

CF Report actively monitors the material topics with the aim of measuring the company's (still modest) contribution and optimising this where possible. The sustainability performance and targets are mapped out for each topic below.

Topics	Description	Boundaries	Performance (KPIs) and targets
Sustainable procurement (environmental)	CF Report aims to purchase as sustainably as possible (paper, desks, laptops/desktops, server farm)	Responsibility of management	Paper: all paper is FSC-certified. Desks: desks are purchased second-hand where possible. Laptops/desktops: CF Report works with the most advanced Apple laptops and desktops; the energy efficiency in the latest generation in the Apple line is 15% better compared to older equipment. Newly purchased equipment: - 2020: 8 laptops/desktops - 2021: 8 laptops/desktops - 2022: 12 laptops/desktops Server farm: in 2019 CF Report switched from a local server to a server in the cloud. The old server radiated a lot of heat and consumed a lot of energy for cooling. The new server is of the latest generation and is located in a high-tech server farm, which has reduced the energy consumption and heat radiation by 35%. The security requirements have been tightened up even more (safety policy).
Energy consumption per workspace (environmental)	The lowest possible energy consumption is desired	Property owner and manager and responsibility of management	CF Report is housed in a low-energy building (label A). Solar panels have been installed on the roof of the building. The building has the latetst, energy efficient, air conditioning. The building has motion sensors and sun blinds. The exact energy consumption per workspace cannot be reliably determined. CF Report uses about 7% of the total space in the building, meaning that the impact of CF Report on energy consumption is limited. CF Report has asked the owner and the manager of the property to measure energy consumption per workspace so that energy-saving targets can be monitored over time.

Topics	Description	Boundaries	Performance (KPIs) and targets
Number of print copies (environmental)	Number of sheets printed on the copier	Responsibility of management	Number of print copies: - 2020: 135,215 - 2021: 89,936 - 2022: 88,145 - Decrease in prints of 53% compared to 2020. - Increase in revenue of 42% compared to 2020. Relatively speaking, use of the copier for printing is declining. Colour to B&W ratio: - 54% are colour copies - 46% are B&W copies In 2020, the share of B&W copies was 22%. Empty cartridges are recycled via Stichting AAP. Used paper is – partly due to complying with confidentiality agreements with customers – collected separately and picked up, shredded (with certificate of destruction) and recycled by the company Brantjes. Number of kilogrammes of collected and recycled paper: - 2020: 2,115 m^3 - 2021: 2,005 m^3 - 2022: 1,768 m^3 With the environment in mind, our objective is to keep the number of print copies we produce to a minimum.
Modes of transport (environmental)	Mode of transport (modal split) and electric driving	Responsibility of management and employees	CF Report modal split in 2022: - Car: 30% - Public transport: 35% - Bike: 35% Number of commuting km by car: - 2020: 25,124 km, of which 26% electric - 2021: 9,485 (partly due to Covid-19), of which 35% electric - 2022: 30,267 km, of which 50% electric - Increase compared to 2020: 21% - Increase in revenue compared to 2020: 42% - Meetings are increasingly taking place remotely (via Microsoft Teams) Number of business trip kilometres: - 2020: 21,670 km, of which 15% electric - 2021: 7,758 km, of which 20% electric - 2022: 26,234 km, of which 55% electric This decline in kilometres driven in 2021 is the result of the Covid-19 pandemic. The first objective is to influence the modal split as positively as possible by encouraging the use of public transport and the bike. The second objective is the purchase of hybrid or fully electric cars; currently 67% of all vehicles are hybrid. Several electric charging stations are available in the vicinity of the building.
Diversity (social)	Gender ratio m/f	Responsibility of management in consultation with team	Diversity in 2022: - Male: 54% - Female: 46% Target is 50% female and 50% male.

* The figures for 2021 are partly influenced by Covid-19

Topics	Description	Boundaries	Performance (KPIs) and targets
Advice to charities to enable them to measure/present their impact more clearly (social)	Help charitable organisations measure and present their impact as transparently as possible	Responsibility of management	CF Report works for: - Oranje Fonds - Action Aid - Stichting Casterenshoeve - Make-A-Wish Netherlands In 2021 and 2022, CF Report provided advice (free of charge) to: - UNICEF - Netherlands Leprosy Relief - Amnesty International In 2020, CF Report organised a charity impact workshop for charitable organisations, the objective of which was to optimise their impact. Some of the charities represented at this workshop include: Dutch Heart Foundation, Amnesty International, AMREF Flying Doctors, Dutch Cancer Society, Prinses Beatrix Spierfonds (fund for muscle-related diseases), Médecins Sans Frontières and Cordaid.
Sickness absence (social)	Sickness absence is the number of hours not worked as a percentage of the total number of hours worked	Responsibility of management and individual employees	Sickness absence at CF Report: - 2020: 0.9% - 2021: 1.0% - 2022: 1.0% In 2022, the number of employees increased by 28% compared to 2019. The aim is to keep sickness absence to a minimum (under 0.8%).
Customer satisfaction (economic)	Customer satisfaction is defined as the percentage of recurring business, i.e. the number of customers who are still CF Report customers after one year	Responsibility of management and individual employees	Recurring business at CF Report: - 2020: 98%. - 2021: 90%. - 2022: 90%. In 2021, the number of customers increased by 17%. In 2022, the number of customers increased by 36%. The target is to achieve 100% recurring business.
Contribution to customers' CSR knowledge (economic)	The contribution to customers' CSR knowledge is defined as the number of CSR advice reports provided	Responsibility of management	Number of CSR advice reports: - 2020: 12 - 2021: 17 - 2022: 18 Target: 25 CSR advice reports in 2022.
Security and data protection	Ensuring security and protecting our customers' data	Responsibility of management; delegated in part to IT Manager and SecurityManager	- In 2020, CF Report, together with external experts, drafted an Information Security Management System (ISMS). - The ISMS includes an overview of possible security and IT risks, the degree of impact (low, medium, high), and our related mitigating measures, including all measures already taken and those still in progress. - This puts CF Report in the priority lane for achieving ISO 27001 for Information Security. - We successfully passed a formal IT security audit of Sligro Food Group and ING Group on this basis. - The objective is to be ISO 27001 certified in 2023.

6 Status of non-material topics

The current status with regard to non-material topics is as follows:

Non-material topics	Status
Publishing digitally	Virtually all CF Report customers have switched to digital (PDF) publications, which may be included on a mini-reporting website or be presented fully digitally online. The printed matter in 2022 decreased by 58% compared to 2020 (print runs of the various publications).
Member of MVO Nederland	CF Report has been a member of MVO Nederland (movement for entrepreneurs in the new economy) since 2014.
Supporting charities	In 2022, CF Report supported the following charities: Habitat for Humanity Netherlands, Stichting Terri (in the fight against MS) and Only Friends (sports club for young people with a disability).
Being an inclusive business	CF Report is, in principle, open to being an inclusive business and involving people with poor employment prospects in the company, naturally on the condition that the person concerned possesses the requisite knowledge and skills. As yet, no situations where we could apply this have arisen.
Sun blinds	Sun blinds are present in the building.

7   Noteworthy matters

In 2022, **ING Group** won the FD Henri Sijthoff Award in the AEX companies category with the Annual Report 2021.
CSR is an important topic in this annual report.

In 2020, **Sligro Food Group** won the FD Henri Sijthoff prize in the 'small and mid-cap' category for their 2019 Annual Report.
CSR played an important role in this report.

In 2019, **Randstad** won the FD Henri Sijthoff prize in the 'AEX-listed' category for their 2018 Integrated Report.

In 2019, **Royal Schiphol Group** won the Crystal Prize (*Kristalprijs*) awarded by the Dutch Ministry of Economic Affairs and Climate Policy for the company with the best CSR reporting based on its ranking in the 2019 Transparency Benchmark. The award panel called CF Report's design and approach in terms of structure 'innovative and distinctive'.

In 2019, in the Transparency Benchmark, the **Port of Amsterdam** received an honourable mention as the highest ranking newcomer (42 out of 500). Together with the customer, CF Report integrated CSR into the annual report and applied the principles of integrated reporting.

8   Two-yearly sustainability cycle

CF Report has decided to conduct an external stakeholder survey once every two years with the aim of periodically reviewing the material topics and assessing them against recent developments and views.

9   About this report

All data in this report is derived from internal sources. This report has not been audited by an independent auditor. The report has been prepared in accordance with GRI Standards. CF Report does not yet present its information in a GRI reference table.
On balance, we are on the right path.

– Version 1: July 2017
– Version 2: September 2017 (updated to reflect current situation)
– Version 3: July 2019 (updated to reflect current situation)
– Version 4: May 2020 (updated to reflect current situation)
– Version 5: January 2021 (updated to reflect current situation)
– Version 6: January 2022 (updated to reflect current situation)