



caring for tomorrow.

CSR Report 2025
Caring Fieldmarketing

caring.

Letter from Rick.

At Caring Fieldmarketing, our mission is clear: to bring brands and people closer together by harnessing the power of human connection. Fieldmarketing is about more than just merchandising, fieldforces, in-store activations, or experiential campaigns; it's about creating moments that matter.

As the world continues to evolve shaped by innovations, shifting consumer expectations, and a growing focus on sustainability we recognize both the challenges and opportunities ahead. Sustainability is not an additional goal for us; it is embedded in everything we do. We are committed to bridging gaps, simplifying complexities, and delivering fieldmarketing solutions that not only drive results but also contribute to a sustainable and equitable future.

With over 30 years of experience, we've learned that great (field)marketing isn't just about numbers or reach; it's about people. This commitment extends beyond the brands we serve. It's reflected in how we treat our employees, empower our teams, and engage with the communities and environments we are part of.

As a company, we believe that we also have an obligation to give back to people and to the planet. That's why we've embedded sustainability into our operations and strategy from innovative practices that reduce waste and promote circularity in field activations to our commitment to ethical and transparent business practices, our actions reflect our belief in building a sustainable future. These efforts align with our vision: Powered by Numbers, Built by People, Guided by Sustainability.

Looking ahead, we'll keep innovating, collaborating, and building connections with brands, with people, and with the world. Guided by sustainability, we strive to create a future of fieldmarketing defined by meaningful and lasting impact.

Kind regards,

Rick A. den Boggende
CEO



Together, We Get There.

By joining forces with leading initiatives, we strengthen our commitment to sustainability, inclusivity, and responsible business practices, ensuring that our actions contribute to a better future for all.

United Nations Global Compact

Since 2024, Caring Fieldmarketing has been a proud member of the United Nations Global Compact (UNGC), aligning our operations and strategies with its ten universally recognized principles in the areas of human rights, labor, environment, and anti-corruption. By embedding these principles into our actions and values, we aim to drive positive change both within our industry and beyond.



Great Place to Work

Caring Fieldmarketing is proud to be recognized as a Great Place to Work, a global authority on workplace culture that highlights organizations fostering positive and inclusive environments. This certification reinforces our ongoing commitment to creating a workplace where employees feel valued, engaged, and empowered to thrive.



!MPACT Houten

We partner with Stichting Impact Houten to support sustainable entrepreneurship and community projects. Together, we are working on initiatives like the development of an energy hub, aiming to make Houten a leading example of sustainability. This collaboration underscores our commitment to driving local impact and fostering a more sustainable future.



Ondernemersfonds Houten

As part of our commitment to local collaboration and sustainable development, Caring Fieldmarketing partners with Ondernemersfonds Houten. This initiative unites businesses in Houten to support community projects, including maintaining public safety where the businesses are situated. Quarterly meetings address local issues per Industry Zone, with municipal representatives providing guidance and feedback. Through this collective effort, we aim to drive positive change and strengthen the local economy with sustainable initiatives.



On the path to become B corp

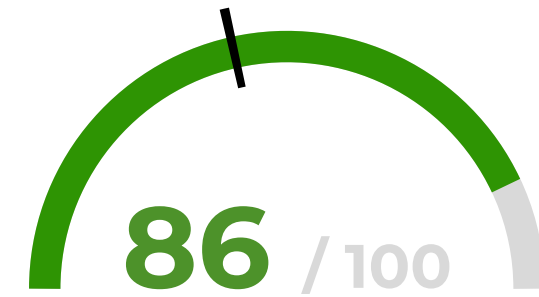
Caring Fieldmarketing is preparing for B Corp certification by embedding its social and environmental mission more deeply into governance, operations, and decision-making. Through Caring, we aim to create positive societal impact by promoting fair work, responsible partnerships, and sustainable practices across our value chain.



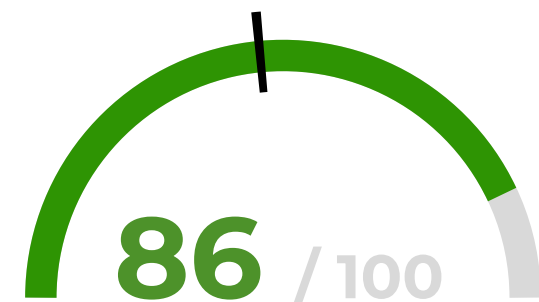
EcoVadis Platinum.

EcoVadis is the world's largest and most trusted provider of business sustainability ratings. In March 2025, Caring Fieldmarketing proudly achieved a Platinum rating, placing us among the top performers in our industry. This recognition highlights our commitment to advancing Environmental, Social, and Governance (ESG) practices within our operations. By focusing on meaningful improvements and collaboration, we continue to build on this achievement and drive positive change through responsible business practices.

ENVIRONMENT



LABOR AND HUMAN RIGHTS



PLATINUM

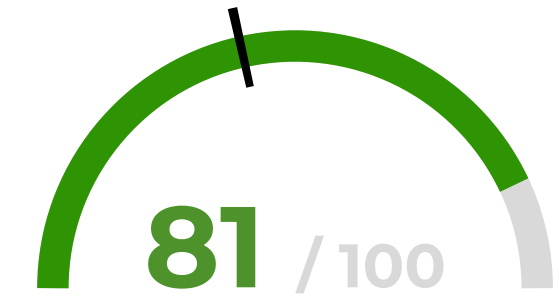
Top 1%

ecovadis

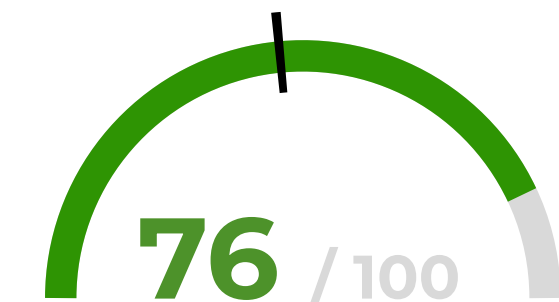
Sustainability Rating

MAR 2025

ETHICS



SUSTAINABLE PROCUREMENT



Introduction

Our Caring Commitments	06
Sustainable Development Goals	07
Highlights of 2025	08
Progress we are proud of	09

People Power

Introduction to our Commitment	11
Our Vision in Action	12
Spotlight on Key Initiatives: Recruitment Guide	13
Spotlight on Key Initiatives: Vitality Program	14
Driving Impact	15
Our Commitment in Numbers	16

Principles in Action

Introduction to our Commitment	18
Our Vision in Action	19
Spotlight on Key Initiatives	20
Driving Impact	21
Our Commitment in Numbers	22

Planet Care

Introduction to our Commitment	24
Our Vision in Action	25
Spotlight on Key Initiatives	26
Driving Impact	27
Insights into our Emissions	28
Our Commitment in Numbers	29

Partnering Responsibly

Introduction to our Commitment	31
Our Vision in Action	32
Spotlight on Key Initiatives	33
Driving Impact	34
Our Commitment in Numbers	35

VSME

Voluntary Sustainability Reporting	36
VSME	37

Afterword

Closing Remarks & Contact	38
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Our Caring Commitments.

Our Caring Commitments reflect the heart of our mission: We care. We take care. At Caring Fieldmarketing, we believe in going the extra mile, not just for our clients but also for the planet and society.

Our sustainability strategy is built on the principles that drive us forward commitment to people, the environment, ethical practices, and strong partnerships. Guided by these beliefs, we strive to create lasting positive impacts through four key pillars:

People Power.

Our people are our greatest asset. We believe in creating a supportive environment where everyone has the opportunity to grow and succeed.

This means promoting health and safety, providing opportunities for personal and professional development, and fostering inclusivity and equal opportunities for all.

Principles in Action.

Integrity and fairness are central to how we operate. We are committed to being transparent in our operations and ensuring that ethical practices are at the core of our decisions.

We strive to ensure that everyone we work with, both internally and externally, is treated with respect and dignity.

Planet Care.

We take our responsibility to the environment seriously. By adopting sustainable practices, we aim to minimize our ecological footprint and contribute to the fight against climate change.

Whether it's reducing waste, improving resource efficiency, or supporting clean energy initiatives, we are committed to making a positive environmental impact.

Partnering Responsibly.

Strong and responsible partnerships are vital to achieving our goals. We build strong relationships with our partners and suppliers to ensure that sustainability and responsibility are at the core of our joint efforts.

Together, we work towards shared goals that benefit both our business and the world around us.

Together, these commitments form the foundation of our roadmap to a more sustainable future, reflecting our dedication to both global goals and the wellbeing of everyone we work and partner with. By integrating these principles into our daily operations, we ensure that caring is not just a word it's an action that drives lasting, meaningful change.



Sustainable Development Goals.

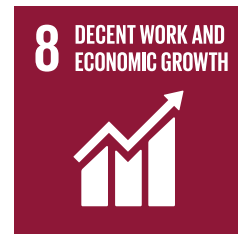
As part of our broader sustainability mission, we have aligned our Caring Commitments with the United Nations Sustainable Development Goals (SDGs). Caring focuses on contributing to the following global goals:



SDG 3

Good Health and Well-being.

We prioritize the well being of our employees by promoting safe working environments, encouraging a healthy work life balance, and supporting physical and mental health initiatives.



SDG 8

Decent Work and Economic Growth.

We provide fair employment in safe, supportive environments. By fostering professional growth, we contribute to sustainable economic growth and economic stability.



SDG 13

Climate Action.

We take steps to reduce our environmental footprint by implementing sustainable practices in our operations, like monitoring our emissions and cutting waste, to contribute to climate action efforts.



SDG 5

Gender Equality.

We are committed to creating an inclusive workplace where gender equality is promoted. We actively foster equal opportunities for everyone and work to eliminate barriers that prevent gender balance.



SDG 10

Reduced Inequalities.

We foster an inclusive workplace with equal opportunities for all, embedding diversity into our values and partnering with fair-practice suppliers.



SDG 16

Peace, Justice, and Strong Institutions.

We uphold high standards of transparency, integrity, and fairness in all our operations, from how we treat our workforce to how we engage with partners and clients.



SDG 7

Affordable and Clean Energy.

We are committed to reducing our environmental footprint by optimizing energy use, training our employees and transitioning to renewable energy where possible.



SDG 12

Responsible Consumption and Production.

We are committed to promoting sustainability within our operations by focusing on reducing waste, optimizing resource use, and encouraging responsible practices.



SDG 17

Partnerships for the Goals.

Collaboration is key to achieving sustainability. We work hand-in-hand with our partners to promote shared goals, ensuring that sustainability and ethical practices are integrated in our partner relations.

Highlights of 2025.

People Power.

37 Total HQ employees

19% Internal promotions to higher positions

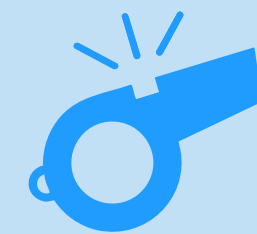
55% Of leadership roles are held by women

RI&E (Risk Inventory and Evaluation) and emergency evacuation plan developed for the new office location



Certified as a Great Place to Work

Principles in Action.



WHISTLEBLOWER PROCEDURE

evaluated and expanded



ANNUAL ETHICS AUDIT

On guidelines and policies



BUSINESS CODE OF ETHICS

publicly released



RESPONSIBLE TECH GUIDE

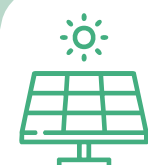
to ensure data security

Planet Care.

OUR OFFICE DESIGNED WITH SUSTAINABILITY IN MIND



HEAT PUMP
119 kW heating
186 kW cooling



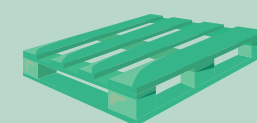
208 solar panels



96 smart light sensors



4,346 planted trees



150 pallets donated



SCOPE dashboard updated

Partnering Responsibly.



SUPPLIER CODE OF CONDUCT

shared with our suppliers to encourage ethical practices

82% of suppliers signed

Supplier Principles



Joined UNGC

committing to sustainability principles



Partnered with IMPACT Houten to develop an energy hub and build stronger community ties



Progress we are proud of.

Over the past year, we have turned commitments into measurable results. Across our people, partnerships, principles, and planet, we strengthened what works, accelerated positive impact, and laid a solid foundation for continued improvement. The highlights below reflect meaningful progress compared to last year and that we are proud of.

People Power.

Our people-first strategy delivered strong and visible results. Employee engagement and trust increased substantially, reflected in a **Great Place to Work score rising from 73% in 2024 to 86% in 2025**. Investment in learning also accelerated, with the percentage of employees completing **at least two training sessions** growing from **60% to 94%**. These outcomes confirm that our focus on development, inclusion, and workplace culture continues to strengthen our organization.

Principles in Action.

Our commitment to integrity continues to translate into consistent outcomes. Both in the previous year and the current reporting period, **no confirmed corruption incidents or data breaches** were recorded, demonstrating the effectiveness of our ethical framework and preventive controls. Awareness remains a key focus: **completion of ethics and anti-corruption training** remained high, increasing from **80% to 100%**. This ensures ethical conduct remains embedded across the organization.

Planet Care.

We continue to balance growth with climate action by strengthening both insight and performance. **Total Scope emissions decreased from 378.0 tonnes CO₂e to 285.80 tonnes CO₂e**, reflecting improved efficiency alongside more accurate and complete Scope 3 data. At the same time, our structural impact reduction accelerated, with absolute **Scope 1 & 2 emissions reducing from 167.82 tonnes CO₂e in 2024 to 149.50 tonnes CO₂e in 2025**. Our **offsetting efforts** expanded accordingly, with CO₂ compensation via tree planting increasing from **79.2 tonnes to 1,086 tonnes CO₂e**, further supporting our climate ambitions.

Partnering Responsibly.

Over the past year, we have significantly strengthened our approach to responsible partnerships. The share of suppliers that **signed our Supplier Code of Conduct** increased from **70% to 82%**, reflecting growing alignment with our ethical and sustainability standards. In addition, we reached a key milestone by completing **sustainability screening for 100% of our suppliers**, compared to no formal screening in the previous year. This marks an important step toward stronger supply chain transparency and informed supplier engagement.



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PEOPLE
power



Introduction to our **Commitment.**

At Caring Fieldmarketing, we are committed to creating an inclusive, safe, and supportive working environment. We want everyone to feel respected and provide opportunities to grow. People are central to our organization and to our long-term success. We believe that social sustainability starts with well-being, safety, and fairness. These principles guide our daily operations and the way we work together. Through our People Power approach, we create a culture based on respect, collaboration, and shared responsibility.

Our focus areas

To bring this commitment into practice, we focus on four interconnected pillars:

1. Valuing people

Our employees are the foundation of our success. We do not see them as resources, but as partners. We invest in their well-being, development, and recognition. This helps people feel supported and motivated in their work.

2. Fairness and respect

Respect and inclusivity are essential to our workplace culture. We aim to create an environment where everyone feels welcome and is treated fairly. By promoting fairness and mutual understanding, we ensure that all employees feel safe to speak up and contribute with confidence.

3. Building reliable relationships

Strong relationships are built on trust and transparency. We encourage open communication and mutual respect. This strengthens collaboration within our teams, with clients, and partners.

4. Responsible collaborations

Our commitment to integrity and fairness extends beyond our own organization. We seek partnerships based on integrity, transparency, and responsible practices. By collaborating with partners who share our values, we contribute to ethical and sustainable business conduct.



Our Vision in Action.

The People Power principles are reflected in clear focus areas. These areas help us concentrate on what matters most. For each focus area, we have defined a qualitative objective. This provides direction and supports consistent action across the organization.

Health and safety first

The physical and mental well-being of our employees comes first. We aim to provide a safe and healthy working environment. Preventing risks such as stress and physical complaints is a key priority. Our measures support long-term and sustainable employability.

Fair and equitable working conditions

We are committed to fair and equitable employment practices. Our employment terms comply with national legislation and aim to go beyond standard requirements where possible. This includes fair pay, flexible ways of working, and benefits that support well-being and work-life balance.

Empowering growth and development

Employee development is central to our HR approach. We support professional growth through training and development opportunities. Learning platforms such as GoodHabitZ are used to support continuous learning and personal ambition.

A culture of respect and inclusivity

We foster a culture where everyone feels welcome and respected. Diversity and inclusion are actively promoted. We work to identify and reduce bias, so employees feel safe to be themselves at work.

Responsible partnerships

We work with partners and suppliers who share our values. Fairness, labor rights, and sustainability guide our collaborations. Transparency and responsible conduct are key in all external relationships.

Qualitative objectives

- “ To reduce work-related risks by implementing preventive measures and proactively supporting employees in safeguarding their physical and mental well-being.
- “ To offer fair and competitive employment terms and benefits that are regularly reviewed and adapted to the evolving needs of our workforce, fostering a supportive and motivating work environment.
- “ To empower employees to achieve their ambitions by providing accessible development opportunities that support both their current roles and long-term career aspirations.
- “ To foster equality and inclusivity by removing barriers within organizational processes and ensuring equal and fair opportunities for everyone.

Spotlight on Key Initiatives.



Recruitment Guide focussed on diversity and inclusion, bias prevention and data protection

In 2025, Caring Fieldmarketing turned inclusive and ethical recruitment is a deliberate and structured process. By combining clear guidelines, bias-aware practices and responsible data handling, we ensure that every candidate is assessed fairly, consistently and with respect, while building a diverse and future-proof workforce.

Key highlights of the guide include:

Inclusive Job Descriptions

All vacancy texts were systematically reviewed to ensure inclusive, bias-aware language and equal accessibility for diverse talent.

Skills-Based & Objective Selection

Recruitment decisions are based on skills and competencies, supported by structured interviews and the active mitigation of unconscious bias.

Clear Recruitment Guidance

A dedicated Recruitment Guide equips recruiters with clear, practical guidance for ethical, consistent and well-informed hiring decisions.

Responsible Data Protection

Candidate data is handled with care and in full compliance with GDPR requirements throughout the recruitment process.

This initiative reflects our dedication to creating an inclusive and transparent recruitment process. By providing clear guidance and setting high standards, we aim to offer every candidate a fair and respectful experience, while building a strong foundation for a diverse and equitable workplace.



Spotlight on Key Initiatives.



Vitality program designed to support and safeguard employee wellbeing

Employee wellbeing is a core pillar of sustainable performance at Caring Fieldmarketing. In 2025, we actively promoted vitality in the following ways:

Key highlights of the program include:

Structured Wellbeing Governance

We established a Vitality Committee to provide employee wellbeing with a clear governance structure and a long-term, organization-wide focus.

Vitality & Health Training

A broad range of vitality-focused training sessions is offered at the office, covering physical health, ergonomics, and mental resilience.

Active On-Site Facilities

Employees have access to on-site facilities that support an active lifestyle, including a padel court and a dedicated indoor workout space.

Vitality as Part of Our Culture

By combining structured governance with accessible, practical initiatives, vitality is firmly embedded into our organizational culture.

This initiative ensures the well-being of our employees and focuses on mental and physical health.



Driving Impact.

To translate our qualitative goals into measurable progress, we have defined a selection of annual KPIs aligned with our focus areas. These metrics help us monitor progress, strengthen accountability, and ensure our commitments remain transparent and actionable.

Health and safety first

- Annually review and update the Risk Inventory and Evaluation (RI&E) to identify and address physical and psychosocial risks and enhance workplace safety.
- Organise at least one health or well-being initiative focused on physical or mental health each quarter every year.
- At least three employees hold a valid Emergency Response (BHV) certificate.

Fair and equitable working conditions

- Ensure that 95% of employees whose roles permit have access to flexible working arrangements.
- Conduct annual reviews of salaries and benefits to ensure 100% compliance with national standards and identify at least one improvement per year to enhance employee satisfaction.
- All job vacancy texts are reviewed to ensure inclusive and non-discriminatory language to promote equal opportunities in recruitment.

Empowering growth and development

- Ensure that 80% of employees complete at least two professional training sessions per year
- Conduct development conversations with 100% of employees three times per year.

A culture of respect and inclusivity

- Achieve a minimum inclusivity score of 75% in the annual employee satisfaction survey.
- Provide inclusivity and bias training to at least 60% of managers annually.

Responsible partnerships

- Achieve a minimum response rate of 70% for the annual supplier survey and use the results to identify and address at least one area for improvement in labor rights compliance.
- Ensure that at least 80% of strategic suppliers sign the Code of Conduct.

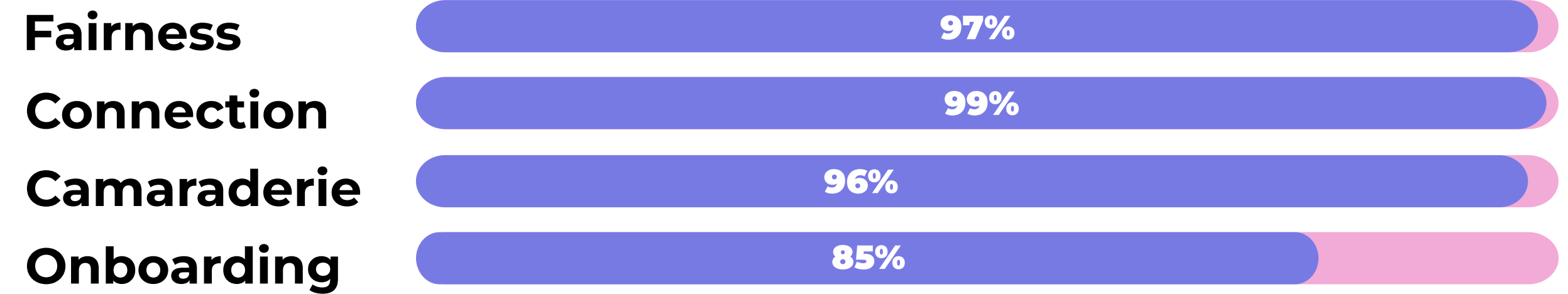
Our Commitment in Numbers.

Below are the key metrics that showcase our 2025 progress in fostering a safe, inclusive, and empowering workplace, demonstrating the impact of our initiatives on employee well-being and development.



Recognized as a Great Place to Work with an overall satisfaction score of **86%**

Highlights from our Employee Satisfaction Survey 2025



33% of the management team was female

100% of all employees participated in at least three development conversations in 2025

94% of employees completed at least two training sessions

zero work-related accidents were reported in 2025

4.25 years was the average employee tenure in 2025



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PRINCIPLES *In Action* LES



Introduction to our **Commitment.**

At Caring Fieldmarketing, ethical conduct is central to who we are. Transparency, integrity, and accountability form the basis of our organization. These principles define how we engage with employees, clients, and suppliers. They help us act responsibly and build long-term trust.

Our focus areas

We've identified three priorities that guide our environmental efforts:

1. Transparency as a foundation

We value open and honest communication. Our decisions and processes are clear and understandable. This allows stakeholders to see how and why we act. Transparency strengthens trust and supports accountability across our organization.

2. Integrity in every action

We act with fairness and honesty in everything we do. Strong ethical standards guide our behavior and decision-making. This ensures that our relationships are based on respect, equality, and shared values.

3. Accountability for responsible business

We take responsibility for the way we operate. We actively manage ethical risks, including corruption and data protection. Ethical decision-making is promoted at all levels of the organization. This approach supports compliance



Our Vision in Action.

Our ethical principles are reflected in clear focus areas. These areas guide how we promote transparency, integrity, and accountability across our organization. They shape our daily decisions and help us act in line with our high ethical standards.

Promoting transparency and accountability

Transparency guides how we work with employees, clients, suppliers, and other stakeholders. We value open communication and clear reporting. This creates trust and provides clarity in our actions and decision-making.

Upholding a zero-tolerance policy on corruption

We apply a strict zero-tolerance approach to corruption, bribery, and fraud. Ethical risks are actively managed through clear guidelines and awareness initiatives. Safe reporting mechanisms support the early identification and prevention of unethical behaviour.

Ensuring the security and privacy of data

Protecting data is essential to our operations. We handle personal and confidential information with care. Our processes comply with applicable data protection requirements and are supported by secure IT practices.

Encouraging ethical marketing practices

Our marketing and communications are honest and respectful. We avoid misleading information and aim for responsible messaging. Diversity and representation are embedded in our content to reflect our values and support inclusivity.

Strengthening ethical awareness

Ethical behaviour starts with awareness. We promote integrity through training and open dialogue. By sharing best practices, we ensure that ethical conduct is understood as a shared responsibility.

Qualitative objectives

- “ To cultivate a culture of transparency and integrity across all levels of the organisation and in our interactions with external partners.
- “ To actively prevent and address corruption by establishing clear guidelines, providing regular employee training, and maintaining accessible and secure reporting mechanisms.
- “ To safeguard data security and privacy through GDPR-compliant processes, collaboration with certified partners, and continuous employee training on privacy best practices.
- “ To promote fair and responsible marketing practices by conducting internal reviews and equipping employees with training in ethical communication.
- “ To embed ethical behaviour as the norm by implementing structured training programmes, ongoing awareness initiatives, and close collaboration with business partners.

Spotlight on Key Initiatives.

To strengthen our commitment to integrity and accountability, we introduced and expanded two cornerstone initiatives in 2025: our Business Code of Ethics and our Whistleblower Procedure.

Business Code of Ethics

In 2025, Caring Fieldmarketing strengthened its ethical foundation by formally reinforcing and publicly launching its Business Code of Ethics. The Code provides a clear and practical framework that guides ethical behavior and decision-making across the organization.

Key Highlight

Public Accessibility

Publicly launched and made accessible to employees, clients and external stakeholders via the company website.

Clear Ethical Standards

Clearly defines expectations regarding fair labor practices, environmental responsibility and transparency.

Empowered Ethical Decision-Making

Empowers employees to confidently navigate ethical dilemmas through clear guidance rooted in integrity and accountability.

Whistleblower Procedure

Caring Fieldmarketing strengthened its Whistleblower Procedure to further support transparency, trust and responsible conduct. The updated procedure ensures that concerns can be raised safely, confidentially, and without fear of retaliation.

Key Highlight

Broad Scope of Issues

Covers internal issues such as fraud, misconduct or discrimination, as well as environmental concerns within the value chain.

Clear Reporting Process

Provides clear and structured guidelines on how to report concerns and what to expect throughout the process.

Confidentiality & Protection

Includes strong safeguards to ensure confidentiality and protect all reporters against retaliation.



Driving Impact.

To reinforce our commitment to ethical practices, we have established measurable KPIs across our core focus areas. These KPIs ensure actionable progress and accountability.

Promoting transparency and accountability

- Whistleblower awareness: Conduct two internal communication campaigns per year to raise awareness of the Whistleblower Procedure, with annual evaluations for reach and effectiveness.
- Reporting yearly on our ethical performance and number of corruption and data breach incidents.

Upholding a zero-tolerance policy on corruption

- Zero corruption incidents: Maintain zero confirmed cases of corruption annually, tracked through internal audits and whistleblower reports.
- Ethics training participation: Ensure 100% of employees complete ethics and corruption prevention training within one year of joining.

Ensuring the security and privacy of data

- Employee data protection training: Train 100% of employees on data protection within one year of employment.
- Data breach prevention: Maintain zero reported data breaches annually, verified through semi-annual internal reviews and collaboration with certified IT security partners.

Encouraging ethical marketing practices

- Training on ethical communication: Provide annual training on ethical marketing principles, reaching 90% of employees in marketing related roles.
- Diversity in marketing materials: Ensure 100% of social media campaigns reflect diverse and inclusive representation.

Strengthening ethical awareness

- Ethics training completion: Ensure at least 85% of employees in financial and operational jobs follow a training on money laundering prevention.
- Internal awareness campaigns: Conduct at least two internal campaigns annually to promote ethical behavior and decision making organization wide.

Our Commitment in Numbers.

100% of marketing campaigns were reviewed to ensure alignment with ethical guidelines in 2025

100% of employees completed training on anti-corruption in first year of employment

100% of our annual corruption risk assessment was conducted to identify key action points

zero

reported data breaches in 2025

zero

confirmed corruption incidents in 2025



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PLANET

care



Introduction to our **Commitment.**

Our commitment to sustainability is based on the belief that a healthy environment is essential for long-term resilience. In our Planet Care approach, we translate this belief into practical action. We set clear objectives and monitor our progress. We also encourage others to take part in this journey.

We recognize that every action matters. From energy use to waste management, we focus on reducing our environmental impact where we can. Our approach is guided by clear priorities that address both immediate effects and long-term sustainability.

Our focus areas

We've identified three priorities that guide our environmental efforts:

1. Reducing our footprint

We work to limit the environmental impact of our operations. This includes reducing energy consumption, managing waste responsibly, and lowering emissions related to mobility.

2. Raising awareness

Sustainability is a shared responsibility. We encourage employees, clients, and partners to make conscious and environmentally responsible choices in their daily activities.

3. Supporting circularity

We aim to reduce waste and promote reuse within our processes. By applying circular principles, we support a more resource-efficient and sustainable future.



Our Vision in Action.

Our Planet Care strategy focuses on delivering measurable progress in environmental responsibility. Clear priorities guide our actions and help translate ambition into practical results. Each focus area supports consistent decision-making and long-term impact.

Reducing energy use and emissions

We work to reduce energy use and greenhouse gas emissions. This includes improving energy efficiency and increasing the use of renewable energy sources. These efforts help limit our environmental footprint.

Cutting waste and boosting recycling

Reducing waste is a key priority. We aim to use materials more efficiently and improve waste separation in our daily operations. Recycling is actively promoted across the organization.

Advancing sustainable mobility

We aim to lower emissions related to mobility. This includes exploring electric vehicles and encouraging alternatives, such as public transportation and remote work. Smarter route planning supports these efforts.

Greener procurement practices

Procurement choices play an important role in environmental impact. We prioritize suppliers and products that meet our sustainability standards. This includes the use of renewable materials and refurbished equipment where possible.

Raising awareness and fostering engagement

Environmental responsibility requires shared commitment. We raise awareness through training and engagement initiatives. This supports informed decision-making and active participation from employees, clients, and partners.

Qualitative objectives

- “ To develop a robust and future-proof energy strategy by optimizing energy consumption, increasing the use of renewable sources, and reducing greenhouse gas emissions.
- “ To embedding circular economy principles into our way of working and reduce waste across our operations by maximizing recycling and reuse.
- “ To substantially lower transport-related emissions by prioritizing the adoption of electric vehicles, promoting sustainable travel options, and optimizing operational mobility.
- “ To implement a responsible procurement policy that supports a circular economy by partnering with environmentally conscious suppliers and selecting sustainable alternatives.
- “ To embed sustainability as a shared mindset by raising awareness, providing education, and inspiring employees, clients, and partners to actively contribute to our environmental objectives.

Spotlight on Key Initiatives.

Sustainability is about making measurable changes that are both practical and impactful. In 2025, two initiatives exemplified this commitment: a carbon compensation service for clients and the further development of our Scope Dashboard, a strategic tool enhanced this year to provide more accurate insights into our emissions and environmental impact.

Carbon Compensation & Biodiversity Service

At Caring Fieldmarketing, sustainability is about making measurable changes that are both practical and impactful. In 2025, this commitment translated into concrete initiatives that strengthen our environmental performance and actively involve our clients in climate action.

Client-Led Tree Planting

Offered clients the opportunity to support tree planting initiatives that contribute to carbon sequestration and biodiversity.

Nature-Based Climate Solutions

Created positive environmental impact through nature-based solutions that support ecosystem restoration and long-term resilience.

Proactive Sustainability Partnership

Strengthened Caring's role as a proactive sustainability partner for clients.

Scope Dashboard

The Scope Dashboard is a core management tool that supports the monitoring, analysis and continuous improvement of Caring Fieldmarketing's environmental performance. In 2025, the dashboard was further strengthened to enhance accuracy, reliability and strategic value.

Strategic Environmental Monitoring

Designed as a strategic tool to monitor, analyze and improve environmental performance.

Enhanced Data & Methodology

Significantly enhanced in 2025 through improved calculation methodologies and a strengthened data structure.

Progress & Reduction Tracking

Supports the identification of reduction opportunities and the tracking of progress over time.



Driving Impact.

To translate our Planet Care ambitions into measurable progress, we track a defined set of key metrics across our core focus areas on an annual basis. These metrics are anchored to 2024 as our base year and support both our short-term targets for 2030 and long-term ambitions toward 2050. Together, they enable us to monitor performance, drive continuous improvement, and move toward a more positive environmental impact.

Reducing energy use and emissions

- Reduce scope 1 and 2 emissions: Reduce emissions by 50% by 2030 and achieve net-zero emissions by 2050.
- Renewable energy: Ensure 100% of energy used is sourced from renewables by the end of 2025 and maintain goal.

Cutting waste and boosting recycling

- Waste reduction: Decrease total waste by 25% by 2030 and achieve a 30% reduction rate in 2050.
- Recycling expansion: Increase the recycling rate from 78% in 2024 to 90% by 2030.

Advancing sustainable mobility

- Fleet electrification: Transition 50% of the company fleet to electric or hybrid vehicles by the end of 2030.
- Sustainable commuting: Raise the percentage of employees using sustainable commuting options to 60% by 2030.

Greener procurement practices

- Supplier compliance: Ensure 90% of suppliers meet our sustainability criteria by 2030.
- Circular materials: Increase the proportion of circular materials purchased to 50% by 2030.

Raising awareness and fostering engagement

- Employee training: Train 100% of employees in sustainability practices by the end of 2025 and maintain this level annually.
- Active participation: Increase employee participation in sustainability initiatives from 60% by 2025 to 75% by 2030.

Insights into our Emissions.

At the core of our Planet Care strategy is a clear commitment to reducing greenhouse gas (GHG) emissions and actively minimizing our environmental footprint.

By 2030, we aim to reduce **Scope 1 and Scope 2 emissions by 50%** and lower energy consumption across our operations by 20%, compared to our 2021 baseline. Beyond our own activities, we also take responsibility for emissions throughout our value chain, with a target to reduce these by 25% by 2030. These ambitions reflect the level of change we believe is necessary to make a real and lasting impact.

To support this journey, we rely on tools such as our emissions dashboard to monitor progress, gain insights, and identify opportunities for improvement. Transparency and accountability are central to this approach, helping us stay focused, informed, and on track. This long-term commitment reflects our responsibility to the planet and the communities connected to our work. With every step forward, we strengthen our contribution to a more sustainable future.



total scope 1+2+3



Scope 1, 2 & 3

GHG emission explained.

Why it matters

By addressing emissions across all three scopes, we're taking a comprehensive and transparent approach to reducing our climate impact.

Each scope brings its own challenges, but together, they form the roadmap to a sustainable future. At Caring, we are committed to driving progress every step of the way

Scope 1.

Direct emissions

These emissions come from sources we own or control directly, like the fuel we use in our vehicles or equipment.

Scope 2.

Indirect emissions from purchased energy

Emissions linked to the electricity, heat, or steam we buy to power our operations.

Scope 3.

Emissions across our value chain

This scope covers all indirect emissions across our value chain, from raw material production to product use and disposal.



Our Commitment in Numbers.

Below are the key metrics that showcase our 2025 progress in fostering a safe, inclusive, and empowering workplace, demonstrating the impact of our initiatives on employee well-being and development.

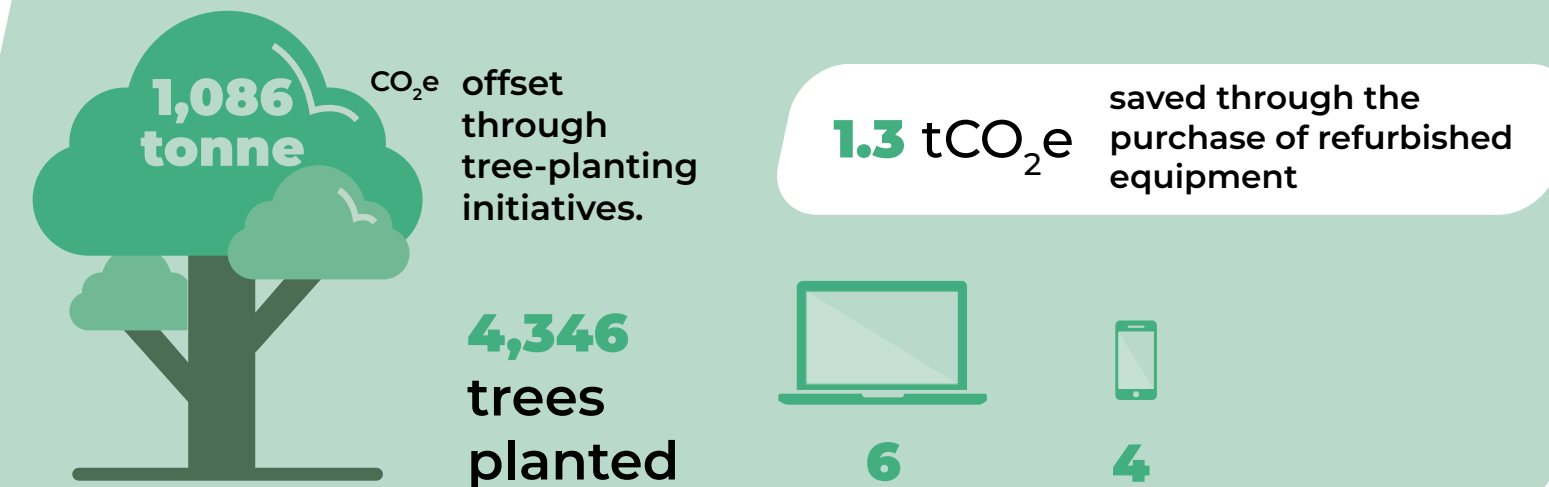
1.

Energy & Resource Usage



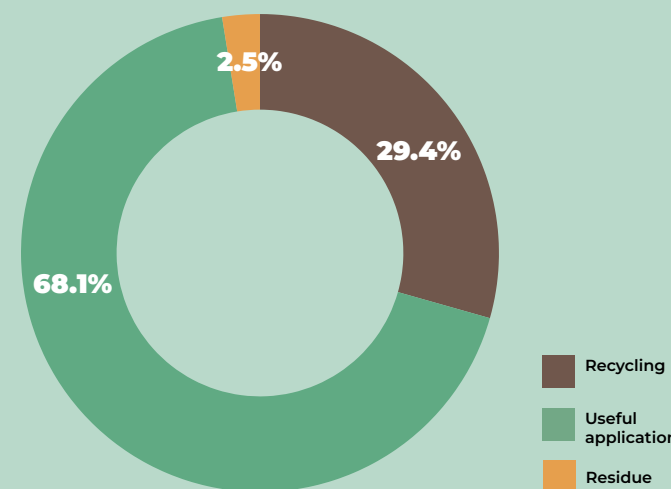
3.

Compensation program



2.

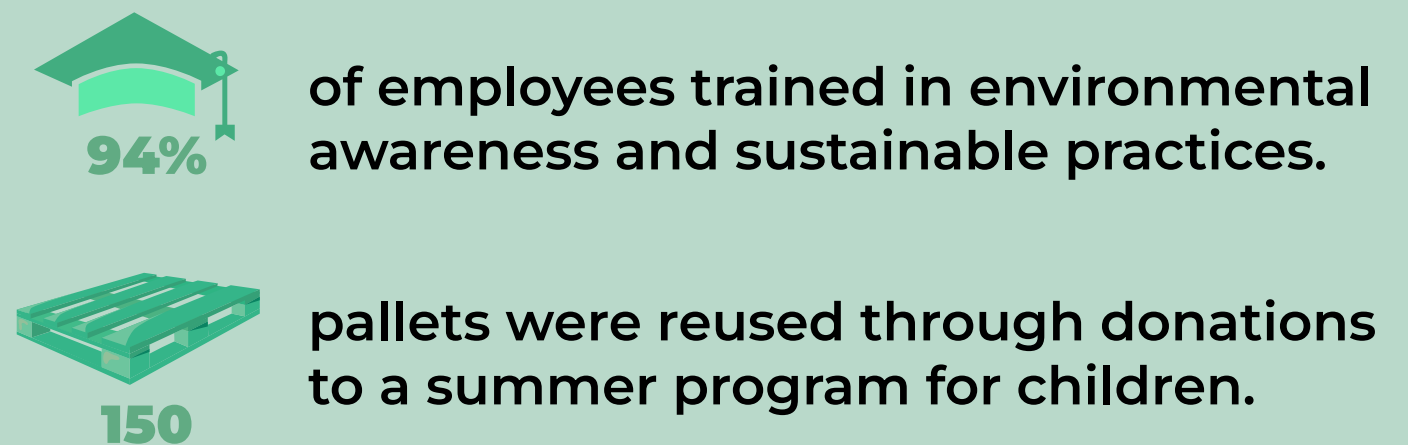
Waste



27.2 tonne waste generated

4.

Organizational engagement



caring.

PARTNERSHIP

Responsibly



Introduction to our **Commitment.**

At Caring Fieldmarketing, sustainable procurement is a core principle. It shapes how we make decisions and how we work with others. We recognize our responsibility to people, the environment, and our partners. By embedding sustainability in our procurement processes, we align growth with responsible business practices.

Our focus areas

We have outlined clear priorities to guide our procurement strategy:

1. Value for sustainability

Procurement plays an important role in creating a positive impact. We work with suppliers who share our environmental and social values. This helps us build a responsible supply chain and supports long-term sustainability.

2. Ethical practices

We take responsibility for the impact of our purchasing decisions. Ethical standards guide how we select and work with suppliers. Respect for human rights and fair labor practices are key elements of our approach.

3. Reliable partnerships

Sustainable impact requires strong relationships. We focus on transparency and trust in our collaboration with clients and suppliers. Sustainability is a shared responsibility across our value chain.

4. Raising awareness

Sustainable procurement is an ongoing process. We raise awareness within our organization and among our partners. We set clear objectives, monitor progress, and continuously improve our procurement practices.



Our Vision in Action.

Our procurement strategy is guided by clear principles and long-term objectives. These principles shape how we work with suppliers and strengthen our supply chain. They support responsible business practices and help create lasting value.

Promoting Sustainability and Fair Labor Practices

We aim to build a supply chain that respects human rights and supports sustainability. Risks are identified and addressed in collaboration with suppliers. This approach helps create a positive impact on people and the environment.

Embedding Ethics in Procurement

Ethics guide all procurement decisions. We work with suppliers who act transparently and with integrity. This supports responsible trade and helps prevent corruption and conflicts of interest.

Reducing Environmental Impact

We seek to reduce the environmental footprint of our procurement activities. Preference is given to suppliers that focus on sustainable materials, efficient energy use, and waste reduction.

Ensuring Economic Sustainability

We support suppliers in meeting sustainability standards. This strengthens long-term partnerships and creates shared value. Financial responsibility is aligned with environmental and social objectives.

Qualitative objectives

- “ To actively promote fair labor practices and sustainability throughout our supply chain through continuous monitoring, risk-based assessments, and close collaboration with suppliers.
- “ To strengthen a culture of integrity and accountability by requiring all suppliers to comply with defined ethical standards and by actively supporting them in implementing and improving these principles.
- “ To embed environmental responsibility across all procurement processes by integrating environmentally conscious practices at every stage, reducing emissions, and conserving natural resources.
- “ To enhance long-term economic resilience by supporting suppliers in adopting sustainable practices, encouraging innovation, and ensuring procurement decisions create shared and responsible value.



Spotlight on Key Initiatives.

In 2025, Caring Fieldmarketing took a structured and proactive step to strengthen responsible supply chain management by embedding sustainability and ethics into the evaluation of all suppliers.

Supplier Code of Conduct

Our Supplier Code of Conduct establishes clear expectations for ethical behavior, sustainability, and accountability throughout our supply chain. This document serves as a cornerstone of our commitment to fostering partnerships that uphold fair labor practices, environmental responsibility, and integrity.

Comprehensive Supplier Assessment

Conducted a comprehensive sustainability and ethical screening covering all suppliers.

Constructive Supplier Engagement

Enabled more informed and constructive engagement with suppliers, supporting continuous improvement where needed.

Risk & Human Rights Focus

Designed the screening to proactively identify risks, safeguard human rights, and reinforce sustainability standards across the value chain.

Value-Driven Partnerships

Strengthened partnerships with suppliers that align with Caring's values and standards.



Driving Impact.

At the core of our procurement strategy is a commitment to transparency, sustainability, and shared responsibility. Below, we present key metrics structured around our guiding principles, demonstrating measurable progress toward ethical, sustainable, and impactful partnerships. These metrics are evaluated yearly.

Promoting sustainability and fair labor practices

- Supplier Code of Conduct adoption: At least 80% of suppliers will have signed our Supplier Code of Conduct.
- Improved working conditions: Conduct self-assessments with a minimum of five suppliers annually.

Embedding ethics in procurement

- Anti-corruption policies: Ensure 85% of suppliers have demonstrable anti-corruption policies implemented, as verified through the annual supplier survey.
- Ethical training: All employees with procurement responsibilities complete ethics training within six months of onboarding, fostering accountability in procurement practices.

Reducing environmental impact

- Sustainable products purchased: Achieve at least 50% environmentally certified products in our procurement, reducing the ecological footprint of sourced materials.
- Stimulate local procurement: Aspire to have at least 70% of suppliers based in the Netherlands to minimize transport emissions without exclusion of others.

Ensuring economic sustainability

- Long-term supplier contracts: Establish multi-year contracts with at least 50% of strategic suppliers.
- Annual supplier evaluations: Evaluate 100% of supplier contracts annually in the fourth quarter to assess economic and sustainable value, ensuring alignment with strategic goals.

Transparency and collaboration with stakeholders

- Supplier survey participation: Achieve a 65% response rate for the annual supplier survey by the end of each year, gathering actionable insights to refine our sustainability efforts
- Contact with suppliers: Have at least 4 moments of contact per year with strategic suppliers to review collaboration.

Our Commitment in Numbers.

100% of the energy we purchased was renewable

13% growth of electric vehicles in our fleet from 2024

75% of employees with purchasing authority trained in sustainable and local procurement

82% of the Supplier Codes of Conduct we issued were signed

zero

ethical violations were reported from our supply chain in 2025

1.3

tco₂ savings achieved through the purchase of refurbished items

Strategic suppliers participated in an average of 4 meetings per year to collaborate on sustainable procurement.

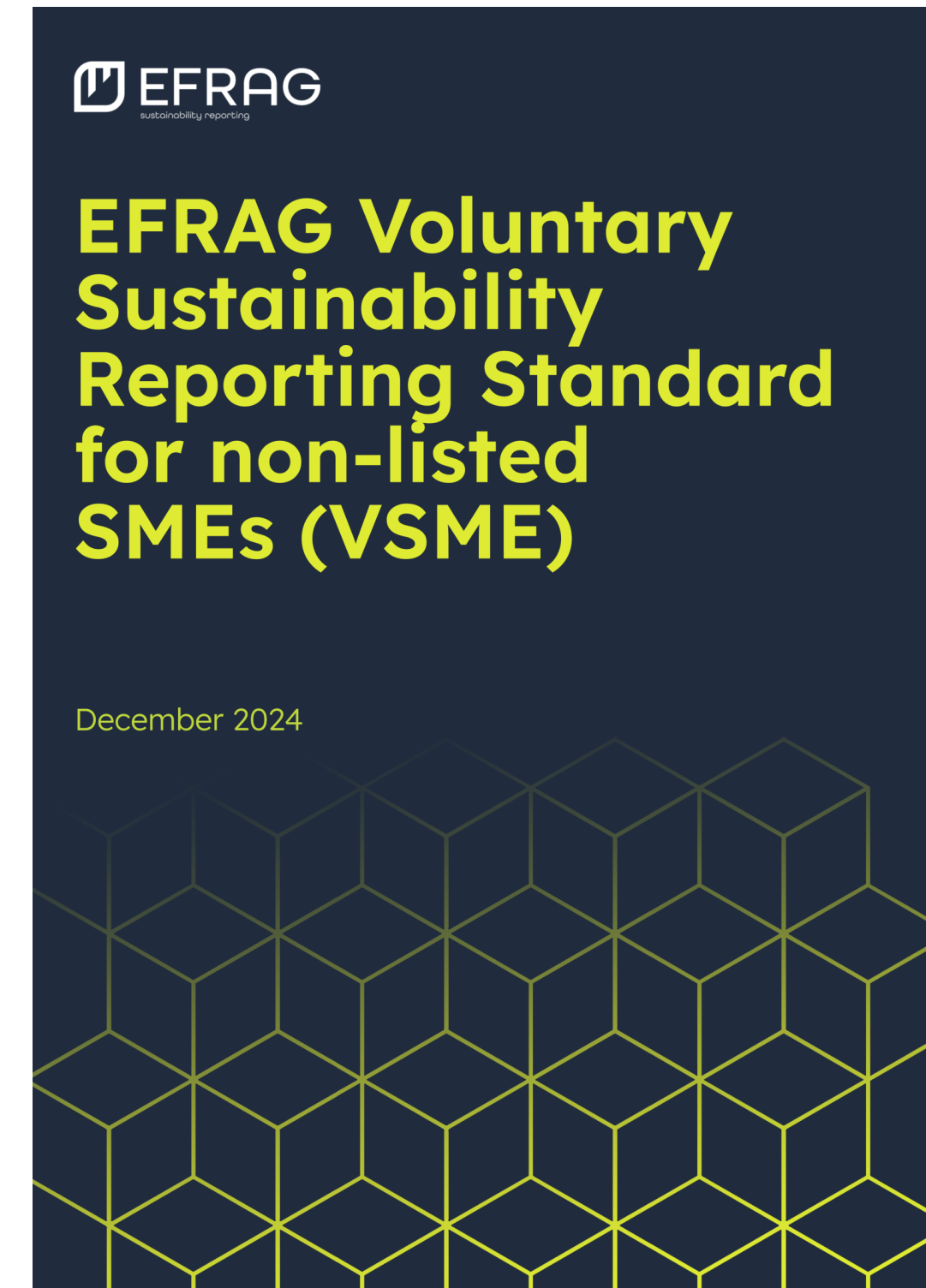


Voluntary Sustainability Reporting.

The Voluntary Sustainability Reporting for small and medium-sized enterprises (VSME) is a practical sustainability reporting standard that enables organizations to report clearly and consistently on their environmental, social, and governance (ESG) performance. It follows the principles of European sustainability reporting requirements, while remaining proportionate and accessible for organizations of our size.

Caring Fieldmarketing applies the Basic Module of the VSME framework to make our sustainability efforts transparent, structured, and meaningful for our stakeholders. It provides clear insight into how sustainability is embedded across our policies, daily operations, and measurable results. Supporting accountability and continuous improvement.












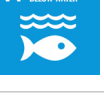
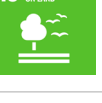
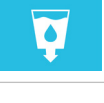

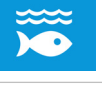








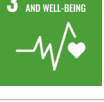






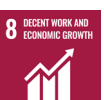


We are on a clear path towards full alignment with the VSME reporting standard. Our current reporting already addresses the core requirements through established policies, concrete measures, and tracked KPIs. At the same time, we continue to strengthen data quality, coverage, and documentation to further mature our reporting in the coming years.



VSME-standards made by EFRAG, 2024



VSME.

Standard	Location	SDG
B1 Basic for preparation	General terms and conditions, CSR-report (p. 36), and the website www.caring-fieldmarketing.nl	
B2 Practices, policies and future initiatives for transitioning towards a more sustainable economy	CSR-report (p. 24-27)	  
B3 Energy and greenhouse gas emissions	CSR-report (p. 8, 9, and 28)	 
B4 Pollution of air, water and soil	CSR-report (p. 24-29)	   
B5 Biodiversity	CSR-report (p. 8, and 24-29)	  
B6 Water	CSR-report (p. 29)	  
B7 Resource use, circular economy and waste management	CSR-report (p. 29)	   
B8 Workforce – General characteristics	CSR-report (p. 8 and 16)	   
B9 Workforce – Health and safety	CSR-report (p. 8 and 11-16)	
B10 Workforce – Remuneration, collective bargaining and training	CSR-report (p. 11-16) <i>Omission: percentage pay gap, as the number of employees is below the threshold for reporting</i>	    
B11 – Convictions and fines for corruption and bribery	CSR-report (p. 9 and 22)	   



Closing Remarks.

As we conclude this report, we want to take a moment to thank everyone who has contributed to our sustainability journey.

From employees to partners and stakeholders, your commitment and collaboration have been essential in turning our ambitions into meaningful progress. Sustainability is not just a goal for us it is a fundamental value reflected in our daily actions.

Throughout this report, we have shared our efforts in four key areas: empowering people, upholding ethical practices, caring for the planet, and building responsible partnerships. These pillars represent the foundation of our values and our ambition to create lasting impact. The progress highlighted in these chapters reflects not only what we have achieved but also the direction we are committed to pursuing in the years ahead.

Our work does not stop here. Sustainability is an ongoing journey, and we remain dedicated to making a deeper impact, building stronger partnerships, and finding new ways to create value for people, the planet, and our stakeholders.

This is a mission we cannot achieve alone. We invite you to join us whether by adopting greener practices, championing inclusivity, or supporting responsible initiatives in your own sphere of influence. Let's continue to build a better, more sustainable future, together, one step at a time.

We look forward to creating more impact together.

Contact.

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we care. we take care.

